



# THE CLAP-BANNER

Proving a hit with clubs, business, and the fans!

**A**n anyone who has followed football for any reasonable amount of time will subscribe to the notion that atmospheres today just aren't what they used to be (at least on a regular game by game basis). Modern 'seated' stadiums, clean toilets, shopping centres in the concourses are all fantastic signs of a healthy and progressive industry but has the opportunity cost been the noise, passion and emotion on a regular basis for clubs up and down the country? F.C. Business went to see the founders of a project that looks to have married the commerciality of

the modern game with the raw passion and excitement that should always be by its side. The Clap-Banner.

If you have



you will know what is being discussed here. It is a product (and equally as importantly a sound) that is distinctive, memorable and effective. The Clap-Banner is now reaching a record number of football fans as more and more clubs, governing bodies and sponsors recognise its potential. Indeed anyone watching the Ireland France World Cup qualifier in Dublin recently will have seen 70,000 of them decorate, amplify and unite Croke Park.

MD Carolyn Israel and her husband Mark own and run Clap-Banner.

"The Clap-banner was created to fill a much needed void we believe existed in the market and we set out to address it by supplying a unique item that ticked all the boxes and would be well received by the public as well as offering a business opportunity for sponsors,

corporate partners, charities or indeed anyone!" Mark told me.

And develop a concept they have. The Clap-Banner is now becoming synonymous with not only crowd choreography but also a vehicle for both clubs & organisations to display their brand, messages, services, products or even appeals. Something Mark puts at the heart of the business.

"Why is the Clap-Banner an effective tool? Well, not only is it visually great, it creates a positive noise that adds to and builds atmosphere. Add in the idea that it is a tool for clubs' sponsors then it becomes a multi-functional tool that can be monetised."

Clap-Banner is already being endorsed and used by the likes of The F.A., the 2018 World Cup Bid Team as well as a host of Premier League, League and European sides.

"Feedback from those using it has been incredible and with the likes of the '2018 Back the Bid' being involved I think it shows the positives of using the Clap-Banner." Carolyn said.

Launching in the  
**USA  
2010**



It is the ease of working with Clap-Banner that is perhaps so attractive. Take for example the turn-around times. The team at Clap-Banner require less than one week to complete an order of any size. Volume is not an issue as minimums start from 500. It is ideal for crowd choreography, it creates excitement, atmosphere and visually it is superb.

As clubs both fight hard to keep existing sponsors and attempt to look to add value to potential new ones, Mark believes the Clap-Banner lends itself perfectly to the commercial market wanting to mix with football.

"The beauty of the Clap-Banner is that all parties are covered. The fans love using it as a tool for build atmosphere, the club has a great chance to brand their logo and the brand awareness for sponsors is huge. If you look at some of the work we have done with clubs and their sponsors already you can see for yourself the impact it can have. On an additional point it promotes inclusion for all supporters from very young fans, disabled supporters right through to the hard core fans who love it just as much."

***"Just a quick note to say many thanks with the fast turnaround of the clap-banners for our recent home match at the Withdean Stadium – 7000 banners designed, ordered, and delivered within 7 working days – excellent service!"***

***Ian Green – Merchandise Manager  
Brighton & Hove Albion FC***

**The Clap Banner**

- Design, copyright and trademark protected
- Made to a high quality standard
- Biodegradable, recyclable
- Small minimums (500)
- Lightweight and simple to use
- Ideal for all ages and physical disabilities
- Positive testimonials and compliments



**Service**

- Quick turnaround – within days
- Competitively priced
- No cleanup costs in Stadium
- Bespoke design
- Understand the needs of our clients
- Understand the requirements for delivery to football stadiums
- Can design complete artwork for clients
- 24/7 communication with clients
- Same day artwork proofing service
- Next day sample service
- Shipping and delivery service
- Can laminate the clap-banners

**The benefits**

- Ideal advertising medium
- Highly visible on televised games
- Creates brand awareness for sponsors
- Creates excitement/atmosphere
- Ideal for crowd choreography
- A proven boost to teams, who can see and hear the fans supporting them, 12th man in team
- Creates revenue for clubs and agencies
- Ideal for retail in club shops as well as a giveaways

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