

# Sponsor deal with Edinburgh Uni footballers

Edinburgh University Football Club have entered a long term sponsorship agreement with management consultancy firm Alba Partners which will assist in the development and growth of its Performance Football Programme.



Richard Jacobs, MD of Alba Partners, left, seals the deal with Sean McAulay, Edinburgh University FC manager, before a 2-2 Lowland League draw with Albion Rovers at Peffermill. PHOTO Stewart Attwood

The announcement follows the company's recent decision to base its global headquarters in Edinburgh as part of a major expansion which will see the recruitment of 20 consultants over the next 18 months amidst claims of being the go-to change and transformation partner for the private and public sectors in Scotland.

Stewart MacKinnon, chairman of Edinburgh University FC, said: "Alba Partners is providing crucial support to our club as we strive to develop and grow the Performance Football Programme.

"Although we have access to some of the finest sporting facilities in the world and incredible strength and conditioning expertise at the University, the football programme at EUAFC is substantially funded by sponsorships and donations from supporters, staff, and former players.

"Our club is one of the Scottish Lowland League's underdogs, seeking to overcome the odds every week in a massively competitive division. Nevertheless, we hope students, young players, and senior clubs across Scotland recognise EUAFC's relentless focus on player growth and development and we are hugely grateful to Alba Partners for their support which will help us level the playing field going forward."

Richard Jacobs, Alba Partners Managing Director, added: "Following the decision to locate Alba Partners global headquarters in our native Scotland, we have been exploring ways in which to support organisations that share our ethos of ambition, hard work and developing people to perform at the highest of their abilities.

"As a small firm looking to challenge the big consultancies, Alba Partners is a natural long-term partner for EUAFC and it's a great privilege to support them. I'm confident that both of our respective 'teams' will be improving performance and achieving success in the coming years."