



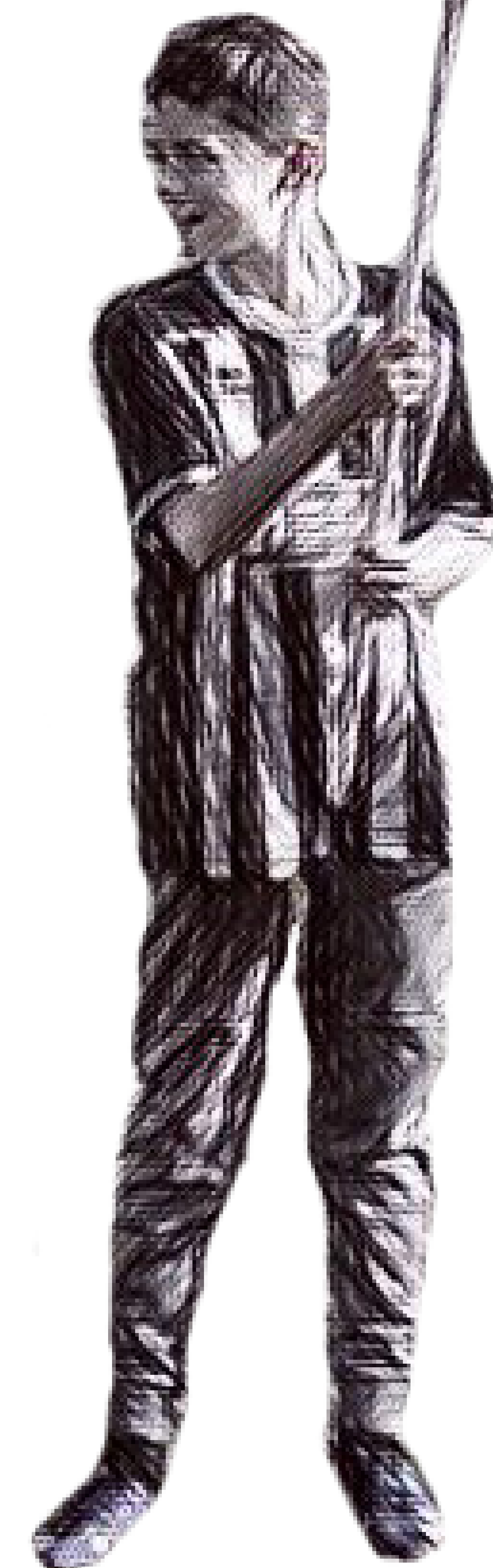
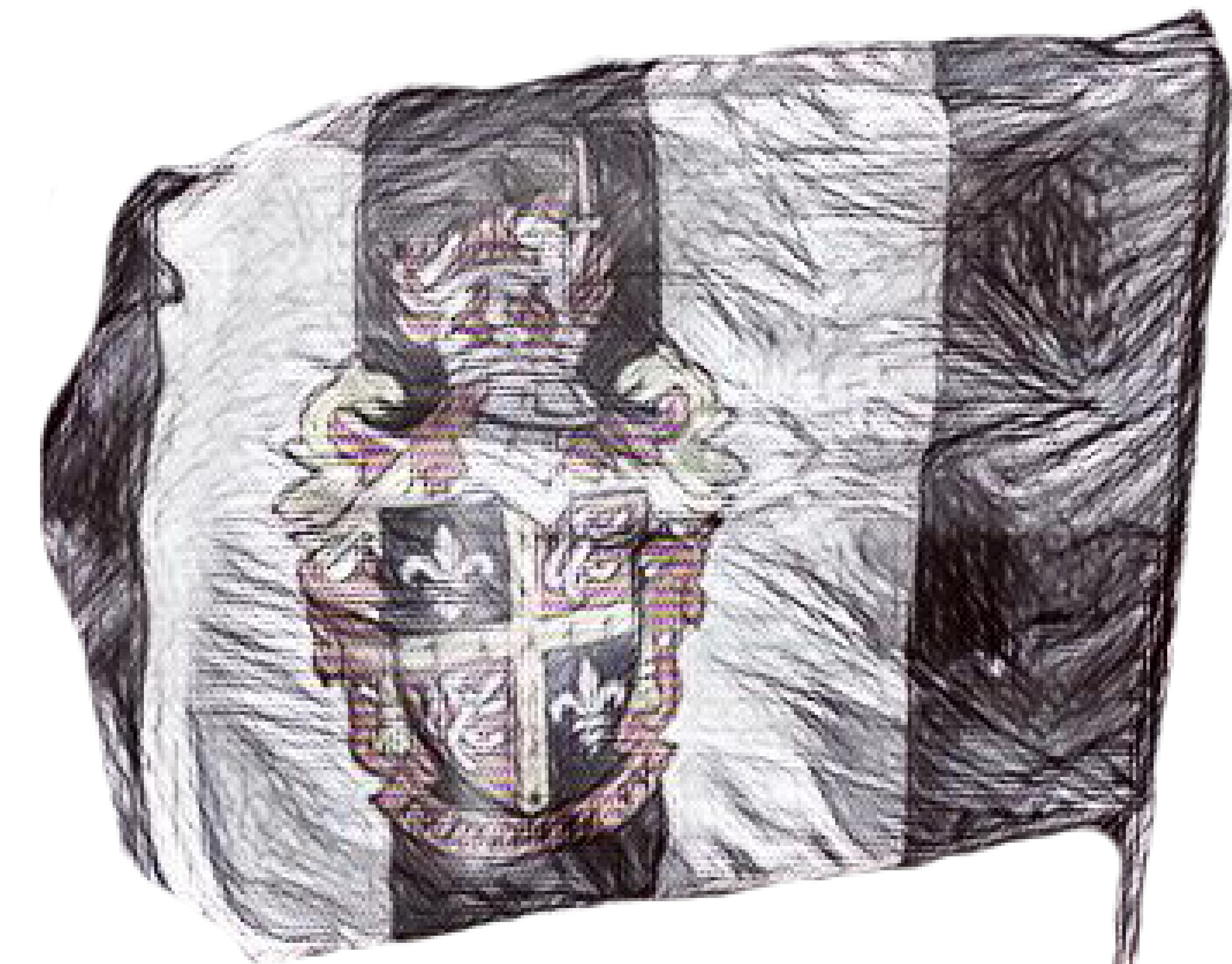
Sponsorship **Hospitality**

2022/23

#Simply**Spennymoor**

Leading the way in non-league

Spennymoor Town Football Club continues to grow season by season. An ambitious long-term strategy on the pitch, which is equally matched by a unique and multi-layered off-field package, defines why The Brewery Field is the home of non-league's most exciting opportunity.





A three tiered approach

Club

- Highest level of exposure
- Core of club ethos
- Close relationship with club contacts

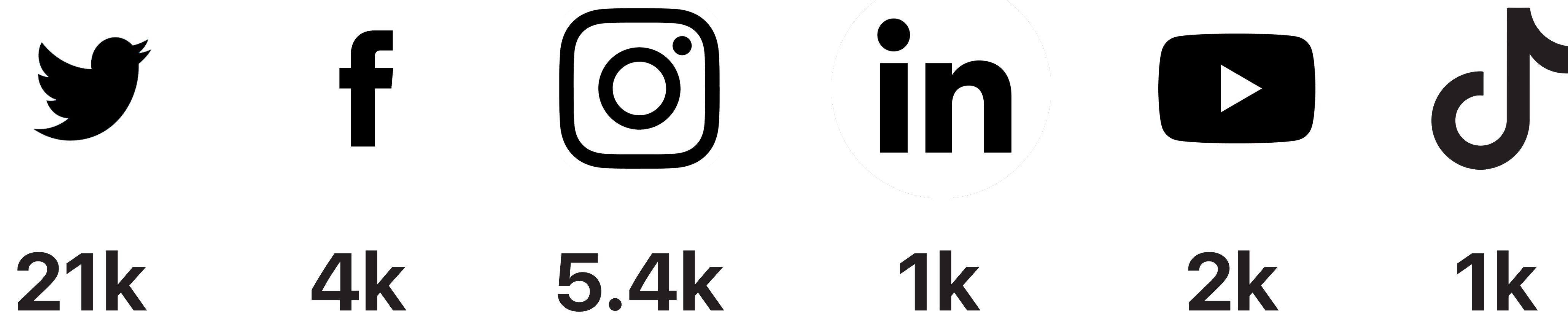
Corporate

- Ideal brand-boosting exposure
- Create links with a business club and community
- Reach a new audience via social platforms

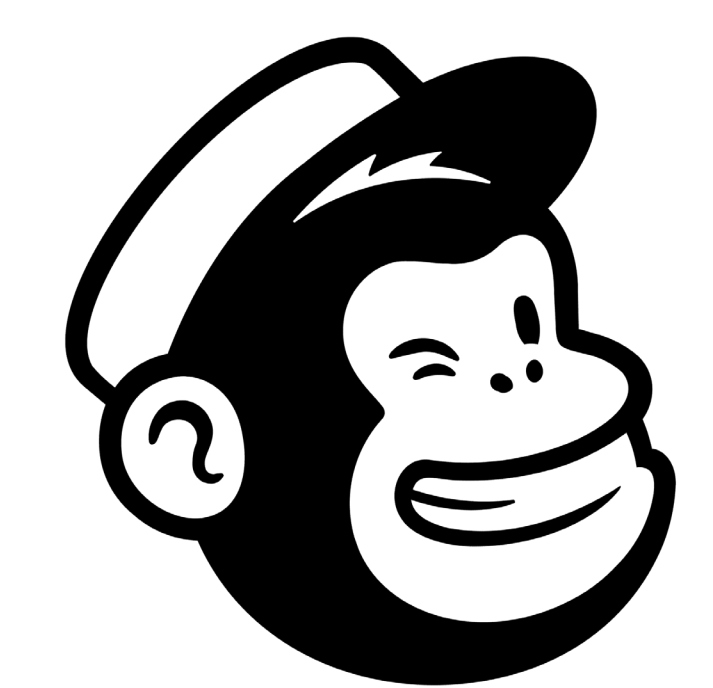
Team

- The easiest way to get involved with STFC
- Attach your brand to club content
- Feel part of the journey with player sponsorship
- The personal touch

Let our brand grow your brand



- An engaged email pool of over 600 supporters, with marketing messages sent out weekly
- A growing TikTok page with future plans to tap into a younger audience
- Making waves on Durham OnAir with live commentary from every game - the most successful show on the station
- Engaging the wider non-league community with a brand new club podcast on Spotify



mailchimp



The Brewery Field is no longer in the shadows of fellow non-league grounds, emerging as the shining example across not only the division, but the country. From its humble Northern League roots, a host of new additions, a trailblazing surface and revamped branding means the home of Spennymoor Town Football Club is now best in class.

Make our home your home

- An average attendance of 1,574 in the 2021/22 season, the sixth highest in the National League North, more than clubs such as Darlington, AFC Fylde and Gloucester City.
- Non-league hospitality like no other, with two fan zones, an on-site Sports Bar and private upgrade lounge part of the match day offering.
- Newly installed in the summer of 2020, our state of the art mega screen offers businesses prime exposure to an engaged crowd.
- The host of the world's first football game featuring no heading in September 2021 in partnership with Head for Change, with a 60+ million news reach across the globe.
- A ground with international appeal, with both the England Ladies Team (2019) and Men's Austrian National Team (2021) both utilising the ground's facilities before friendlies.
- Hosted the highest attended Under 18 Schoolboys fixture in modern history with 2006 inside The Brewery Field to watch England vs Scotland in April 2022.

Your springboard to success

Local brothers Callum and Chris transformed an industrial estate back-room into a grungy extreme sport venue for axe throwing in the midst of a global pandemic.

After attracting a base of customers, 'The Axe House' became sponsors of the Tees Crescent Fan Zone ahead of the 2021/22 season. The brothers, both passionate about the club and their business, have seen the brand exposure lead to an increased customer base and open corporate opportunities.

"From a marketing point of view the opportunities are endless. It's a massive market for us and we are starting to see the benefit of having our brand at the ground with increased numbers at The Axe House."

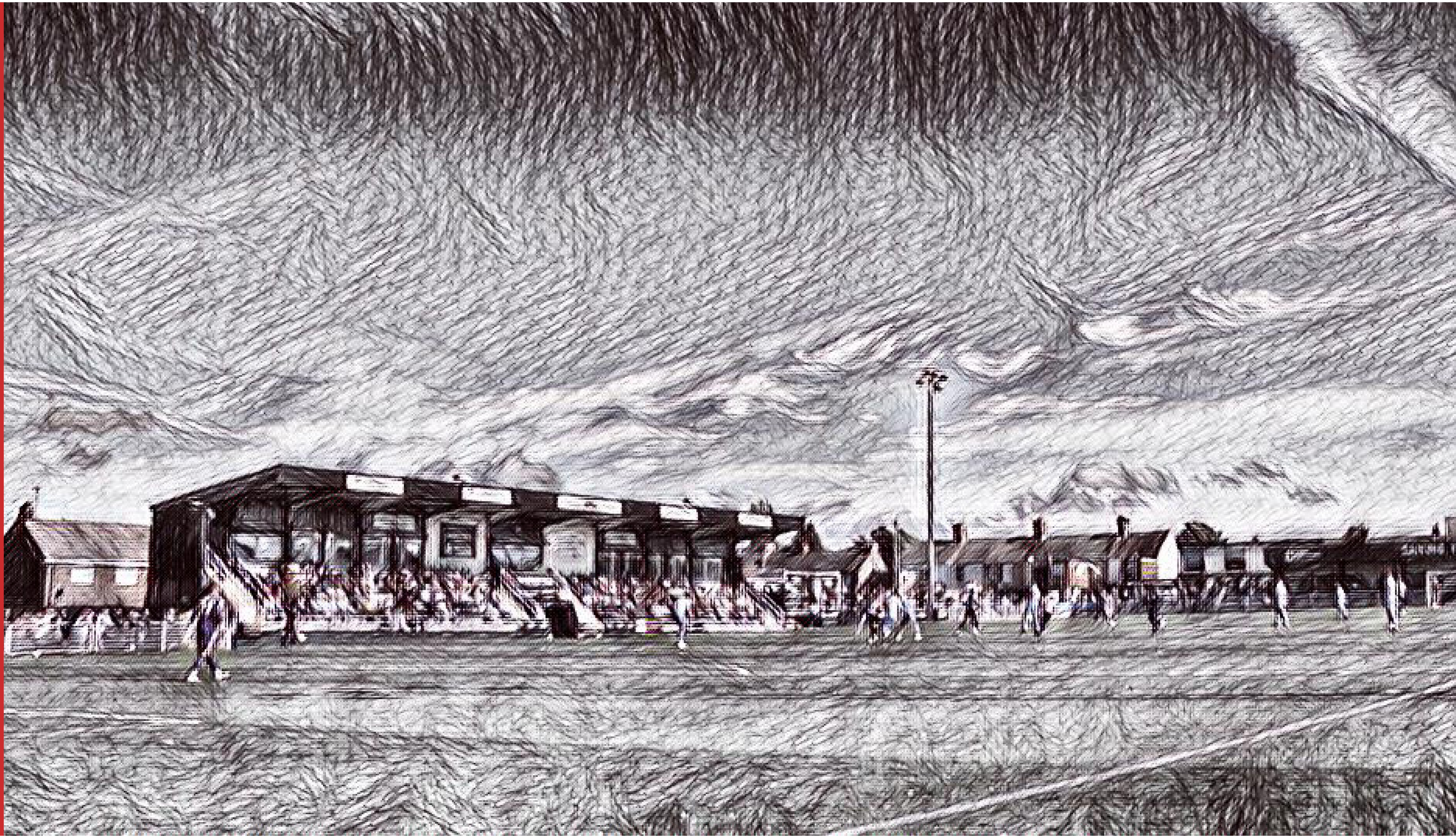
Callum Tingle, The Axe House Co-Owner

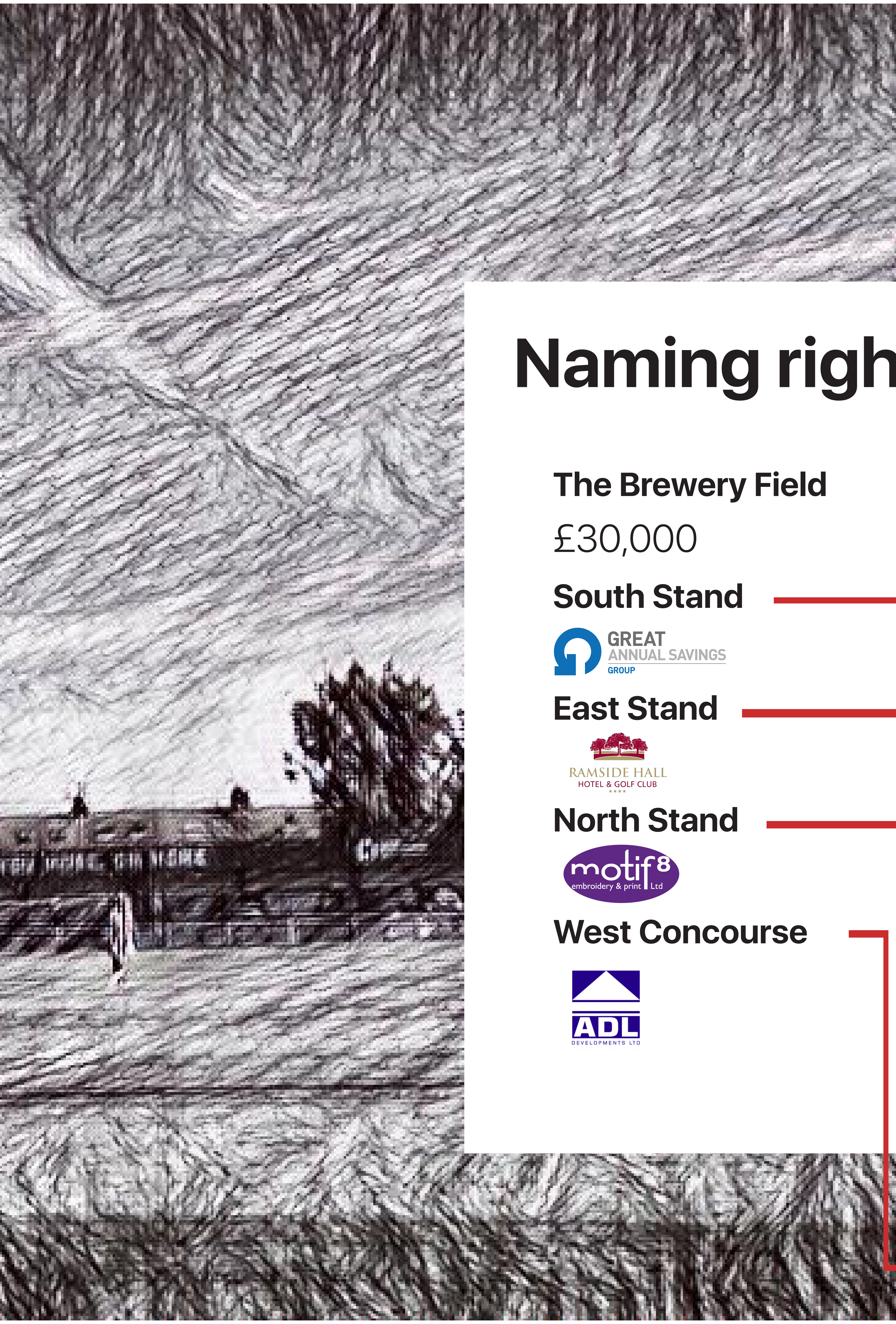


"Anyone who knows non-league football knows what to expect from Anthony and Bernard's arrival and I think that speaks volumes of their achievements."

Brad Groves, Chief Executive







Once a humble Northern League ground. Now one of the finest non-league venues in the country. The Brewery Field's reputation has risen to astronomical heights in recent years courtesy of several high profile additons and improvements.

Ground

Naming rights

The Brewery Field

£30,000

South Stand



East Stand



North Stand

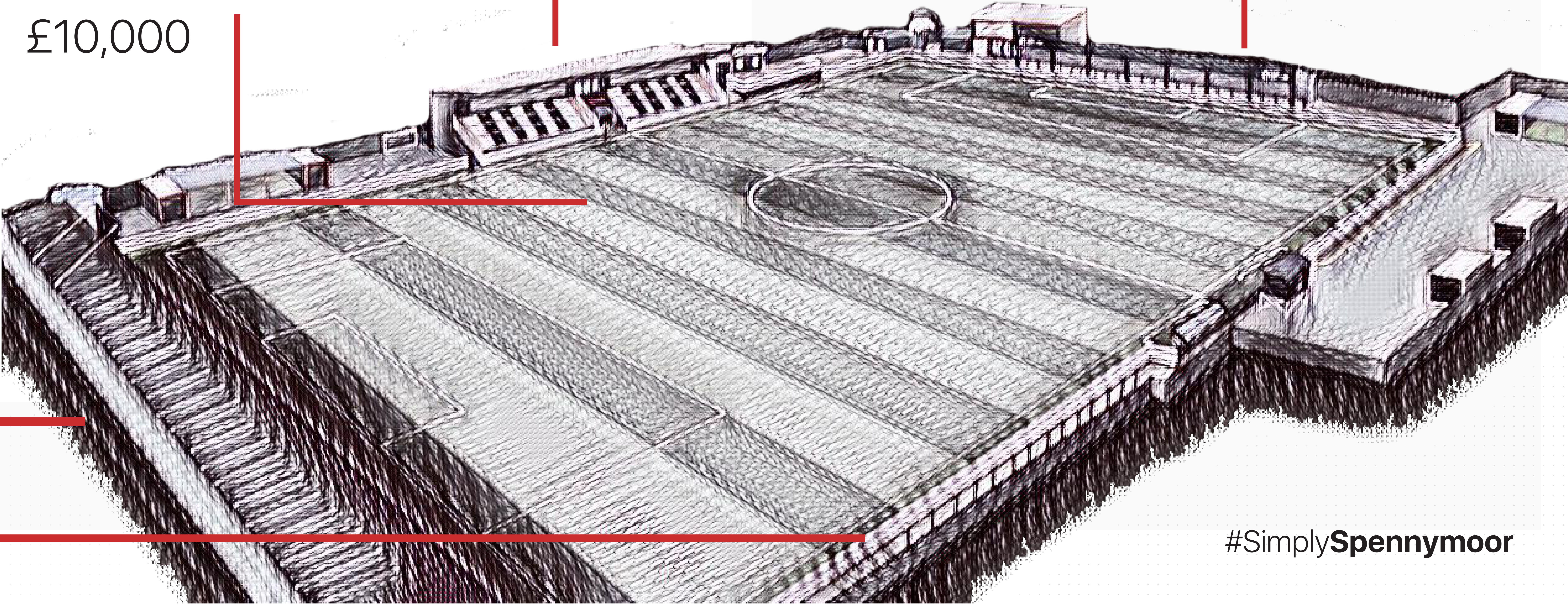


West Concourse



Pitch Sponsor

£10,000



Founded: 1904
Capacity: 4,300
Seating: 739
Record attendance: 2,670 (Spennymoor vs Darlington, February 2013)

Ground facilities

All ground facility packages include:

- Full scale branding of chosen package
- Your business name associated with every venue social post
- Creative space for promotional content or advertisements
- Option to change branding throughout season at a cost



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Facilities

Dugout sponsor



Floodlight sponsor

£4000

Gantry sponsor

Evans & Co
solicitors

Turnstile sponsor



Club shop sponsor

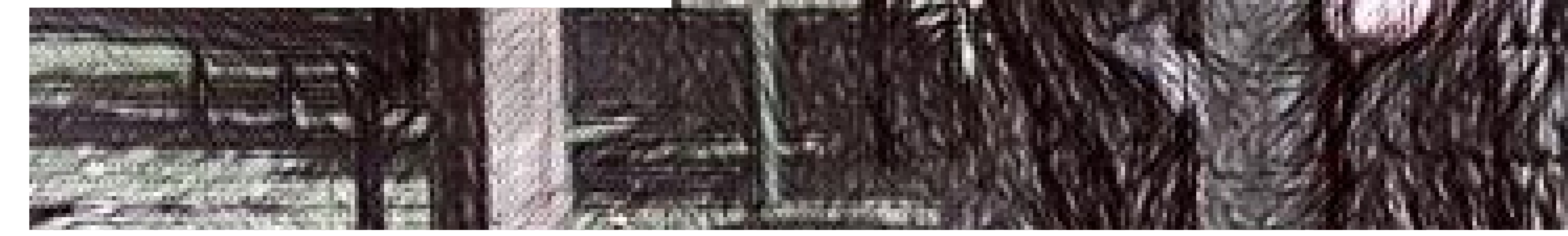
£2000

Hygiene partner



Waste partner

£1000





Kit

Be the front and centre of the action on the pitch. With Moors set to play over 50 league and cup games in 2022/23, there has never been a better time to associate your brand with our home and away kits. Become etched with the Pride Of County Durham at home and on the road.

Options

Front of shirt sponsor



Sleeve sponsor £5,000

Back of shirt sponsor £5,000

Short sponsor £3,000



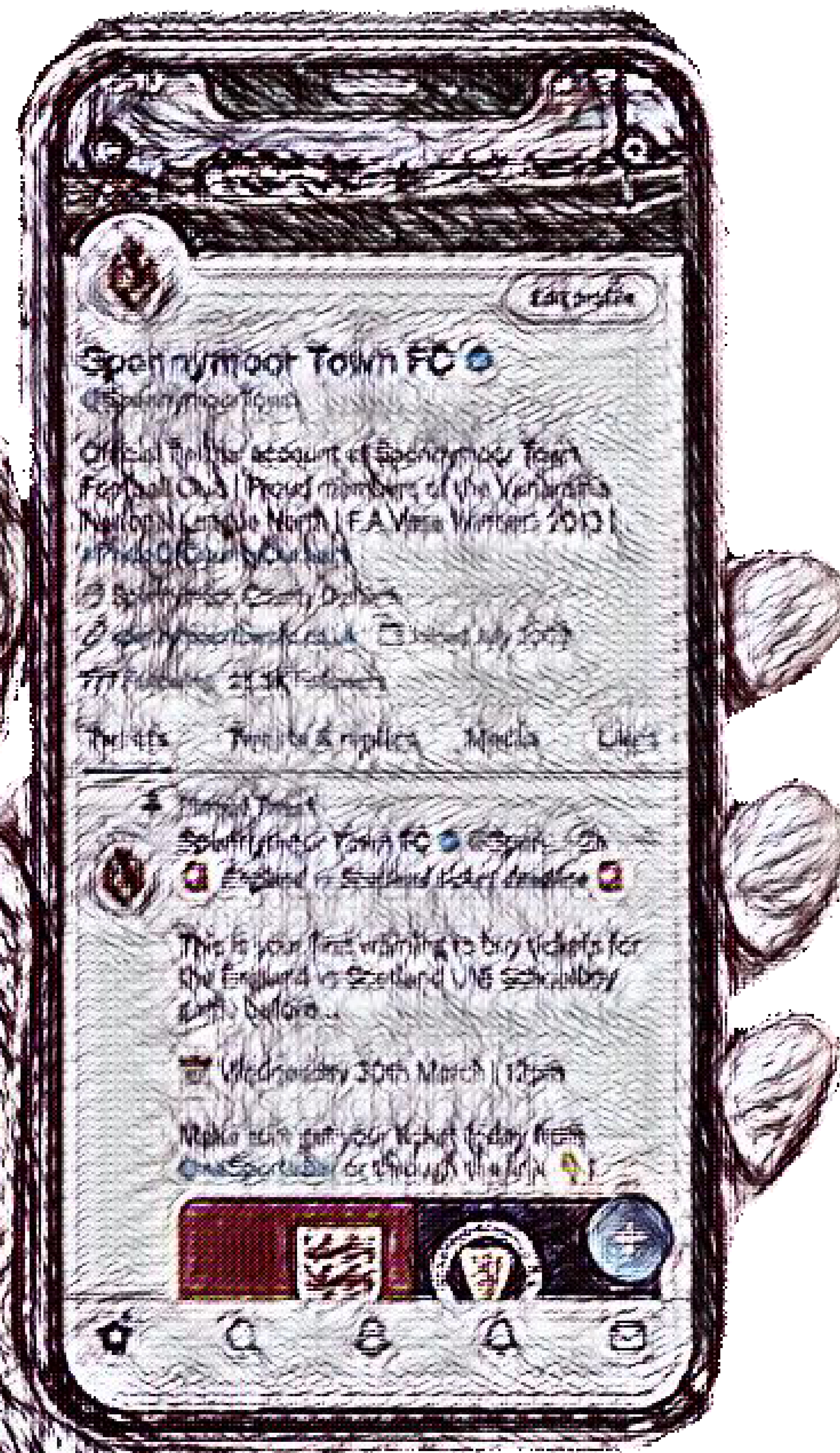
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Engage with one of the fastest growing non-league social circles in the country and connect with over 35,000 people across a wide variety of platforms. Be shared, heard and seen with the help of Spennymoor Town's professional and unrivalled digital coverage.

Media



21k

f
4k

@
5.4k

in
1k

▶
2k

♪
1k

35,000 +
Social Reach

Main Packages

Club media partner



- Your branding where it matters
- Exposure across all social media platforms
- Mega Screen ad
- Moors TV sponsorship
- Full page in programme
- Post-match interview logo board
- Logo on STFC home page
- Invite to club events

Branding partner



- Be seen by every corner of The Brewery Field
- Centre circle cover sponsorship
- Tunnel advertising space
- Mega Screen ad
- Full page in programme
- Post-match interview logo board
- Logo on STFC home page
- Invite to club events

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Digital packages



Social media match day sponsor £1,000

- Your brand across Twitter, Facebook and Instagram for chosen match day
- Two posts on each platform throughout the day
- Link to website or chosen content

Twitter banner sponsor £1,000

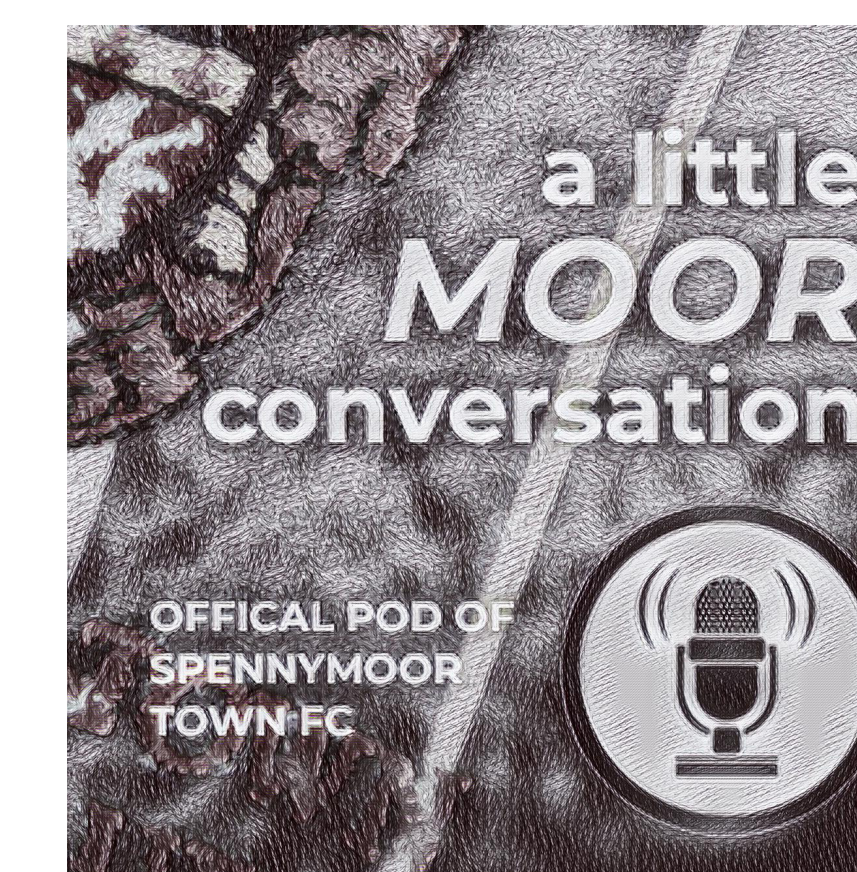
- Your logo permanently fixed on our Twitter header
- Exposure to a following of over 21,000
- Option to change design throughout the season

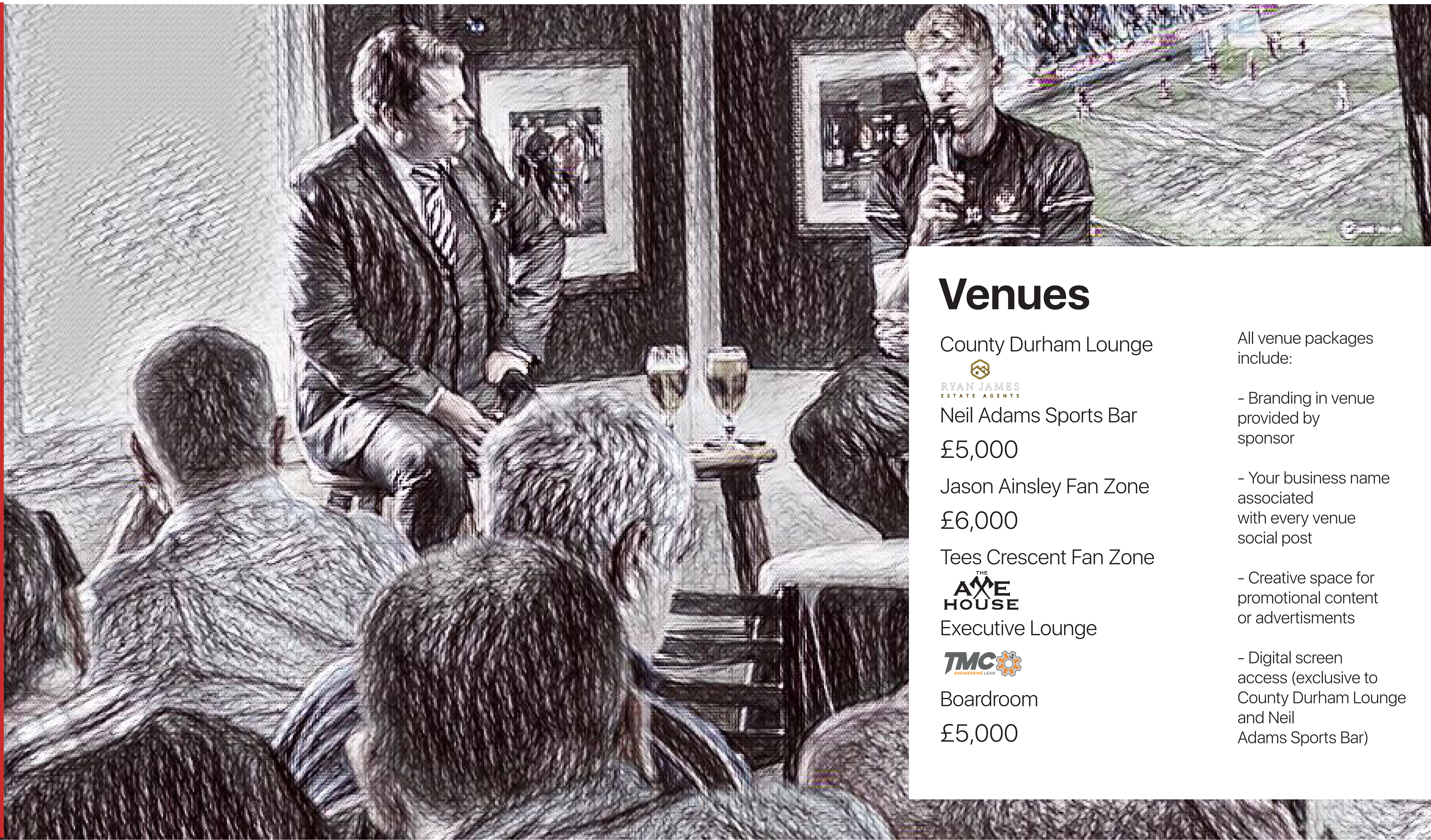
Facebook banner sponsor £1,000

- Your logo permanently fixed on our Facebook header
- Exposure to an engaged following of over 4,000
- Option to change design throughout the season

Podcast sponsor £1,000

- Your audio ad at the start, middle and end of the pod
- Tap into the 'A Little Moor Conversation' growing audience
- Option to change message throughout the season





Venues

County Durham Lounge



Neil Adams Sports Bar

£5,000

Jason Ainsley Fan Zone

£6,000

Tees Crescent Fan Zone



Executive Lounge



Boardroom

£5,000

All venue packages include:

- Branding in venue provided by sponsor
- Your business name associated with every venue social post
- Creative space for promotional content or advertisements
- Digital screen access (exclusive to County Durham Lounge and Neil Adams Sports Bar)

Hospitality

The Brewery Field is home to a number of impressive and versatile hospitality zones which cater for a range of different events on both match days and non-match days. As well as two in-house fan zones and The Neil Adams Sports Bar, the introduction of The County Durham Lounge has promoted the experience and offering into it's own league.



Enjoy a match day at The Brewery Field in style. Arrive before the turnstiles open and have a quick glimpse of the ground as it prepares for the arrival of the players and fans. Then head to our brand new County Durham Lounge where you will be greeted with a drink on arrival, before being escorted to your dedicated area for the day. You have the finest view of the ground with our new panoramic windows, plus a free programme, buffet and an exclusive Q&A session to enjoy before the game kicks off.

Season Pass £700

- Early entry to the ground
- Take a look around The Brewery Field before anyone arrives
- Drink on arrival to County Durham Lounge
- Dedicated seated area with panoramic window view of the ground
- Buffet prepared by in-house club chef
- Table service throughout the day
- Free match day programme
- Exclusive Q&A session
- Mega screen display with your logo/branding
- Reserved seating in the Ramside Estates Main Stand

Single match hospitality prices to be sold separately



Match day

It's the moment supporters, players and staff wait for all week. The main event. Match day. The Brewery Field will host more league games than ever before in the National League North, with an expanded division meaning there will be 23 games, two more than the previous format. That's 23 opportunities to be an integral figure off the field.



Match

Match sponsorship £400

- Access for six people in the County Durham Lounge
- Link to website online via 'Match Hub'
- Advertising across social media
- Two course meal
- One free welcome drink per person
- Select and present man of the match award
- Signed 2022/23 squad photo



Ball



Ball sponsorship

- Access for two people in the County Durham Lounge
- Advertising across social media
- Photo with match ball
- Signed 2022/23 squad photo

Programme

Spennymoor Town's official match day programme, 'Moors', provides an excellent platform to showcase your brand or business.

With a readership of over 5000 people per season, capture the attention of readers at every game across 2022/23.

Programme sponsor £2,000

- Company logo on the cover of every 2022/23 programme
- Full page ad for full campaign
- One match day social media post every home game
- Invite to club events

Full/half page ad £500/£250



Advertisement packages

Full season advert £960 + VAT

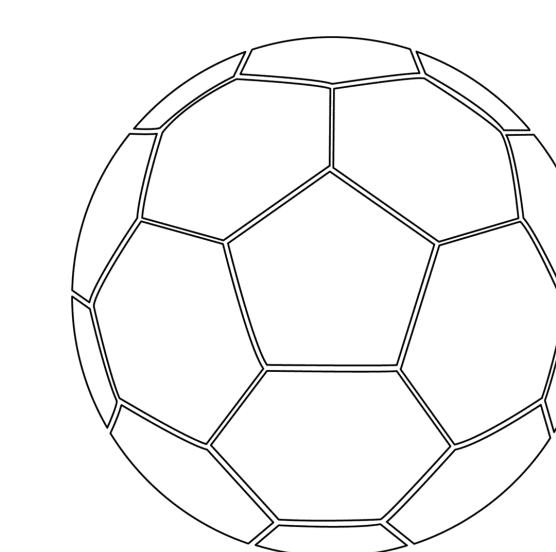
The pinnacle of Spennymoor Town’s Mega Screen sponsorship offering, a full season advert guarantees your ad over 35,000 views per season based on the ever-growing average attendance of 1,500 at The Brewery Field.*

Half season advert £560 + VAT

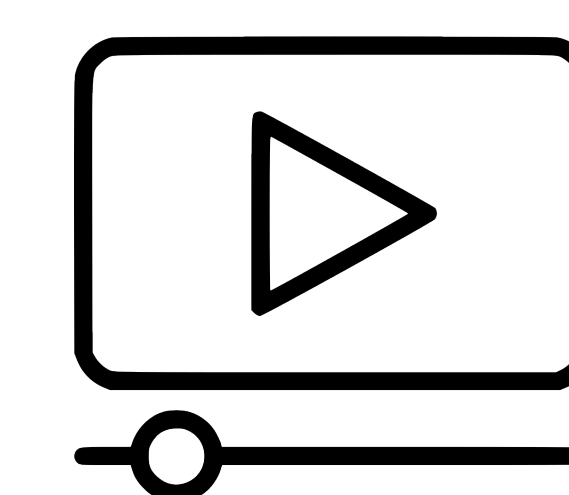
New for the 2022/23 campaign, secure a half season package and see your ad up in lights for a minimum 12 games. Take advantage of a growing and engaged crowd and attract the attention of hundreds before kick-off.*



12-2.45pm
6-7.30pm



23 games minimum



Over 100 plays

12-2.45pm
6-7.30pm

12 games minimum

Over 50 plays

These figures are based on 23 home matches per season in the National League North, all home FA Cup ties, all home FA Trophy and Durham Challenge Cup ties and all home friendly matches played at The Brewery Field.

*All ads will be played before kick-off and during half-time.

An unrivalled advertising opportunity helping your business reach over 35,000 people per season. The screen made its debut at the start of the 2021/22 campaign following a summer of radical change at The Brewery Field, and, in the process, provided sponsors with a unique space to capture the attention of County Durham residents.

Mega screen



Squad

The people who make the difference on the pitch. Become a player sponsor and support a Spennymoor Town squad member throughout the 2022/23 campaign.

Player Sponsorship £150 (full season)

- Associate your brand/business/name with your chosen player
- Make an appearance everytime your player appears on the following: Social media posts, mega screen events and programme.
- A signed photo of your chosen player
- A signed shirt at the end of the season

Management Team Sponsorship £150 (full season)

- Associate your brand/business/name with your chosen staff member
- Make an appearance everytime your staff member appears on the following: Social media posts, mega screen events and programme.
- A signed photo of your chosen staff member
- A signed shirt at the end of the season







www.spennymoortownfc.co.uk

jack.franks@spennymoortownfc.co.uk