

Northern Label Systems Ltd x Preston North End FC !

Northern Label Systems Ltd, a Preston business, announces official player sponsorship of Preston North End FC stars Odel Offiah & Brad Potts. A commitment to local community.



Preston, Lancashire Oct 31, 2025 ([Issuewire.com](https://www.issuewire.com)) - At [Northern Label Systems Ltd](https://www.northernlabel.co.uk), we've always believed in the power of community. As a long-established business based in the heart of Preston, we're deeply connected to the local area, and nothing brings our community together quite like [Preston North End Football Club](https://www.prestonfc.com) (PNE).

We were inspired by the journey of The Spud Brothers, who recently announced their new front-of-shirt sponsorship of PNE. Their story of a local business rising to support the club they love resonated deeply with us. It was a powerful reminder that local businesses, no matter their size, can make a significant impact. We knew we had to follow their lead and show our support for our local team.

More Than Just a Game

Sponsoring a local football club isn't just about brand visibility; it's about investing in the community. Data from sports sponsorship research shows a strong link between local business support and a club's success, both on and off the field. A 2023 study by the European Sponsorship Association found that 75% of fans feel more positive about a brand that sponsors their favourite team. Further, a 2022 survey by Nielsen Sports revealed that 58% of fans are more likely to consider a brand after seeing its sponsorship in a local context.

For us, this isn't just a business decision; it's a personal one. With passionate PNE fans right here in the Northern Label Systems office, the excitement is palpable. We're proud to support the club that brings so much joy to our team and our community. (Based on results achieved in the Football League from 1888–89 to 2014–15, Preston North End were ranked as the fourth most-successful English football club of all time domestically, while only Notts County had played more Football League games than

Preston!)

Backing the Best

With this spirit of local pride, we're thrilled to announce that we are the official player sponsors for two of PNE's most talented stars: Odel Offiah and Brad Potts.

- Odel Offiah, a rising star known for his dynamic defence and incredible potential, represents the future of the club. His energy and commitment on the field are an inspiration to watch.
- Brad Potts, a seasoned and versatile player, is a fan favourite renowned for his powerful runs and crucial contributions. His dedication and passion for the game embody the spirit of PNE.

We are honoured to be a part of their journey and look forward to cheering them on as they represent Preston North End, our city.

The Power of Local

This sponsorship is a testament to our commitment to Preston and its people. Just as we provide high-quality label solutions to businesses nationwide, we believe in supporting the institutions that make our community strong. We're excited to see what the future holds for PNE and are proud to play a small part in its success.

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