



SPENNYMOOR TOWN FOOTBALL CLUB

SPONSORSHIP 2023/24





"We're proud of the continued development seen at Spennymoor Town Football Club and remain thankful to all those who have supported us both from the terraces and commercially along the way.

There's never been a better time to connect with the Club and showcase your brand to a growing audience inside The Brewery Field and across our flourishing online channels.

On the pitch we remain extremely ambitious to keep climbing the football ladder, whilst off the pitch we're committed to ensuring an unrivalled matchday experience for all and to ensuring our Club is placed at the very heart of the local community.

Strides continue to be made year on year at the Club, we're excited about the possibilities that the 2023/24 campaign could hold and we'd very much like you and your business to be part of it."



Chairman & Chief Executive: Brad Groves

MATCHDAY SPONSORSHIP

Everything we do here at Spennymoor Town is built around engineering a successful matchday both on and off the pitch at The Brewery Field.

Backing our operations by becoming matchday sponsor is an invaluable way of supporting the Club and opens up a pathway for you to blend company exposure with our high class corporate hospitality.

MATCH SPONSORSHIP

£600 PER MATCH

- Access for six people into the County Durham Lounge
- Access for 6 people for Match Day Hospitality with a welcome drink
- Link to your website in our Match Preview article
- Advertising on social media on matchday
- Mentions across the PA System on matchday
- Select and present official Man of the Match award

BRAND EXPOSURE

£500+VAT

- Your advert on the Megascreen for every First Team home game
- Exposure in the monthly Youth Football Newsletter

MATCH BALL SPONSORSHIP

£300 PER MATCH

- Access for two people into matchday hospitality
- Advertising across social media
- Photograph with the match ball
- Mentions across the PA System on matchday





IN STADIUM SPONSORSHIP

STADIUM

- Stadium naming rights with maximum exposure
- Flagship sponsorship with key partner status
- Hospitality for all games
- Advert on MegaScreen for season
- Promo video to launch partnership
- Exposure across social media
- Four Season Tickets for 2023/24

PITCH

- Become sponsor of one of the best pitches in the division
- A major focal point on matchday and beyond
- Corner pitch board advertising
- Promo video to launch partnership
- Hospitality priority access
- Advert on MegaScreen for season
- Four Season Tickets for 2023/24



SOUTH STAND

- Huge exposure within a key focal point behind the goal
- Stand named to match requirements
- Front of stand brand advertising
- Advert on MegaScreen for season
- Four Season Tickets for 2023/24

WEST CONCOURSE

- Huge 40-metre brand advertising opportunity
- Hospitality priority access
- Advert on MegaScreen for season
- Four Season Tickets for 2023/24





FACILITIES SPONSORSHIP

BOARD ROOM

- Prominent signage above entrance to Board Room
- Ability to provide brand marketing to be displayed in Board Room
- Your business introduced to all visiting directors from opposition clubs

DUGOUTS

- Highly visible area of maximum fan focus
- Visible branding across all sides of the dugout
- Two Season Tickets for 2023/24

EQUIPMENT STORAGE

- Brand advertising on large space on the wall near our busy Fan Zone area

FLOODLIGHTS

- Great exposure visible to all supporters inside stadium
- Brand wrapping on all four floodlights
- Advert on MegaScreen for the season
- Two Season Tickets for 2023/24

MASCOT SPONSOR

- Brand advertising on the t-shirt of our Badger club mascot
- Exposure to fans inside stadium and also in photos on website galleries

WATER TANK

- Brand advertising on our water tank close to busy Fan Zone area

WASTE PARTNER

- Brand advertising in a hugely visible area

MAIN STAND BACK

- High visibility area for brand awareness signage on back wall of Main Stand

TURNSTILE WALLBOARD

- Huge area for supporter footfall

FAN ZONE SPONSORSHIP

We have two fantastic Fan Zones located inside The Brewery Field and they're extremely popular on matchdays with both home and away supporters.

Both areas are available now to sponsor and, with such a heavy footfall, it's the perfect way to showcase your brand and ensure it reaches as many fans as possible.

With the potential to refresh your artwork throughout the season, we're confident that becoming a Fan Zone Sponsor is a cost-effective way to shout about your business.

CORNER FLAGS

- Place your brand on our corner flags at The Brewery Field

HYGIENE PARTNER

- Brand advertising inside and outside our seven washroom areas



FIRST TEAM SPONSORSHIP

Sponsoring our players or management staff in some way is a wonderful and cost-effective way of gaining high exposure for your brand or business.

PLAYER SPONSORSHIP

£200+VAT EACH

- Associate your brand or business name with your chosen player
- Your brand alongside your player in the Match Programme
- Your brand alongside your player on the Official Website
- A signed shirt at the end of the season



MANAGEMENT SPONSORSHIP

£200+VAT EACH

- Associate your brand or business name with your chosen staff member
- Your brand alongside your staff member in the Match Programme
- Your brand alongside your staff member on the Official Website
- A signed shirt at the end of the season



MEDIA

We're proud of our highly professional communication channels, which include almost **40,000 followers** across our social media platforms as well as around **30,000 monthly visitors** to our Official Website.

Our engagement figures continue to soar as we offer supporters a unique and unrivalled level of level of digital and print coverage for a club at our level.

With a revamped Match Programme and enhanced live commentary of every single game, both home and away, there have never been more opportunities for local businesses to exploit our growing reach.



TWITTER
23K



FACEBOOK
5K



INSTAGRAM
6.3K



YOUTUBE
2.5K



LINKEDIN
1.3K



CLUB MEDIA PARTNER

- Exposure across all social media platforms
- Your brand on all matchday graphics throughout 2023/24
- An advert on the MegaScreen for the season
- Press release on website/social media to announce partnership
- Sponsorship of Moors TV post-match interviews
- Full-page advert in Match Programme
- Company logo on post-match interview backdrop
- Company logo on Official Website
- Invite to exclusive club events

SOCIAL MEDIA SPONSOR

- Your brand permanently fixed on the headers of our Twitter and Facebook pages
- Consistent exposure to almost 30,000 followers
- Press release on website/social media to announce partnership
- Option to change design throughout the season
- One post per month with link to website or chosen content



TEAMSHEET SPONSORSHIP

- Access for two people into matchday hospitality
- Your brand printed on every teamsheet for all First Team home games
- Exposure across social media on home matchdays

MATCH PROGRAMME SPONSOR

- Your company logo on the front cover of every issue of our Match Programme
- Full page advert in the Programme
- Exposure across social media channels ahead of every home
- One post per month with link to website or chosen content
- Press release on website/social media to announce partnership



SOCIAL MEDIA MATCHDAY SPONSOR

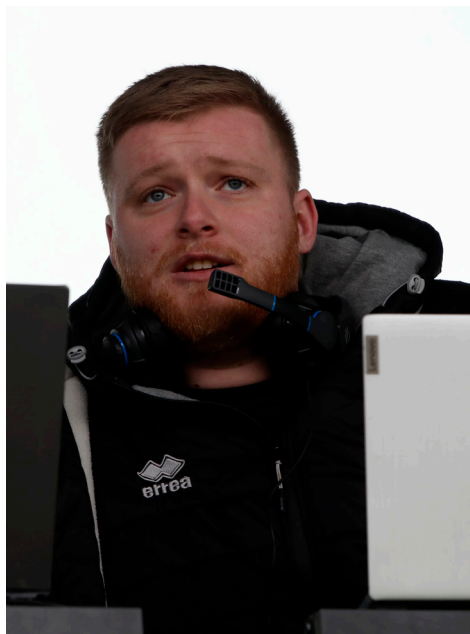
- Your brand across our Twitter, Facebook and Instagram platforms on matchday
- Your logo emblazoned across all matchday graphics
- One post per month with link to website or chosen content
- Press release on website/social media to announce partnership

YOUTUBE PARTNER

- Company logo permanently placed across the homepage banner of our YouTube Channel
- Sponsorship of match highlights/goals packages created for every game
- Advert on MegaScreen for the season
- Press release on website/social media to announce partnership

LIVE COMMENTARY SPONSOR

- Three mentions per half on our popular live commentary on Durham OnAir
- Pre-arranged script which can be changed on a monthly basis
- Reach to listeners across online, airwaves and Freeview television
- Mentions on social media when advertising live commentary
- Banner advert on Official Website on pre-match adverts for commentary
- Press release on website/social media to announce partnership



YOUTH FOOTBALL SPONSORSHIP

By partnering with our Youth Football Club, you'll be helping us to provide the very best for our youngsters and helping us to potentially find the next generation of Spennymoor Town stars.

HEADLINE SPONSORSHIP

- Showcase your company across social media
- Become the overall sponsor of the Monthly Youth Football Newsletter
- Press release issued on Official Website and social media upon launch

SHORTS SPONSORSHIP

- Show off your brand across the front of all of our teams' shorts
- Brand awareness opportunity across multiple age groups



COACH TRAINING KIT SPONSORSHIP

- Showcase your brand across the training kit of our coaches



INDIVIDUAL TEAM SHIRT SPONSORSHIP

INDIVIDUAL TEAM SPONSORSHIP



MOORS LADIES

Our Ladies Team is a flourishing part of our Football Club, one we're extremely proud of and it's a perfect opportunity for your business to attach itself to something which is only going to get bigger.

HEADLINE SPONSORSHIP

- Connect your company with our successful Ladies Team
- Regular exposure across social media throughout the season
- Press release issued on Official Website and social media upon launch
- Exposure on MegaScreen when Ladies Team play at The Brewery Field

SOCIAL MEDIA SPONSORSHIP

- Exposure on social media announcements
- Branding on Ladies Team social media profiles
- Exposure on MegaScreen when Ladies Team play at The Brewery Field



PLAYER SPONSORSHIP

£150+VAT EACH

- Exposure on social media announcements connected with your chosen player
- Branding on player profile on Official Website
- Exposure on MegaScreen when Ladies Team play at The Brewery Field

MANAGEMENT SPONSORSHIP

**£200+VAT EACH
£700 FOR ALL FOUR**

- Exposure on social media announcements connected with your chosen player
- Branding on player profile on Official Website
- Exposure on MegaScreen when Ladies Team play at The Brewery Field

MATCH SPONSORSHIP

- Mentions on social media as match sponsor
- Photograph of Player of the Match presentation
- Exposure on Megascreeen when Ladies Team play at The Brewery Field

STANDARD

£50+VAT EACH

- Be the sponsor for a regular Ladies Team home fixture

THE BREWERY FIELD

£100+VAT EACH

- Sponsor a Ladies Team fixture hosted at The Brewery Field

MATCHBALL SPONSORSHIP

**£50+VAT EACH
£500 FOR THE SEASON**





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