



Spennymoor Town Football Club

# COMMERCIAL OPPORTUNITIES

2025/26





# Welcome to Spennymoor Town

Quite simply, there has never been a better time to become involved with Spennymoor Town Football Club.

We have continued to make progress on and off the pitch over the last 12 months and in 2024/25 we finished within touching distance of a play-off spot and rounded off the season with a memorable trip to Wembley in the FA Trophy Final.

I felt so much pride seeing Spennymoor Town competing for non-league's most coveted trophy at the National Stadium and the memories made for the thousands of fans there to witness it will live forever.

The Club is thankful to the many local businesses and organisations that supported us throughout the campaign and on our historic Road to Wembley and we look forward to thriving relationships with them into 2025/26.

We remain hugely ambitious to get this Club to the next level and believe that we have now built a strong platform to continue competing at the top end of National League North.

Whilst enhancements on the football side are clear to see, we've also taken huge strides to improve our unrivalled matchday experience and we're proud to boast a reputation as one of the friendliest clubs in the country.

We're always looking for new partners and we'd love your business to come and be part of our family at The Brewery Field in 2025/26.

Brad Groves, Chairman

# The Spennymoor Town Brand

The Club's hugely popular social media channels have continued to grow in prominence and our connection with supporters is now even more powerful than ever.

We now boast 50,000 followers across our digital platforms and our engagement rates continue to reach levels seen by clubs much higher in the football pyramid.

The Club also has a professional and regularly updated Official Website which acts as our online home to provide all the latest news, match reports and reaction and information to supporters globally.

Twitter (X)



25.4k

Facebook



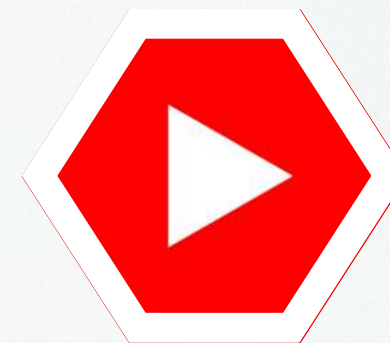
8.7k

Instagram



8.7k

YouTube



3.14k

LinkedIn



1.5k

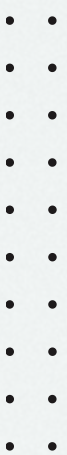


# Key Sponsorships



## Stadium (Price Negotiable)

- Stadium naming rights with maximum exposure
- Flagship sponsorship with key partner status
- Four Corporate Season Tickets for 2025/26 with Main Stand hospitality for all games
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.
- Promotional article on the Club Website to launch the partnership
- Exposure across our social media channels





# Key Sponsorships



## The Main Stand (Price Negotiable)

- Huge exposure withing a key focal point in front of our matchday videography
- Stand named to match requirements
- Front of stand brand advertising
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.
- Promotional article on the Club Website to launch the partnership
- Exposure across our social media channels



# Key Sponsorships



## Pitch (Price Negotiable)

- Corner pitch board advertising on an exclusive branding area of the ground
- Key focal point on matchday and beyond
- Four Season Tickets for entry to all games during 2025/26
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.
- Promotional article on the Club Website to launch the partnership
- Exposure across our social media channels



- Huge 40-metre brand advertising opportunity
- Four Corporate Season Tickets for 2025/26 with Players' Lounge hospitality for all games
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.
- Promotional article on the Club Website to launch the partnership
- Exposure across our social media channels

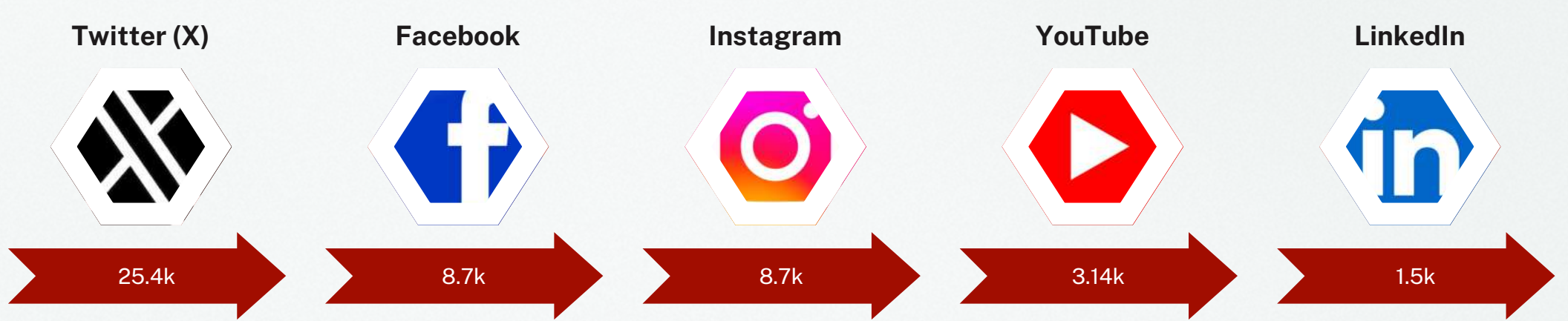
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# Key Sponsorships

**Key Branding Partner (Price Negotiable)**

- Your branding appearing on all Moors TV content and links on our Official Website
- Your company logo on our social media banners
- Your video advert or company branding displayed on our digital scoreboard megascreen at all Men’s First Team home games and on the TVs in each of our matchday hospitality areas
- E-shot logo placement for every email sent to our database of 2,000 engaged fans and Academy parents
- Half-page advert in every Match Programme
- Promotional article on the Club Website to launch the partnership
- Exposure across our social media channels



Our Official Website attracts an average of 300,000 impressions every month, while it we enjoyed almost 700,000 in May alone around the Club’s appearance in the FA Trophy Final.

# Key Sponsorships



## Scoreboard Sponsor (Price Negotiable)

- Your branding static on our main megascreen scoreboard throughout every minute of all games at The Brewery Field
- Regular adverts within the megascreen reel at all Men's First Team home games and on the TVs in each of our matchday hospitality areas
- Promotional article on the Club Website to launch the partnership
- Exposure across our social media channels





# Basic Packages

- **Megascreen Advert (£500 plus VAT)**  
Direct debit available at £50 per month (July-April)

Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas
- **Match Programme Advert (£500 plus VAT)**

Place your company's full-page advert into each and every one of our league programmes during the course of 2025/26
- **Teamsheet Advert (£200 plus VAT)**

Place your company's logo onto our official teamsheets and social media posts for every game during the season

Prices listed are based on the whole season



# Matchday Sponsorships

**Match Sponsorship** **GRADE A MATCH (£1,000 PLUS VAT)** **GRADE B MATCH (£500 PLUS VAT)**

Grade A matches are those against our key, high-profile opposition

- Table for six in the Executive Lounge, including a welcome drink and matchday hospitality
- Branding on the front cover of the Match Programme
- A link to your website in our online Match Preview
- Matchday advertising on our social media platforms
- Mentions across our PA System on matchday
- Opportunity to select and present official Man of the Match award

**Match Ball Sponsorship (£300 plus VAT)**

- Table for four in the Executive Lounge, including a welcome drink and matchday hospitality
- Branding on the front cover of the Match Programme
- A link to your website in our online Match Preview
- Mentions across our PA System on matchday

Prices listed are for an individual match sponsorship

**NEW**

# Moors Partner Package

- Combine the Match and Match Ball sponsorship for a Grade B match of your choice during the 2025/26 season
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.
- Table for ten in the Executive Lounge, including a welcome drink and matchday hospitality
- Branding on the front cover of the Match Programme
- A link to your website in our online Match Preview
- Matchday advertising on our social media platforms
- Mentions across our PA System on matchday
- Opportunity to select and present official Man of the Match award
- Access to our business cost-saving experts at our Principal Partners, Procure Smart

**£1,000  
plus VAT  
for the whole  
season**

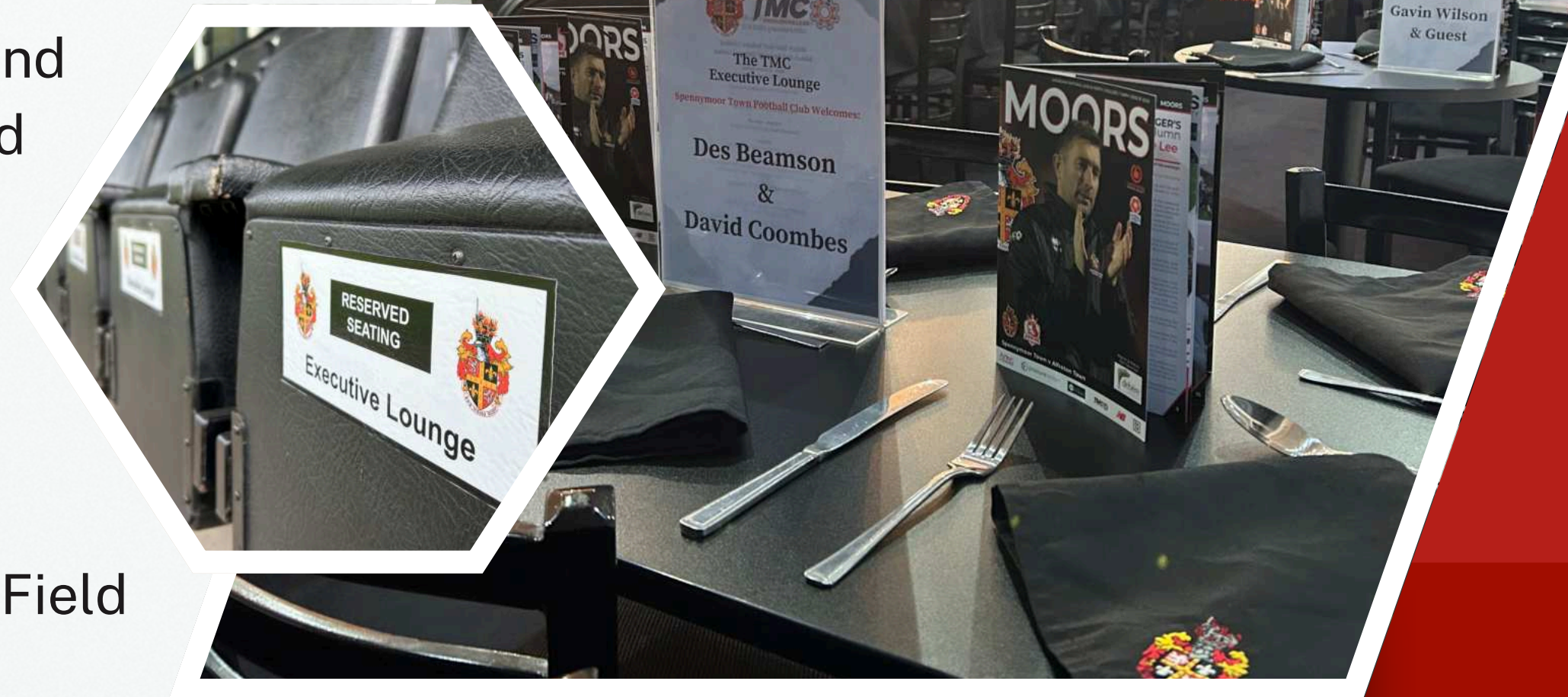


**NEW**

# Corporate Hospitality Season Ticket

- Allocated padded seat within the Main Stand
- Full matchday hospitality in the Main Stand suites
- A welcome drink upon arrival
- A delicious two-course meal
- Private access bar and table service
- A free Match Programme and team sheet
- Stunning panoramic views of The Brewery Field
- Exclusive entry via the Main Stand

**£1,800  
per seat  
for the whole  
season**





# First Team Sponsorships



## Mens' Player Sponsorship (£250 plus VAT)

- Associate your brand or business name with your chosen player
- See your brand alongside your player in the Match Programme
- See your brand alongside your player on the Official Website
- Receive your player's match-worn shirt at the end of the season



## Mens' Management Team Sponsor (£250 plus VAT)

- Associate your brand or business name with your chosen staff member
- See your brand alongside your staff member in the Match Programme
- See your brand alongside your staff member on the Official Website
- Receive a shirt signed by the staff and players at the end of the season



## Mens' Team Travel Sponsor (£3,000 plus VAT)

- Your company logo featured prominently on our team coach as we travel the length and breadth of the North of England
- Increase your brand awareness outside of the North East
- Social media mentions on all posts relating to team travel
- Promotional article on our website to launch the partnership

Prices listed are based on the whole season



# Kit Sponsorships



## Shorts (£5,000 plus VAT)

- Your company logo displayed on the back of the Men's First Team's playing shorts, home and away for the 2025/26 season
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.

Price listed is based on the whole season



# Facilities Sponsorships



## Dugouts (£2,000 plus VAT)

- Highly visible area of maximum fan focus
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.



## Corner Flags (£2,000 plus VAT)

- Brand advertising on the pitchside corner flags
- Exposure to fans inside the stadium and also in photos on website galleries



## The Directors' Lounge (£2,000 plus VAT)

- Prominent signage above entrance to Directors' Lounge
- Ability to provide brand marketing to be displayed in Directors' Lounge
- Your business introduced to all visiting directors from opposition clubs
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.

Prices listed are based on the whole season

# Facilities Sponsorships

## Club Shop (£2,000 plus VAT)

- Prominent signage around our busy Club Shop
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas.

## Mascot (£1,000 plus VAT)

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

Prices listed are based on the whole season





**Durham.**  
on air

# Media Sponsorships



## Live Commentary (£2,000 plus VAT)

- Three mentions per half on our popular Durham OnAir live coverage of every game
- 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 the commentary
- Banner advert on Official Website's pre-match adverts for commentary
- Promotional article on the Club Website to launch the partnership



## Match Programme (£3,000 plus VAT)

- Your company logo on the front cover of every issue of our popular Match Programme
- A full-page advert in every league issue of the Match Programme
- Exposure across social media in the build-up to each home game
- Promotional article on the Club Website to launch the partnership

Price listed is based on the whole season



# General Sponsorships



## Turnstile Forecourt (£5,000 plus VAT)

- Your branding around the main turnstiles/entrance at Wood Vue, with the option to set up a display, advertising vehicle or sales stall on the forecourt on matchday
- Your video advert or company branding displayed on our digital scoreboard megascreen at all home games and on the TVs in each of our matchday hospitality areas



## Stand Advertising Board (£1,000 plus VAT)

- Your branding on one of the prominent board spaces at the top of the Main Stand or other strategic positions around the stadium

Price listed is based on the whole season

**NEW**

# Ladies First Team Shirt Sponsor

- Your company logo displayed prominently on the front of the Ladies First Team's playing shirts, home and away for the 2025/26 season
- Your video advert or company branding displayed on our digital scoreboard megascreen at all Ladies First-Team, and Men's First-Team home games and on the TVs in each of our matchday hospitality areas.
- Promotional article on the Club Website to launch the partnership
- Exposure across our social media channels

**£10,000  
plus VAT  
for the whole  
season**





# Ladies Team Sponsorships

- **Headline Sponsor (£3,000 plus VAT)**
  - Become one of the key sponsors of Moors Ladies First Team, Reserves and Youth Development
  - Promotional article on the Club Website to launch the partnership
  - Exposure across social media
- **Social Media Sponsor (£1,000 plus VAT)**
  - Your branding across the Ladies' social media channels
- **Travel Sponsor (£3,000 plus VAT)**
  - Our team coach will feature prominent visibility of your company's logo
  - Social media mentions on all posts relating to away travel
  - Promotional article on the Club Website to launch the partnership

Price listed is based on the whole season



# Ladies Team Sponsorships

- **Presentation Night Sponsor (£500 plus VAT)**
  - Your branding linked to our end of season Presentation Night for Moors Ladies
  - Invite to attend and present awards on the night
- **Brand Exposure Package (£200 plus VAT)**  
*Direct debit available at £20 per month (July-April)*

Your video advert or company branding displayed on our digital scoreboard megascreen at all Ladies First Team home games
- **Match Sponsor (£150 plus VAT) *per Match***
  - Advertising on social media in the build-up to the match and on matchday

Price listed is based on the whole season unless otherwise stated



# Ladies Team Sponsorships



## Player Sponsor (£150 plus VAT)

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



## Management Team Sponsor (£250 plus VAT)

- Associate your brand or business name with the Ladies First Team Management Team
- See your brand alongside your player in the Management Team profiles on the Official Website
- Social media coverage around interviews with the Management Team



## Match Ball Sponsor (£50 plus VAT) per Match

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

Price listed is based on the whole season unless otherwise stated



# College Programmes

- **College Team Kit Sponsor (£2,500 plus VAT)** Home or Away
  - Front of shirt sponsorship across our College Team kit
  - Your video advert or company branding displayed on our digital scoreboard megascreen at all Men's First Team home games and on the TVs in each of our matchday hospitality areas
- **College Team Social Media Sponsor (£1,000 plus VAT)**
  - Your branding across our College Programme's social media channels
  - Your video advert or company branding displayed on our digital scoreboard megascreen at all Men's First Team home games and on the TVs in each of our matchday hospitality areas
- **Presentation Night Sponsor (£500 plus VAT)**
  - Your branding linked to our end of season Presentation Night for our College Teams
  - Invite to attend and present awards on the night

Prices listed are based on the whole season

# Moors in the Community



We're 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 areas to improve their communities and provide opportunities for all to succeed.

Our impactful projects reach those 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 each year.





# Community Sponsorships



## Community Team Kit Sponsor (£2,000 plus VAT)

- Your company logo on the front of our Community Team uniform
- Your video advert or company branding displayed on our digital scoreboard megascreen at all Men's First Team home games and on the TVs in each of our matchday hospitality areas



## Project Sponsor (£3,000 plus 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 displayed on our digital scoreboard megascreen at all Men's First Team home games and on the TVs in each of our matchday hospitality areas

Prices listed are based on the whole season



Spennymoor Town Football Club

# THANKS FOR READING

For more information on any of the packages featured in this brochure, email our Partnerships Manager, Stephen Gilling



[stephen.gilling@procuresmart.com](mailto:stephen.gilling@procuresmart.com)



Visit our website

[www.spennymoortownfc.co.uk](http://www.spennymoortownfc.co.uk)

