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# **SPENNYMOOR TOWN FOOTBALL CLUB**





# MOORS IN THE COMMUNITY

Moors in the Community is working across several major projects to improve the local communities and provide opportunities for people of all ages to prosper and succeed.

Since its inception, there has already been significant progress on a number of fronts and the work being done was noticed by Dragons' Den star Sara Davies whose company, Crafter's Companion, became a major sponsor in November 2022.

They are involved in the provision of weekly social sessions for men, women and children, deliver community meals for those in need around the town, host holiday camps for youngsters and help to fund the delivery of sport in schools in the area.

As well as that, there is also now an established Walking Football Team playing in a competitive league, while tracks are also being laid for an Over 50s team and a Disability Team.

With a fantastic team of dedicated staff at the heart of everything Moors in the Community is looking to achieve, we're proud to be making a difference in our local area during difficult times.

Moors in the Community relies on donations and the fantastic support of its sponsors to ensure it can continue to provide its vital projects for those who need them most.

*"As soon as I heard about the work they were doing, I got in touch. It's incredible what the Club is doing, and we want to support it."*

**Sara Davies**



# FIRST TEAM

The success story of Spennymoor Town is one of the most captivating tales in North East sport as the Club rose from the Northern League to National League North.

Having been boosted by the arrival of Brad Groves as Chairman in 2009/10, Moors went on to win the Northern League Division One title three seasons in a row and enjoyed FA Vase glory in 2013.

The Club stepped up to Northern Premier League Division One in 2014 and, after falling at the play-off hurdle in their first season, won promotion in the second with victory over Northwich Victoria.

In 2015/16, Moors strengthened further, and an incredible late-season surge saw them finish as runners-up and clinch yet another promotion to take up a place in National League North for the first time in the Club's history.



But the story doesn't end there – and neither does our ambition. The Club is always striving to improve on and off the pitch and has set the realistic goal of challenging for a place in the National League.

Indeed, that dream almost became reality in 2018/19 when Moors finished fourth in the table and were only denied promotion by a penalty shootout defeat to Chorley in the Play-Off Final.

**You can support our journey in a number of ways, including by sponsoring the First Team players' kit and equipment to gain regular national exposure for your brand.**



**The FA Carlsberg Vase Final  
2013 Winners**



# YOUTH FOOTBALL



The Club also boasts a thriving Youth Football Club which is providing the platform for over 400 kids to access high-quality coaching and a regular competitive games programme.

Our commitment to football development for youngsters in the area is paying dividends too, with the Under-18s making history by reaching the First Round Proper of the FA Youth Cup in 2022/23.

As well as that, several members of that side were involved in First Team squads to underline a definite pathway for the Club's most talented young footballers.

Backing the Youth Football Club is one of the most popular ways local businesses support Moors and we have a range of sponsorship opportunities available along with great brand and CSR exposure.



# MOORS LADIES



As well as an ambitious First Team, the Club is proud to have an established Ladies Team who are playing competitively in the North East Regional Women's Football League.

Moors Ladies have a flourishing profile and have staged several fixtures at The Brewery Field in recent seasons which have attracted excellent crowds, particularly in the aftermath of the Lionesses' Euro 2022 triumph.

There are a range of opportunities available for you or your company to back our Ladies Team including a variety of player, kit, travel and social media sponsorship packages.



# THE BUSINESS CLUB



We have a Business Club based at our Football ground with 60 members. The Business Club was set up to help, support and work with local businesses. We meet monthly and interact between meetings via WhatsApp. It is very relaxed and informal with a focus on helping each other and our football club build business connections and gain work. All we ask is that you attend meetings, interact and support the club with either introductions to businesses we want to work with or sponsorship of some kind.

Our meeting agenda is flexible we give an update from our Football Club and then

each business shows off their services in an informal way. We often have guest speakers and sometimes take the meeting out to our sponsors premises.

#### **Member benefits include;**

- special offers for brand advertising,
- free match day tickets
- and room hire for business meetings.



# MATCHDAY HOSPITALITY

The Club has invested heavily in its infrastructure and facilities in recent years and The Brewery Field is now one of the most admired stadiums across the National League landscape.

We have worked hard behind the scenes to develop our matchday experience so that all supporters enjoy their visit and leave with a favourable impression of the town and the Club.

As part of that drive, we have two brilliant Fan Zones within the stadium where fans can sample great value hot and cold food refreshments prior to the game or at half time.

We've also created a top value matchday hospitality offering in our popular County Durham Lounge where fans can sample one of the best non-league matchday experiences available.

The County Durham package has become one of our most popular matchday offerings with guests able to enjoy their pre-match food and drinks with a wonderful view across The Brewery Field pitch.



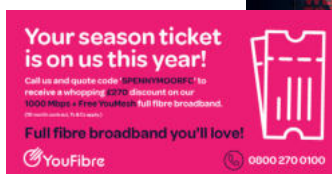
# ADVERTISING & SPONSORSHIP

With impressive attendances drawn to The Brewery Field for every home game, we have a fantastic opportunity for businesses to show off their brands around the stadium.

We're already working with a number of well-known companies but have brand awareness opportunities available to suit the budgets of all businesses.

Being involved with Spennymoor Town also opens you up to our growing online presence where we boast almost 40,000 followers across our platforms as well as a popular Official Website.

We are confident that we can create a bespoke package to suit the needs of any company to promote your brand to our fans and followers.





# ROOM HIRE

It's not just on matchdays that The Brewery Field comes alive – we've got a flourishing number of non-matchday activities taking place at the stadium throughout the week.

Our Executive Areas and Lounges are all available for hire and offer the perfect setting for business meetings, training events and parties, where refreshments can be provided upon request.

Our County Durham Lounge, with a capacity of 100 guests, is particularly popular for such occasions as it gives a private, spacious area for business or fun and it comes complete with spectacular views across our wonderful pitch.

If you're looking to book an outdoor area for a function, then we are also able to hire out our two Fan Zones which are both equipped with seating and licensed bars.

