



SPENNYMOOR TOWN

COMMERCIAL OPPORTUNITIES

> **2024/25**





WELCOME TO SPENNYMOOR TOWN

We are proud of the continued progress seen at Spennymoor Town and we remain very thankful to all those who have supported us along the way, whether from the terraces or commercially.

The strong connection between the players and supporters makes this Football Club truly unique and the incredible finish to last season means there's never been a better time to be involved.

Our loyal and engaged fanbase is growing year on year and businesses now have the opportunity to showcase their brand to a sizeable audience inside The Brewery Field and across our ever-popular social media platforms.

The appointment of Graeme Lee as our new First Team Manager at the start of 2024 inspired a remarkable run of form and reignited our desire to push this Club towards the fifth tier.

As we strive to claim our place at non-league football's top table, we're also continuing to provide an unrivalled matchday experience for our fans and sponsors and building our reputation as one of the friendliest clubs in the country.

We would very much like you and your business to be part of it and we look forward to welcoming you to The Brewery Field during 2024/25.

Brad Groves

Chairman, Spennymoor Town Football Club





THE POWER OF THE **SPENNYMOOR TOWN BRAND**

The Club now boasts a broad range of professional communication channels in order to maximise the connection we have with our supporters.

Our hugely popular social media platforms continue to grow, and our digital footprint has expanded exponentially to ensure we're reaching as many people as possible.

We now have almost 45,000 followers across our various channels, while we routinely attract over 30,000 weekly visitors to our regularly updated Official Website.

Engagement figures are the best they have ever been as we work hard to meet the appetite of our supporters for news and information about the Club and its valued partners.

Our Match Programme is the envy of many other clubs at our level, while we're also proud of our thriving matchday coverage through which we provide live commentary for fans everywhere.



X (Twitter)



Facebook



Instagram



YouTube



LinkedIn



CORE PACKAGES

Take a look at some of the main sponsorship packages we have on offer for 2024/25.

PRICES LISTED ARE FOR THE WHOLE SEASON UNLESS OTHERWISE STATED



BRAND EXPOSURE PACKAGE

£500 + VAT

DIRECT DEBIT AVAILABLE AT £50 + VAT PER MONTH (JULY-APRIL)

- Your video advert or company branding on the digital scoreboard megascreen at all home games, and displayed on TVs in each of the Match Day Hospitality areas.
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to club sponsors

MATCHDAY PROGRAMME ADVERTISING

£500 + VAT

DIRECT DEBIT AVAILABLE AT £50 + VAT PER MONTH (JULY-APRIL)

- A full-page advert in our Match Programme for every league game
- Invitations to our monthly Spennymoor Business Network, along with other exclusive events for Club Sponsors.



TEAM SHEET SPONSORSHIP

£100 + VAT PER GAME

- Your logo on the matchday team sheet and line-up on our social media posts
- Players' Lounge hospitality for two on your sponsored matchday





MATCH SPONSORSHIP

£500 + VAT PER GAME

- Table for six in the Executive Lounge for the day, including matchday hospitality with a welcome drink
- Branding on the front cover of the Match Programme
- A link to your website in our Match Preview article
- Advertising across social media on matchday
- Mentions over the PA system inside the stadium on matchday
- Opportunity to select and present the official Man of the Match award
- A Spennymoor Town shirt signed by the squad



MATCH BALL SPONSORSHIP

£300 + VAT PER GAME

- Table for four in the Executive Lounge for the day, including matchday hospitality with a welcome drink
- Branding within the Match Programme
- A link to your website in our Match Preview article
- Mentions over the PA system inside the stadium on matchday
- A football signed by the Spennymoor Town squad





PLAYER SPONSORSHIP (MEN'S TEAM)

£200 + VAT

- Associate your brand or business name with your chosen player
- Your brand alongside your player in every Match Programme
- Your brand alongside your player on the Club's Official Website
- You will receive the player's match-worn shirt at the end of the season



MANAGEMENT TEAM SPONSORSHIP (MEN'S TEAM)

£200 + VAT

- Associate your brand or business name with your chosen staff member
- Your brand alongside your staff member in every Match Programme
- Your brand alongside your staff member on the Club's Official Website
- You will receive a shirt signed by the squad at the end of the season



MULTI-BUY SPECIAL OFFER

£1,000 + VAT

Match Sponsorship



Match Ball Sponsorship



Brand Awareness Package

If you take up a Match Sponsorship and a Match Ball Sponsorship for the 2024/25 campaign, we'll throw in a reduced rate Brand Awareness Package as part of the deal!

As well as including all the aspects of the three packages combined, we'll also increase your hospitality option to a table for 10 in our Executive Lounge for a game.





KEY SPONSORSHIPS

Take a look through some of the major sponsorship opportunities available for our 2024/25 campaign.

PRICES LISTED ARE FOR THE WHOLE SEASON UNLESS OTHERWISE STATED



STADIUM SPONSORSHIP

£30,000 + VAT

- Stadium naming rights with maximum exposure
- Flagship sponsorship opportunity with key partner status
- Four Corporate Season Tickets for 2024/25 with Players' Lounge hospitality for all games
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors
- Promotional article on the Club's Website to launch the partnership
- Your company brand on the base of every page on the Club's Website
- Exposure across social media



MAIN STAND SPONSORSHIP

£25,000 + VAT

- Huge exposure within a key focal point at the centre of the matchday videography angle
- Stand named to match requirements
- Front of stand brand advertising
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors
- Promotional article on the Club's Website to launch the partnership
- Exposure across social media





PITCH SPONSORSHIP

£10,000 + VAT

- Corner pitch board advertising on an exclusive branding area of the stadium - a major focal point on matchday and beyond
- Four Season Tickets for the 2024/25 campaign providing ground entry for all league games
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors
- Promotional article on the Club's Website to launch the partnership
- Exposure across social media



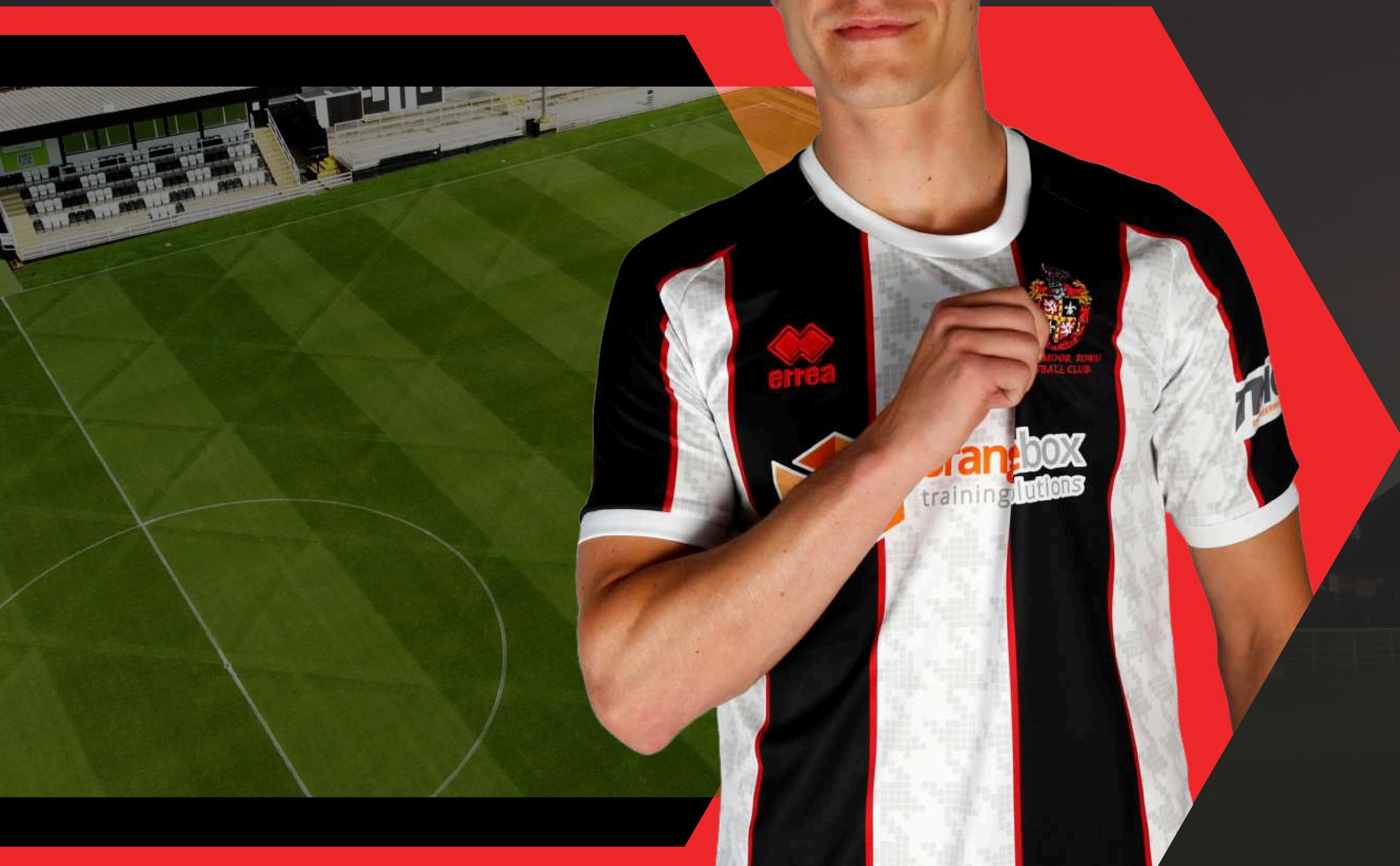


WEST CONCOURSE SPONSORSHIP

£10,000 + VAT

- Huge 40-metre brand advertising opportunity
- Four Corporate Season Tickets for 2024/25 with Players' Lounge hospitality for all games
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors
- Promotional article on the Club's Website to launch the partnership
- Exposure across social media





KIT SPONSORSHIPS

Take a look at the various opportunities we have available for you to sponsor our kit during the 2024/25 campaign.

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SLEEVE SPONSORSHIP

£5,000 + VAT

- Your company logo on the left sleeve of all Men's First Team playing shirts, home and away
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors





SHORTS SPONSORSHIP

£5,000 + VAT

- Your company logo on the back of all Men's First Team playing shorts, home and away
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors





FACILITIES SPONSORSHIPS

The Club has a number of exciting opportunities for your to increase exposure for your brand inside The Brewery Field.

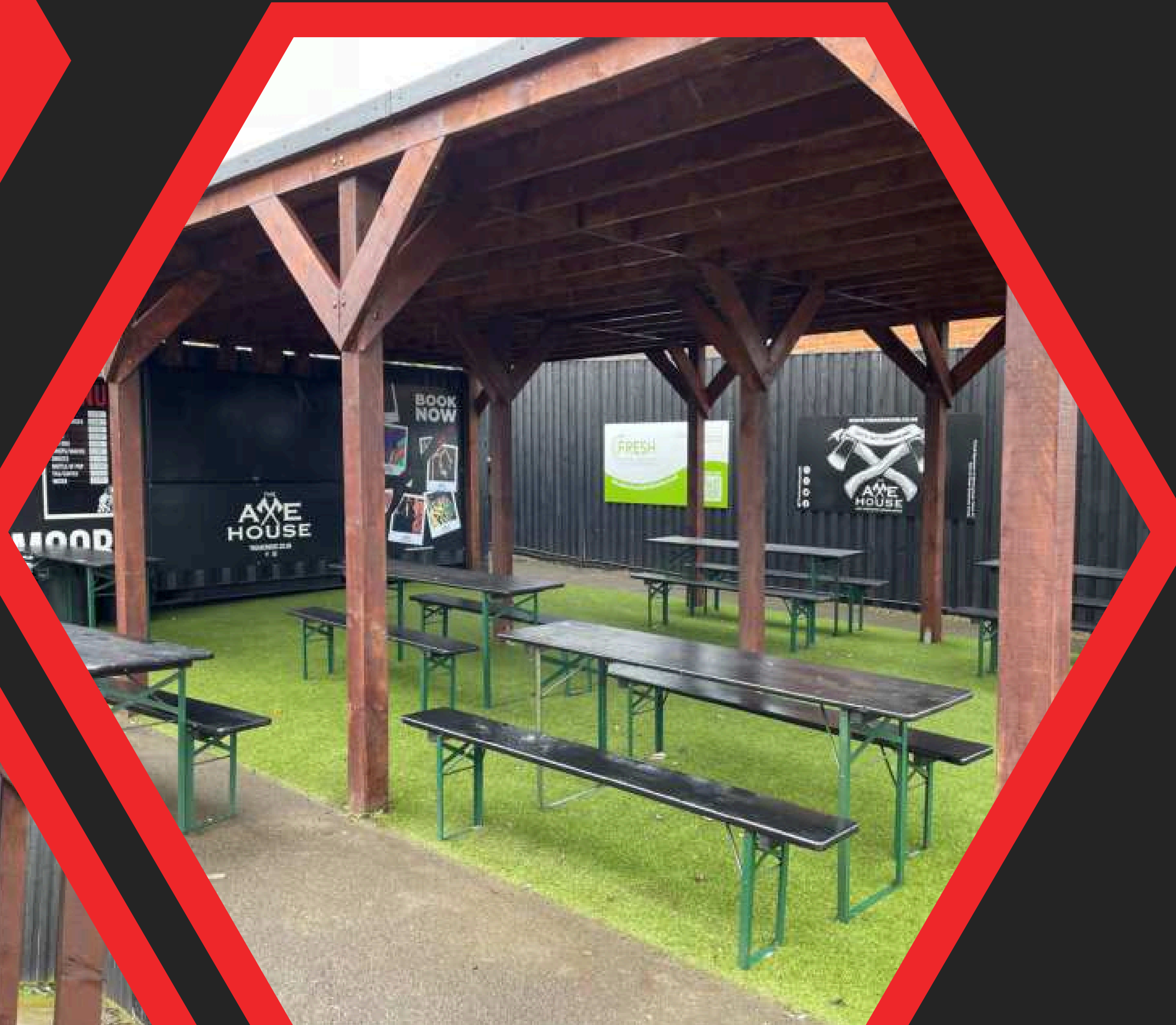
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FAN ZONE SPONSORSHIP

£6,000 + VAT

- Naming rights and branding one of our two hugely popular and high-throughfare Fan Zones, serving matchday food and drinks to supporters
- Permissions to include advertising material/leaflets within the Fan Zone
- Four Season Tickets for the 2024/25 campaign providing ground entry for all league games
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors





DIRECTORS' LOUNGE SPONSORSHIP

£2,000 + VAT

- Prominent signage above the entrance to our Directors' Lounge
- Ability to provide brand marketing to be displayed within our Directors' Lounge
- Your business introduced to all visiting directors from opposition clubs throughout the season
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



DUGOUTS SPONSORSHIP

£2,000 + VAT

- Share your brand in a highly visible area of maximum fan focus
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors

CORNER FLAGS SPONSORSHIP

£2,000 + VAT

- Share your brand advertising on the pitch corner flags
- Exposure to fans inside the stadium and also on photos on website galleries
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



MASCOT SPONSORSHIP

£1,000 + VAT

- Brand advertising on the t-shirt of our Badger club mascot
- Exposure to fans inside the stadium and also on photos on website galleries
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



MEDIA SPONSORSHIPS

We have a variety of ways that you can gain exposure by supporting our hugely popular and highly engaging media output

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Durham
on air



LIVE COMMENTARY SPONSORSHIP

£2,000 + VAT

- Three mentions per half during our popular live commentary online and on Durham OnAir
- Pre-arranged script which can be changed on a monthly basis
- Reach listeners across the world online, as well as on the airwaves and on Freeview television
- Mentions on social media when advertising the live commentaries
- Banner advert on the Club's Website on pre-match adverts for live commentary
- Promo article on the Club's Website to launch the partnership
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



MATCH PROGRAMME SPONSORSHIP

£3,000 + VAT

- Your company logo on the front cover of every issue of our popular Match Programme
- A full-page advert in the Match Programme for every game
- Exposure across the Club's popular social media channels ahead of every home game
- Promo article on the Club's Website to launch the partnership
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



OTHER SPONSORSHIPS

We round-up some of the alternative options for businesses wishing to back the Club during the 2024/25 campaign.

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**Spennymoor
Business Network**



SPENNYMOOR BUSINESS NETWORK SPONSORSHIP **£2,000 + VAT**

- Your branding linked to our Spennymoor Business Network monthly meetings, in front of over 50 local businesses
- A key slot at each monthly meeting to update our Business Network members
- Social media and website coverage in articles relating to the Business Network
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors





TURNSTILE FORECOURT SPONSORSHIP

£5,000 + VAT

- Your branding around the main entrance/turnstiles at Wood Vue, with the ability to set-up a display, advertising vehicle or sales stall on the forecourt on matchday
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



TEAM TRAVEL SPONSORSHIP

£3,000 + VAT

- Prominent visibility of your company branding on our team coach. The team will travel extensively across England during 2024/25, making this an excellent opportunity to increase brand awareness outside of our region
- Social media mentions on all posts relating to team travel
- Promo article on the Club's Website to launch the partnership
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



STAND ADVERTISING BOARD

£1,000 + VAT

- Your branding on one of the prominent board spaces at the top of the Main Stand or other strategic positions around the stadium.
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



Commercial Opportunities 2024/25



MOORS LADIES

We are delighted to welcome Moors Ladies home this season, with all of their home games in the Premier Division of the North East Regional Women's Football League set to be played at The Brewery Field.

Take a look at the various ways you can support our flourishing Ladies Team during their 2024/25 campaign.

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SOCIAL MEDIA SPONSORSHIP

£1,000 + VAT

- Your branding across all our of our Ladies Team's social media channels
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors

BRAND EXPOSURE PACKAGE

£200 + VAT

DIRECT DEBIT AVAILABLE AT £20 + VAT PER MONTH (JULY-APRIL)

- Your video advert or company branding on the digital scoreboard megascreen at all Ladies Team games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



PRESENTATION NIGHT SPONSORSHIP

£500 + VAT

- Your branding linked our end-of-season Presentation Night for Moors Ladies
- Ability to attend the event and present awards
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors



MATCH SPONSORSHIP **£150 + VAT PER GAME**

- Advertising on social media in the build-up to the match and on matchday
- Select and present the official Player of the Match award

PLAYER SPONSORSHIP **£150 + VAT**

- Associate your brand or business name with your chosen player
- Your brand alongside your player on the Club's Official Website
- Social media coverage when your player is involved in match highlights



MANAGEMENT TEAM SPONSORSHIP **£500 + VAT**

- Associate your brand or business name with the Ladies management team
- Your brand alongside management team profiles on the Club's Website
- Social media coverage around interviews with the management team

MATCH BALL SPONSORSHIP **£50 + VAT PER GAME**

- Advertising on social media in the build-up to the match and on matchday



MOORS IN THE COMMUNITY

We are hugely proud of our work in the local area through our flagship community programme, Moors in the Community.

We work with Spennymoor and the surrounding area to improve their communities and provide opportunities for all to succeed. Our impactful projects reach through from children to the elderly, from all walks of life, helping to make our region a better place to be.

We are extremely fortunate to have such a fantastic team of dedicated staff who are at the heart of what we do and are incredibly passionate about making a difference through the work of the programme. We rely upon the support and generosity of our partner organisations and funders to provide life-changing opportunities for thousands of people every single year.

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PROJECT SPONSORSHIP £2,000 + VAT

- Your branding linked to the delivery of one of our key community projects
- Social media and website coverage in articles relating to the project and the wider Moors in the Community programme
- Your video advert or company branding on the digital scoreboard megascreen and on TVs in each Matchday Hospitality area at all games
- Invitations to our monthly Spennymoor Business Network, and other events exclusive to Club Sponsors





THANK YOU FOR YOUR SUPPORT



FOR MORE INFORMATION

Email: info@spennymoortownfc.org

Website: www.spennymoortownfc.co.uk

