



SPONSORSHIP
2021 / 2022

#PRIDEOFCOUNTYDURHAM

AFFORDABLE FOOTBALL FOR ALL



WELCOME TO THE BREWERY FIELD

A new season. A new chapter. Join the Pride Of County Durham for the 2021/22 season moors continue their sensational journey.

We are 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 forwardthinking 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.

For more information, simply contact our Sales and Marketing Team

0777845118 | jack.franks@spennymoortownfc.co.uk



Spennymoor Town offer a number of exposure opportunities to enable your business to promote its products and services.

Our average match day attendance is around 1,200, but in addition we have over half a million views per year on our website each month and a social media following of over 30,000 across our various channels.

We are happy to customise an advertising package to suit your needs so please feel free to get in touch for an informal discussion.

Even better come and visit us and see what we have to offer.

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CLUB PARTNER

08 | GROUND
10 | KIT
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Our club partner's are at the core of our affordable football for all mission and values. These packages offer the greatest exposure and brand reach, as well as open up new and exciting opportunities to network and forge long lasting relationships with club contacts.



CORPORATE

16 | GROUND
17 | KIT/MEDIA
18 | ACADEMY

Our corporate sponsors will allow us to deliver our affordable football for all message. In return, there will be countless opportunities to get involved with our thriving business club and gain lasting exposure and reach for your brand.



TEAM

22 | SQUAD/MEDIA
24 | MEGA SCREEN

There are a host of quick routes into the world of Spennymoor Town Football Club. Build a greater network, gain exposure or simply get on board with the club's journey.



SPE NEMO RUET



EXPERIENCE THE JOURNEY

The ultimate Spennymoor Town story

Watch our feature film on the club following Brad Groves' arrival in 2009.

From humble Northern League roots, Spennymoor Town is now a flourishing National League North club harbouring serious ambition.

SCAN THE QR CODE USING YOUR SMARTPHONE CAMERA TO WATCH THE VIDEO

THE HISTORY

1904 - 2021

Every football club can point to somebody in its history who was both a visionary and a great benefactor, and in Spennymoor's case, the early development of the football can be credited mainly to one man, Thomas Grant.

The roots of football in the town can be traced back to 1888, when churches set up teams. It wasn't until 1904 that The Brewery Field became the home of a newly formed, stronger side that would represent the town. Grant knew that Tudhoe Rugby Club was struggling was close to extinction, so he used his contacts and following negotiations, arranged for the new football club to play their games there.

During the ground's previous 20 years existence, the rugby club had erected a grandstand capable of holding at least a thousand spectators. It was called The Brewery Field simply because the field used to belong to the nearby Tower Brewery, and the dray horses used for pulling the beer carts, were stabled on the field. In July 1904, Spennymoor United, who would go on to operate for over a century, was born.

Following the demise of United in 2005, Spennymoor Town was formed and took occupancy of The Brewery Field. Radical improvements have followed, predominantly since the arrival of Brad Groves as Chairman in 2009, with every aspect of the ground taking on a new identity.

From its humble beginnings as a Northern League ground, The Brewery Field is now the pinnacle of Non-League football, boasting the finest playing surface, hospitality venues and sponsorship opportunities across the UK.



#PRIDE OF COUNTY DURHAM | WWW.SPENNYMOORTOWNFC.CO.UK

THE TROPHY CABINET

FROM 2009 TO PRESENT DAY

FA VASE 

Re-live our 2013 Vase triumph with our special feature film



NORTHERN LEAGUE



DURHAM CHALLENGE CUP



NORTHERN LEAGUE CUP



JR CLEATOR CUP



PROMOTIONS

2008/09 - Northern League Division Two

2013/14 - Northern League Division One

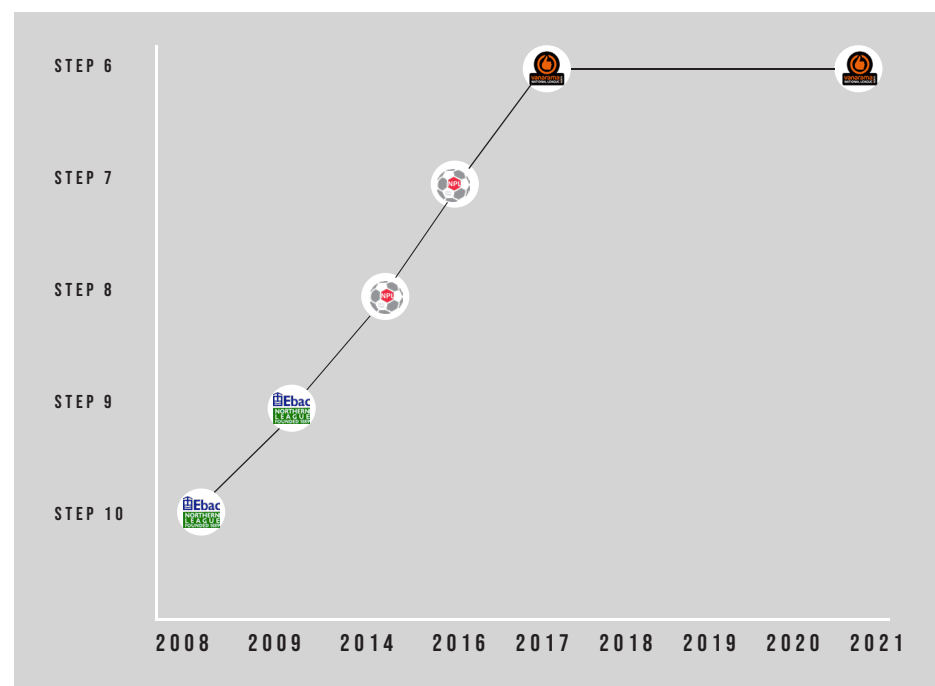
2015/16 - Evo-Stik North Division One

2016/17 - Evo-Stik North Premier Division

11 YEARS

12 TROPHIES

4 PROMOTIONS



NORTHERN LEAGUE DIVISION 2 TO NATIONAL LEAGUE NORTH IN 9 YEARS

CLUB PARTNER



Be at the core of our success.

Our club partners play an essential role in the growth of Spennymoor Town Football Club.

Becoming a partner guarantees you maximum exposure and visibility for your business, as well as a valuable and personal relationship with a network of contacts.



THE BREWERY FIELD



The Brewery Field has a growing reputation as one of the finest venues for matchday experience in non-league football.

New additions including two fan zones and an upper floor on The Neil Adams Sports Bar have expanded and enhanced an already wide range of sponsorship opportunities.

Associating your brand with the ground will offer maximum exposure following the huge investment made in recent years.

NAMING RIGHTS

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



SOUTH STAND



MAIN STAND



PITCH SPONSOR



BEVERAGE PARTNER

ABInBev

We are looking for a forward-thinking beverage partner to supply the club with its beverages for 2021/22. This will include providing the best deal possible for the club to purchase its refreshments as well as a sponsorship package. This package includes the *Neil Adams Sports Bar*, *County Durham Lounge* and both *Fan Zone* Sponsorships in the Corporate Sponsor section of this brochure plus more, allowing a significant brand presence within the exciting new Brewery Field.



EXPERIENCE THE HISTORY

The Brewery Field - 1904-2021

Watch our feature film on the rise of The Brewery Field. from its humble roots as a Rugby ground to its modern day status as one of the finest non-league grounds in the UK.

SCAN THE QR CODE USING YOUR SMARTPHONE CAMERA TO WATCH THE VIDEO



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

KIT



Etch your business into the fabric of The Pride Of County Durham.

Despite having no supporters at The Brewery Field for the 2020/21 campaign, both our striking home and away shirts were popular with our fan base who supported the squad from home in a unique scenario.

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.

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ACADEMY



Our constantly evolving Youth set-up has an even greater reputation this year following a groundbreaking deal with East Durham College, allowing our pool of over 1,000 young people and families to thrive in an exciting new environment.

The academy has doubled in size over the last 18 months, boasting a clear development pathway from the ages of three to 16.

With a range of UEFA A and B licensed coaches; programme leads; behavioural specialists; safeguarding and educational specialists; and a dedicated, full-time Academy Manager, it's no surprise that Spennymoor Town Youth FC is considered to have one of the finest non-professional structures in the country.



ACADEMY FACILITY BRANDING

Have your brand displayed at tactical positions around Spennymoor Town's two training bases at Houghall Campus and East Durham College. With breathtaking views and prime locations across the two premises, your logo will be seen by over 1,000 young children and families across training sessions and games.

The STFC Youth set-up 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 our flourishing academy. You can find out more by speaking to our Head of Academy, Andy Lowe.

academy@spennymoortownfc.co.uk



MAJOR PARTNERSHIP PACKAGE

This package includes:

- Website footer on every page with clickable backlink to boost your own SEO
- Mega screen ad
- 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



MEDIA



Spennymoor Town's media presence has continued to grow at a rapid rate in the last year.

Each season has brought increased interest, reach and a more engaged and interactive fan base.

Moors' major media package offers constant and rewarding engagement with the STFC brand through the club's popular communications and coverage channels.

ADDITIONAL VALUE FOR CLUB PARTNERS



Full page ad in every match programme



Two top-level hospitality memberships for the season



Marketing & promotion to the club's social media 30,000+ following



SOCIAL DIGITAL FOOTPRINT OF

30,000+

Next level sponsorship with a club making headlines.

There has never been a better time to be associated with Spennymoor Town Football Club, with a range of beneficial and rewarding opportunities on offer to increase your exposure.

Associating your brand with the ground will offer maximum exposure following the huge investment made in recent years.





CORPORATE SPONSOR

THE BREWERY FIELD



A high six figure investment made by the club's ownership over the last two years means our creative advertising spaces now hold even greater exposure and reach.

Almost every aspect of The Brewery Field has been improved, with new additions such as the County Durham Lounge on the upper floor of The Neil Adams Sports Bar opening up new branding opportunities.

The club is open to ideas and creative options outside of the listings on this page, so get in touch with any ideas.

DUGOUT SPONSOR

£2,000 + VAT

In the heat of the action. Your branding will take over both home and away dugout areas where all eyes will be on our new Manager, Tommy Miller.



BESPOKE AREAS

£2,000 - £5,000 + VAT

Something else in mind? There are multiple areas around the ground where we can tailor to your requirements.



Executive Lounge

FLOODLIGHT SPONSOR

£4,000 + VAT

Your logo and brand emblazoned upon the four floodlight pillars located at each corner of The Brewery Field.



TURNSTILE SPONSOR (FULL SEASON)

5,000 + VAT

Greet over 25,000 fans across the full campaign with your branding located on all seven turnstiles at The Brewery Field.

GANTRY BRANDING

£2,500 + VAT

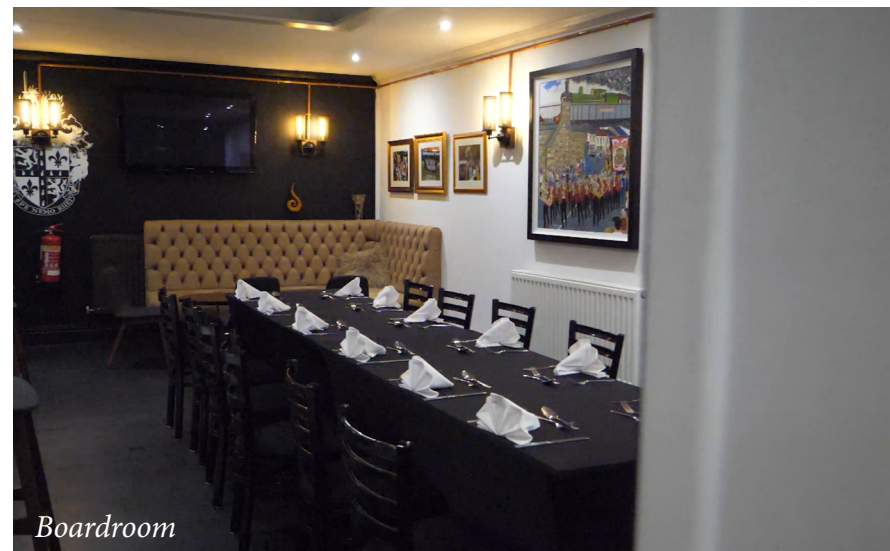
Lights. Camera. Action! Your branding on our camera gantry located on the Tees Crescent side of the ground, the perfect view for those seated in the Main Stand opposite.



CLUB SHOP BRANDING

£2,000 + VAT

New for 2021, our club shop is now located in the hugely popular Wood Vue Fan Zone. Capture the attention of those looking for replica and those enjoying a pint before and during the game.



Boardroom

KIT

SLEEVE SPONSOR



SHORTS SPONSOR



TEAMWEAR & EQUIPMENT SPONSOR



MEDIA

WEBSITE SPONSOR

A brand new look for a new era. Spennymoor Town will boast a new, slick and modern website for the 2021/22 season.

Your logo, brand and profile will be staple of our new look, included on every page and every piece of content.



SOCIAL MEDIA SPONSOR

Moors' social digital footprint continues to grow to new heights, with over 30,000 + engaged supporters across five main output channels.

Your logo will feature on all of our social banners, match day content and Instagram posts.



PROGRAMME SPONSOR

£2,000 + VAT

A footballing rite of passage. Our official match day programme, set for a new design for 2021/22, has been hugely popular with fans in recent seasons.

This package will see your logo on the front cover of every issue, a full page advert and an in-depth feature piece for a game of your choice.

AUDIO PARTNER

Our match day commentary service has become a hugely popular part of the club's following in recent years.

Created for those who can't make games or support from afar, your brand will be announced at the start, during and at the end of every broadcast over the 2021/22 season.



ACADEMY

Become an academy supporter and sponsor an age phase at Spennymoor Town Youth FC (ages 6-19).

Get on board and you are guaranteed:

- Your logo displayed on the academy wall at The Brewery Field, a prime spot for fans entering via the Wood Vue turnstiles and great match day exposure.
- A news release on the STFC website and coverage on STFC and STYFC social media channels to announce the partnership.
- Your logo in the academy section of the official match day section.
- Exclusive 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.



£2,500 + VAT

MINI MOORS 2-5 YEARS

FOUNDATION PHASE 6-11 YEARS

YOUTH DEVELOPMENT PHASE 12-16 YEARS

ADVANCED PLAYER DEVELOPMENT PHASE

YOUTH DEVELOPMENT PHASE 16-19 YEARS

GIRLS PHASE 5-16 YEARS

ADULT LADIES' TEAM

ACADEMY PRESENTATION EVENING TROPHIES & MEDALS



EXPERIENCE OUR NEW HOUGHALL CAMPUS

The best facilities for our younger generation

Want to get involved with our academy? Take an exclusive look behind the scenes at our new Houghall training base located in the heart of Durham.

SCAN THE QR CODE USING YOUR SMARTPHONE CAMERA TO WATCH THE VIDEO

“

Our focus is very clear. Creating the best environment possible for our young people.

Andy Lowe, Head of Academy





Exposure and support via our quick routes into the club.

From players to balls and more, these are the easiest ways to get involved with Spennymoor Town Football Club.

TEAM SPONSOR



SQUAD

Our players and management team are hugely popular methods of easy and effective sponsorship.

By sponsoring one of the playing squad or management team, your logo will appear on your chosen player's profile on our website, along with all social media related content.

PLAYER SPONSOR (HOME)

£100 + VAT

PLAYER SPONSOR (AWAY)

£100 + VAT

LADIES PLAYER SPONSOR

£100 + VAT

CLUB COACH SPONSOR

£1,000 + VAT

MEDIA

EMAIL SPONSOR (FULL SEASON)

£1,000 + VAT

Reach our supporters and contacts pool on a weekly basis by becoming our first ever email sponsor. Have your branding, website links and desired content attached to each email sent out to our fan base every week during the 2021/22 season.

EMAIL BANNER AD (FULL SEASON)

£500 + VAT

Have a full banner space dedicated to your business on every email sent out to our contact pool of over 500 people. Emails regarding match fixtures, tickets, merchandise and news are sent out every week from the club to our supporters.





“

Having been at the club for just under five years now, I know how professionally ran everything is and the plans in place to take Spennymoor Town forward.

Tommy Miller, Manager

MEGA SCREEN



An unrivalled advertising opportunity helping your business reach over 30,000 people per season.

New for 2021/22, The Brewery Field Mega Screen is the perfect tool to grow your audience and showcase your brand.

The perfect chance to be seen and heard by more people than ever at Spennymoor Town.

MEGA SCREEN PRINCIPLE SPONSOR

Be part of history and make your business the first ever principal sponsor of our mega screen. Showcase your brand, logo, media and contact details more than any other sponsor, with your company identity displayed with every match related slide.

FULL SEASON ADVERTISEMENT PACKAGE

Reach and engage with up to 30,000 people per season with our unbeatable ad package. Have your branding, products, logo and contact details on a rolling slideshow in the build-up to kick-off, guaranteeing businesses over 100 ad plays at the 21 scheduled home fixtures in 2021/22.

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 FULL
SEASON**

Payable monthly via direct debit if required





SIX PLAYS THROUGHOUT
MATCH DAYS



YOUR NAME UP IN LIGHTS

The Mega Screen experience

Interested in being part of our Mega Screen's debut season? Watch how your advert would look in action at The Brewery Field on a match day!

SCAN THE QR CODE USING YOUR SMARTPHONE CAMERA TO WATCH THE VIDEO



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