



# SENIOR TIGERS

[www.seniortigers.org.uk](http://www.seniortigers.org.uk)

Hon. Secretary: Rev'd Allen Bagshawe  
334 Southcoates Lane, Hull. HU9 3TR  
01482 702220 or 07813 430429  
[allen@bagshawe.karoo.co.uk](mailto:allen@bagshawe.karoo.co.uk)

NEWSLETTER  

NOVEMBER   

Welcome to you all our Senior Tigers. We have news of events coming up and a wonderful feature article from Tony about how shirt sponsorship developed in the world of football, especially for the Tigers.

## Our November meeting:

We are back at the MKM for our November Members' meeting on Thursday, 4<sup>th</sup> November. **Please note we will be meeting in the Kingston Suite** (West Stand) at 1.45 pm. This is at the club's request but means we will have more space and the opportunity of sitting round tables (like the September meeting). There will, of course, be no refreshments provided but you are welcome to bring your own supplies. However, can we gently remind you to either dispose of waste in the bin provided or take it home with you – last month there was debris left among the seats!

We will not to use the roving microphone, to avoid potential spreading of the virus. There will be slips of paper on the Chair's table on which you can then submit your questions to be put to our Guest speaker. We are delighted to announce that our November Guest is none other than **Lewie Coyle**, local lad from a very strong

sporting family. We are delighted that he will be joining us, so start thinking what questions you might like to ask.

**Our November Guest Speaker is ...**



**LEWIE COYLE**

## The Outings:

Barbara has done us proud with two excellent outings. Filey & Thornton le Dale was then followed with a trip to Ripon in October. It was great to hear that the coach journey to Ripon was an experience of laughter – all the way!

We are now looking forwards to our trip to the brewery! We know how to organise them! **Wold Top Brewery** on **November 18<sup>th</sup>** has 47 members booked. Others may be too late to join the fun but you can always ask Barbara – just in case. After that visit we clear our heads in Bridlington and lunch at the Revelstoke.

## Silver Sharks too!

Our second visit has 17 members visiting The Deep on Tuesday, 2<sup>nd</sup> November and they will not be disappointed. The Deep provide a fantastic experience, some science to test the grey cells, afternoon tea and a shortened visit to see some of the fish in residence. We are hoping to have another one or two sessions in the Spring.

## North Ferriby United:

32 Senior Tigers will be attending their fixture v. Clipstone on 13<sup>th</sup> November as part of a match

sponsorship arrangement held back from Covid-times.

### What's coming next?

Well our Babs has only gone and booked us a tour of the new **Spurs Stadium** on St Patrick's Day next year. Already she has almost filled the coach, 3 spare places when this went to print! Barbara will, however, be keeping a 'Reserve List' should there be some having to drop out. Some trip to look forwards too.



Contact Barbara on 876219

### Rain

*The little girl was anxiously watching the sunny sky for signs of rain. "Mum, didn't Paul the weatherman say on TV last night there would be rain?" "Yes dear", Mum replied.*

*"Well", the little girl sighed with relief. "Thank goodness God didn't hear him."*

## Memorabilia Corner

### Club & shirt sponsors

Can you remember going to Boothferry Park and watching the Tigers play in shirts with only a badge on as an extra? You probably have never given it much thought but football shirt sponsorship is now accepted and very much the norm right down to junior football in the local park. It is big business but there are concerns over what should be advertised with betting, alcohol and fast food companies coming under the most pressure. Especially where young people are involved.

It all started in 1970 when Watney Mann became the first company to sponsor a tournament, the Watney Cup. Which in fact saw City involved for 2 years and taking part in a historic event when playing Manchester United they took part in the first game in England to end in a penalty shoot-out. The score after 90 minutes was 1-1, with Chris Chilton scoring City's goal. George Best was the player to take the first kick, Denis Law was the first to miss and Ian McKechnie was the first goalkeeper to take a kick but he hit the cross bar and City lost 3-4. The attendance was 34,007, great days!

This was followed by the Ford Sporting League and the Texaco Cup. Progress was slow but in 1982 the League Cup became the Milk Cup and was sponsored for the then large sum of £2 million by the Dairy Council. In 1983 the Football League received sponsorship from Canon, for a 3 year deal of £3.3million and so it progressed. Today we see massive amounts being paid for competitions, stadiums, individual stands, clubs, kit manufacturers and shirt advertising. Manchester City's current deal with Etihad Airways is worth £400 million and at least 6 Premier League clubs have annual amounts of £40 million for kit sponsorship from major shirt

manufacturers. Manchester United currently receive £75 million per year from Adidas.

*Continued ...*

Shirt sponsorship was pioneered by Coventry City in 1974 when they entered a deal with Talbot, a motor manufacturer. This was followed by Derby County's deal with Saab. However, the sponsored shirts could only be worn in friendly games. But guess what cars the players drove? Derek Dougan of Wolves fame was the first club director to take the enormous step of allowing his Southern League team Kettering Town to be the first English club to wear sponsored shirts in a competitive league game. On 21 January 1976, his team wore shirts with the name of Kettering Tyres on the front. Doug maintained he was only following what had been developed in Europe for the previous 3 years. Many issues followed over teams wearing shirts carrying advertising when being seen on TV. Fines, cancellations and arguments followed for a time. Now no one thinks twice about it and the shirt sleeves, backs, shorts, etc all have different sponsors.

Hull City's first shirt sponsor was in 1883/84 when local kitchen manufacturer Hygena sponsored the Admiral amber and black pinstriped shirt. Of particular note, that year was when the team wore red socks. The club's owner Don Robinson said it symbolised the blood the players were willing to shed for the cause of Hull City. The following year a similar shirt was sponsored by Arrow Air, a Miami based airline. The Tigers have had many changes of kit and sponsors since those days of Mr Robinson, see how many sponsors you remember from this list?

1986-87 Twydale an East Yorkshire Turkey producer, owned by Raymond Twiddle. 87-88 Mansfield Beers, who bought North Country Brewers (formerly Hull Brewery) in 1985 for £42 million. They also put Riding Bitter on the shirts the following year. They were followed by Dale Farm and Humberside (to reflect the area). 1990 saw the Bonus organisation start many years of

association with the club. 93-94 Pepis, a nightclub overlooking the Marina. 94-95 Needler's sweets. 95-97 IBC a container company that returned again for the 1999-2001 seasons.



*Tigers – season 1996-97*

97-99 University of Hull, reflecting their association with the football club. 2001-02 Sportcard, a reward-based credit card company. 02-07 saw Bonus Electrical return and continue their strong partnership. 07-09 Karoo, the broadband provider for Hull and District also reflects KC's partnership and sponsorship. 09-11 Totesport, the brand name for the betting company formerly known as the Tote. 11-14 Cash Converters, an Australian company providing personal finance via credit contracts. 14-15 12 Bet, an online bookmaker based in Asia with a UK license. 15-16 Flamingo Land, the North Yorkshire based resort. 16-19 Sport Pesa, a Kenyan betting firm. 19 to date Giacom, a cloud software provider for IT companies.

The sponsors have been varied, controversial, local, international and even useful. It is good to see local companies involved but they are not always able to offer the largest values. It is difficult to see clubs the size of the Tigers ever receiving the amounts that we hear the top clubs receive. We may not like the need for sponsors but unfortunately, we can't survive without them.

The memorabilia and gallery site will include many images of shirts and teams throughout the club's history so you can view them at your leisure and reminisce. There are also a number of other sites giving even more detail on kits, sponsors, badges, etc. even Wikipedia has a great article on

City. Please visit these sites and see how times have changed.

*Tony Conway.*

Memorabilia & Heritage Coordinator.