



SPENNYMOOR TOWN FC

AFFORDABLE FOOTBALL FOR ALL | 2020/21



Spennymoor Town is on a mission to make high quality football accessible for everybody. The club's **affordable football for all** strategy will provide an outstanding matchday experience for an exceptional price. But, delivering this vision will require the support of forward-thinking businesses. . In return, STFC will create opportunities for sponsors to generate revenue, connect with like-minded organisations and enjoy being an integral part of the club's breath-taking journey.

THE NORTH EAST'S BEST SUPPORTED NON-LEAGUE CLUB

Spennymoor Town is the fourth best-supported club in non-league football in terms of attendance as a ratio of population. That's on a list of 68 clubs and is the highest rank in the North East.

You can help us be number one.

JOIN US ON OUR JOURNEY

CLUB PARTNER

These packages are the headline-grabbers. Securing these partnerships will be crucial in the affordable football for all vision being realised.

All club partners will benefit from a news release announcing their commitment to delivering social value in County Durham.

CORPORATE SPONSOR

As with everything within this brochure, our corporate sponsors will allow us to deliver affordable football for all.

But, it's not all give. Improvements to relationships and account management mean our sponsors get more back than ever. From exclusive event invites to access to our thriving business club, there is much to be gained from joining the club on its upward journey.

TEAM SPONSOR

There are plenty of quick routes into the world of the Moors. Whether your aim is to increase exposure; align yourself with the club's brand; or simply to show your support, we have the perfect solution.



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4 PROMOTIONS

11 TROPHIES



Highest-ranked
semi-pro team in
the North East



FA Cup First
Round Proper
appearance



FA Trophy
Quarter Final
appearance

67% INCREASE IN SEASON TICKET
SALES LAST SEASON



Average
attendance

1,200

25,000+
social media reach
across 5 platforms

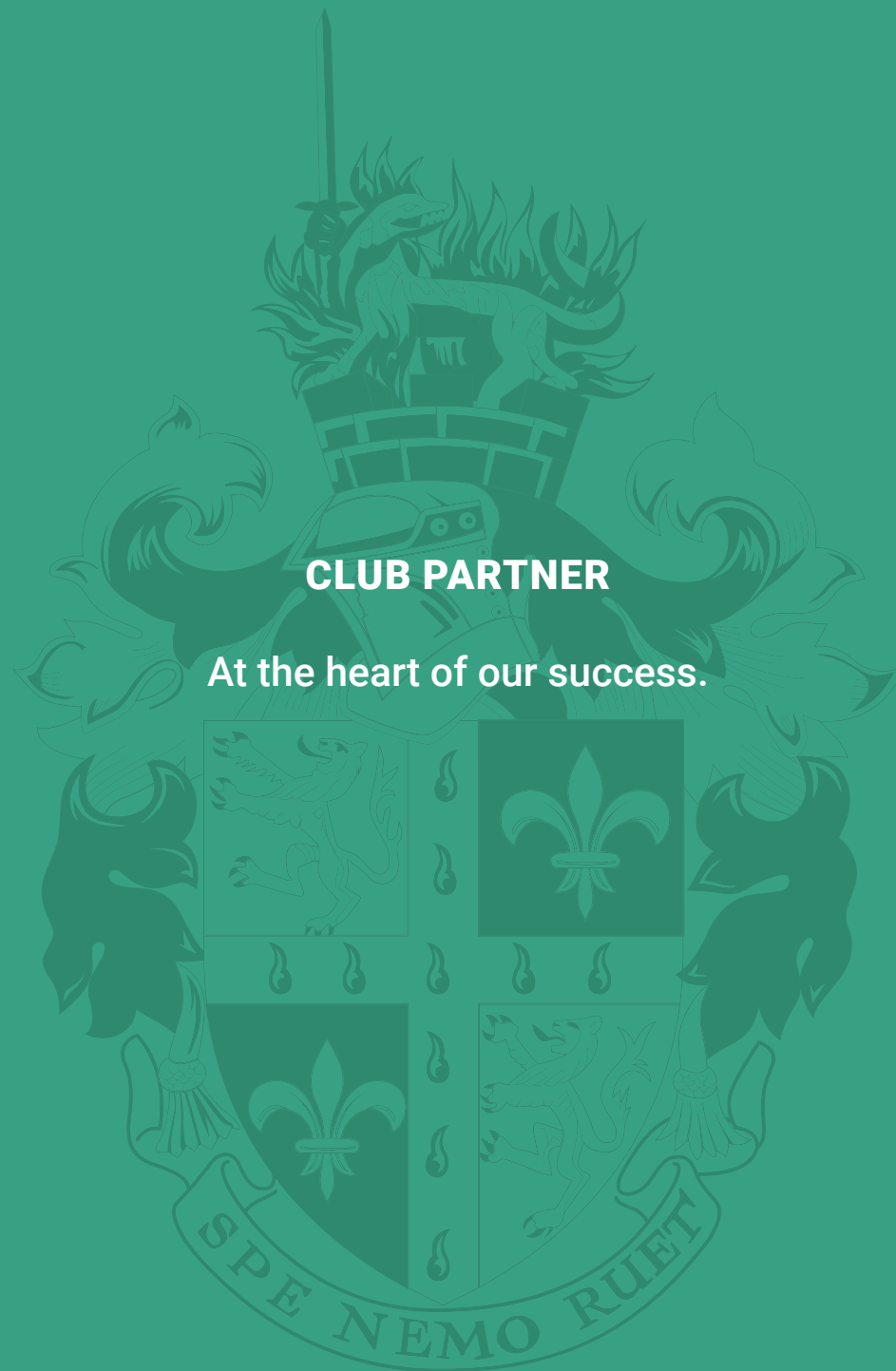
Moors TV:
178,000 annual views. 1,500+ engaged subscribers

200,000+
annual web visitors
(Feb 2019-Feb 2020)

600+ children and
2,000+ people footprint
in the Academy

1,000+ news articles on the club, reaching more than 8.9 million people





CLUB PARTNER

At the heart of our success.



THE GROUND

The Brewery Field has a growing reputation as one of the finest venues for matchday experience in non-league football. With further developments in the pipeline, associating your brand with the ground will offer maximum exposure as it completes its transformation.



NAMING RIGHTS

£NEG+VAT

Your brand name as a prefix to *"The Brewery Field"* in all club literature, collateral and in the media. Your logo will be emblazoned across the outside of the ground on the main stand.

NORTH STAND

SOLD



SOUTH STAND

£NEG+VAT

MAIN STAND

SOLD



BEVERAGE PARTNER

£NEG+VAT

We are looking for a forward-thinking beverage partner to supply the club with its beverages for 2020/21. This will include providing the best deal possible for the club to purchase its refreshments as well as a sponsorship package. This package includes both of the [Neil Adams Sports Bar](#) and [Fan Zone Sponsorships](#) in the Corporate Sponsor section of this brochure plus more, allowing a significant brand presence within the exciting new Brewery Field. We are also open to branding our latest hospitality options under this sponsorship.

PITCH SPONSOR

SOLD



Our new pitch sponsor will be given the advertising space around the entire Brewery Field perimeter fence, offering huge visibility to attendees, highlights viewers and all digital uses.

Additional value for Club Partners:

- Full page advert in every matchday programme
- Website coverage on key partners footer on every page with more than half a million visits per year
- Marketing and promotion to the club's social media and digital following of 25,000+ over the course of the season
- Prime branding position within the ground for maximum visibility and match photography
- Two top-level hospitality memberships for the season
- Your own brand profile on club website
- Exclusive invites to partner events at the club
- Access to networking with club partners and sponsors
- Engagement with charity partners

+ Brand Awareness

+ SEO Impact

+ Drive Traffic

+ Priceless Brand Association



THE KIT

Get your brand into the homes and hearts of the Spennymoor Town fan base. The club has sold a record number of replica kits in 2019/20, etching the Bowburn Hall and Avant logos into the minds of those people. Couple this with the enormous media and match day exposure that the prestigious kit sponsorships gain and your business is looking at priceless brand association with the STFC affordable football for all strategy.



HOME SHIRT

SOLD



AWAY SHIRT

SOLD



Additional value for Club Partners:

- Full page advert in every matchday programme
- Website coverage on key partners footer on every page with more than half a million visitors per year
- Marketing and promotion to the club's social media and digital following of 25,000+ over the course of the season
- Two top-level hospitality memberships for the season
- Your own brand profile on club website
- Exclusive invites to partner events at the club
- Access to networking with club partners and sponsors
- Engagement with charity partners

DID YOU KNOW?

STFC gets more than 1,000 articles written about it nationally each year? Over the last 12 months, these articles have reached 8.9 million people.

+ National Brand Awareness + SEO Impact

+ Drive Traffic

+ Emotional Connection with Fans



THE MEDIA

Spennymoor Town's media presence grows every year. More views, more followers, more listeners, more readers and more engagement. This media package offers constant engagement with the STFC brand through the club's popular communications and coverage channels.



SOLD



This major partnership includes:

- Website footer on every page with clickable backlink to boost your own SEO
- Twitter
- Youtube – Moors TV
- Facebook
- LinkedIn
- Instagram
- Email marketing
- Matchday live commentary
- Match highlights and all other Moors TV content
- Logo displayed on the media team's matchday uniform
- Full page in every issue of the matchday programme
- One corporate e-shot per season from STFC email marketing database
- Post-match interview board logo

NOTE: All “Social Media Sponsor” and “Commentary Sponsor” package items included from the next section of this brochure.

Additional value for Club Partners:

- Full page advert in every matchday programme
- Website coverage on key partners footer on every page with more than half a million visitors per year
- Marketing and promotion to the club's social media and **digital following of 25,000+** over the course of the season
- Two top-level hospitality memberships for the season
- Website news release covering partnership
- Your own brand profile on club website
- Exclusive invites to partner events at the club
- Access to networking with club partners and sponsors
- Engagement with charity partners



DID YOU KNOW?

If you combine the club's social media, website, commentary and email marketing reach, the Media Partnership Package reaches more than **250,000 people per year**.



THE ACADEMY

Not many realise the incredible footprint of Spennymoor Town Youth FC. Our academy is considered to have one of the finest non-professional structures in the country. It boasts a range of UEFA A and B licensed coaches; programme leads; behavioural specialists; safeguarding and educational specialists; and a dedicated, full-time Academy Manager.



SOLD



The Academy is one of the most powerful social impact tools at the club's disposal and it offers a number of exciting opportunities in the County Durham area to allow your brand to have a positive impact on **more than 1,000 young people and families.**

With a new, dedicated facility on the horizon and football/educational pathways being created, the academy sets itself apart in non-league football with rock-bottom costs to parents and the finest quality coaching, kit and policies.

ACADEMY FACILITY BRANDING £NEGOTIABLE+VAT

Have your brand displayed at tactical positions around the footballing area of the official premises of Spennymoor Town Youth FC, which are in the pipeline to be opened in 2020. A walk-around can be arranged to discuss optimal locations.

The STFC Academy offers your brand an incredible opportunity to deliver social value in a professionally packaged, measurable programme, delivered by a beacon of the local sporting community.

There is so much to explain about the future of the academy. You can find out more by speaking to **Andy Lowe, Academy Manager.**

academy@spennymoortownfc.co.uk

"We're making Spennymoor Town FC a conduit in County Durham to deliver social value."

Tony Wilson,
Managing Director





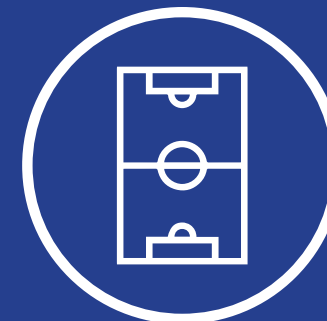
CORPORATE SPONSOR

Next-level sponsorship with a club on the rise.

THE GROUND

With a 50 per cent growth in average attendances, and plans for further increases for 2020/21, the exposure opportunities at The Brewery Field are greater than ever.

The club is willing to be creative with the spaces available at the ground to meet your advertising requirements, so get in touch with any ideas outside of what is listed below.



FLOODLIGHT BRANDING

£4,000+VAT

GANTRY BRANDING

£2,500+VAT

WOOD VUE FAN ZONE SPONSOR

£10,000+VAT

TEES CRESCENT FAN ZONE SPONSOR

£10,000+VAT

HOSPITALITY LOUNGE SPONSOR

£10,000+VAT

MEGA SCREEN SPONSOR

SOLD



BESPOKE AREAS

£2,000 - £5,000+VAT

THE KIT

If a front-of-shirt sponsor seems too expensive for your business, you can still be a part of the club's new kit, set for launch in May 2020. More kits were sold in 2019/20 than ever. We're expecting more to sell again next season with an earlier launch.



SLEEVE SPONSOR

SOLD

SHORTS SPONSOR

SOLD

TEAMWEAR&EQUIPMENT SPONSOR

SOLD



THE MEDIA

Spennymoor Town's individual media elements can be sponsored to focus on certain audiences. Whether you want to target younger supporters through our social media channels or our hardcore via the programme, we can advise on how to get the best impact for your money.



SOCIAL MEDIA SPONSOR

SOLD



25,000 cumulative followers across platforms. 180,000+ annual Moors TV views. Constant growth.

- Includes your logo on all social media channels' headers
- Your logo on our most engaging social posts: team sheet release, goal announcements and half time/full time
- A schedule of agreed social media advertisements over the course of the season – up to one per month scheduled for maximum engagement
- One bespoke piece of content for the website covering your business partnership with STFC

NOTE: This sponsorship is included in the full Media Partner package

COMMENTARY SPONSOR

SOLD



- With more than 50,000 listens over the last 12 months, the STFC commentary has become a popular part of following the club. Created for those who support the club from afar and who can't make away games, the commentary usually attracts between 100 and 200 live listens, with hundreds more post-event who listen on catch-up
- Your brand name will be announced at the start of the broadcast and the end of the broadcast all season for every game
- You will be welcome to drop by for a pre-match interview live on air to discuss your business at any point – perfect to get news of an offer or development out into the public domain!

NOTE: This sponsorship is included in the full Media Partner package.

WEBSITE SPONSOR

SOLD



Have your own profile on the Spennymoor Town FC website and a logo on the homepage. The site receives more than half a million views per year from more than 200,000 unique people in 150 countries worldwide.

This option is completely trackable so you can measure the exact impact of your investment and determine how much traffic you've driven to your own website. Correct website management can then tell you whether these people go on to view or purchase your products and calculate an exact ROI.

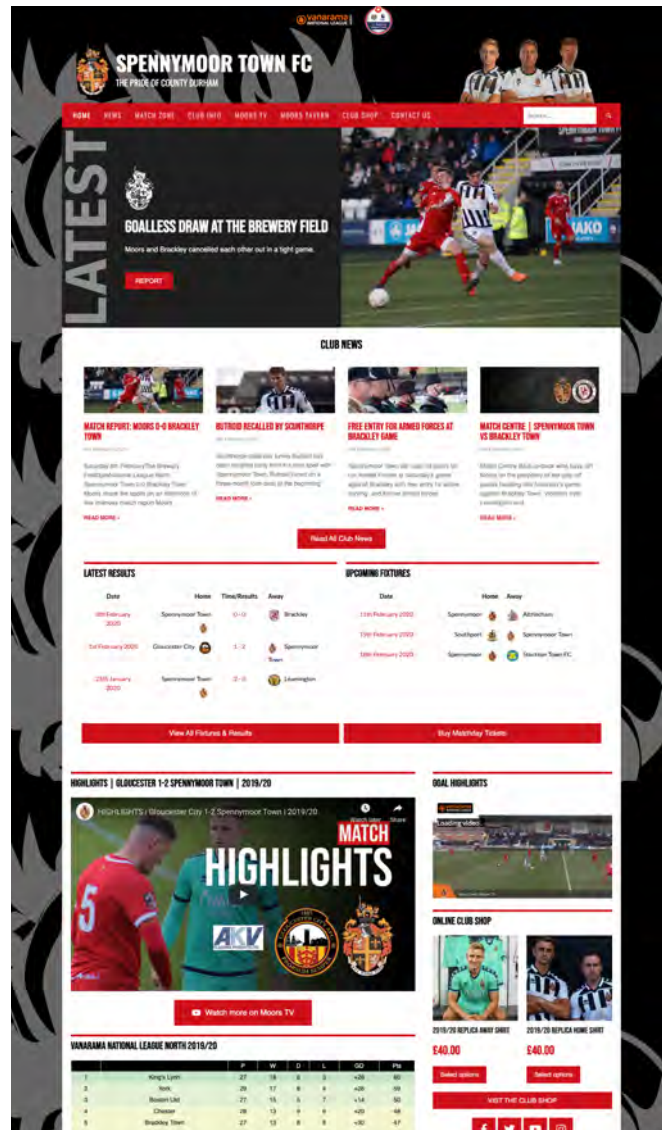
You also get a full page advert in our match programme and engagement at all club events.

PROGRAMME SPONSOR

£2,000+VAT

The traditional channel with prestige. Our programme receives rave reviews every season and has progressed again over the last year in sales figures and quality. We regularly receive requests for copies of the programme to be circulated all over the country for collectors and enthusiasts. This package includes:

- Your logo on the front of every match programme throughout the season
- A listing in our sponsors section of the club website with a backlink to your site to boost SEO
- A full page advert in every programme
- Listed in the programme sponsors' section
- One double page spread "meet the sponsor" feature in a programme of your choice during the season for an in-depth look at your business



THE ACADEMY

Become an academy supporter and sponsor an age phase at Spennymoor Town Youth FC (EG years 6 to 11). This will entitle you to the following:



£2,500+VAT

- Your logo displayed on the academy wall at The Brewery Field – great exposure on a match day
- A news release on the STFC website and coverage on STFC & STYFC social media channels to announce the partnership
- Your logo in the academy section of the official match day programme
- VIP attendance at the end-of-season presentation evening at Ramside Hall to witness the impact of your contribution and to see the young people's achievements celebrated



- Crafter's Companion*
- 2-5 Years Mini Dribblers Phase
 - 6-11 Years Foundation Phase
 - 12-16 Years Youth Development Phase
 - Advanced Player Development Centre
 - 5-11 Years Girls' Phase
 - Adult Ladies' Team

SOLD

TMC





TEAM SPONSOR

Join the Pride of County Durham.

THE GROUND



TURNSTILE SPONSOR

£250+VAT

Your branding displayed on your chosen turnstile for all matchday attendees to see.

CLUB COACH SPONSOR



SOLD

Your branding on the club's away coach windscreen, including all social media images of the coach and away visit national exposure.

CLUB SHOP SPONSOR

TMC

SOLD

Your branding on our new club shop exterior. Also a link to your own website from the club shop homepage and news release revealing your company as the shop's supporter.

MATCH BALL SPONSOR

SOLD OUT

Sponsoring our match ball entitles you to a brilliant experience on a match day. You will have access for two to match day hospitality, your logo in the match programme, a PA announcement on the day at prime slots for impact and more.

THE MEDIA



Player Sponsor (noted on player section of programme and website)

SOLD OUT

Ladies' Player Sponsor (noted on player section of the website with backlink to your website).

£100+VAT

Email Ad (full season)

£500+VAT

Bespoke digital package (discuss a range of digital activity with our marketing experts to achieve a desired outcome).

£NEG+VAT

MEGA SCREEN ADVERT

The best advertising opportunity in County Durham!

Our incredible new Mega Screen will sit proudly on top of the Motif8 stand and visible to everyone in the ground.

Running from 1:30PM to 5:00PM, the screen will show your 20 second slot on a carousel throughout the matchday to the entire stadium.

This new feature will go down a storm with supporters when it is turned on for the first time as the club's first ever electronic scoreboard and mega screen.

- Your ad seen by 30,000 people next season
- 6 rotations throughout the matchday
- Image or video (no sound)
- The screen will show match highlights, the day's lineups, advertisements
- It will be used for non-matchday events, extending reach and exposure throughout the year

£960+VAT FOR THE FULL SEASON.

Payable monthly via direct debit if required



#PRIDEOFCOUNTYDURHAM
WWW.SPENNYMOORTOWNFC.CO.UK