



**Spennymoor Town**



# **COMMERCIAL PARTNERSHIPS 2026/27**



# INTRODUCTION

After another top 10 finish in National League North last season, here at Spennymoor Town we're doubling down on our exciting ambitions for 2026/27.

As well as continuing to make progress on the pitch, our off-field operation is also building real momentum. With an incredible season attendance of 35,000 at The Brewery Field last term, it's a great time for you and your company to get involved too.

We're working hand-in-hand with Principal Partner, Procure Smart, to offer so much more than basic sponsorship. With Spennymoor Town, you can become a true partner of the Club, where you are offered not only brand exposure, but a full package of cost savings and support for your business.

There is so much work going on behind the scenes to give the Club the platform for genuine success to build on an FA Trophy Final appearance at Wembley in 2025 and our recent challenges for a place in the play-offs.

Spennymoor is a town with a population of only 21,000 but the Football Club undoubtedly punches above its weight, regularly coming up against former EFL teams and big populations of over 150,000. What clubs like that can raise through matchday income is disproportionate, and that's why we cannot compete the way we do without the great support we receive from our valued partners.

There's never been a better time to align your brand with Spennymoor Town, and we've got a multitude of options which can be tailored to your business needs.

We look forward to welcoming you to The Brewery Field in 2026/27.

**BRAD GROVES, CHAIRMAN**

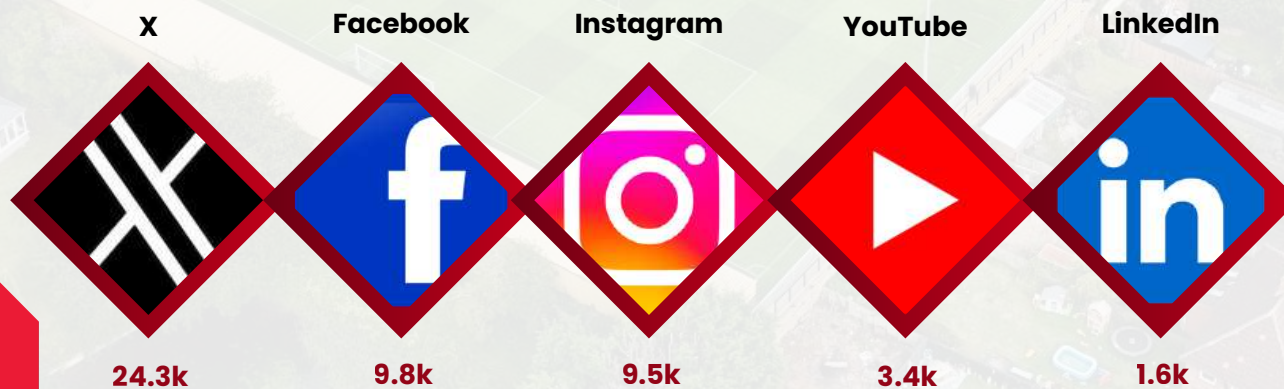


# THE SPENNYMOOR TOWN BRAND

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, regularly attracting up to 30,000 visitors each month.



# KEY PARTNERSHIPS

## STADIUM NAMING PARTNER **PRICE NEGOTIABLE**

- Stadium naming rights with maximum exposure
- Flagship partnership with key partner status
- Four Corporate Season Tickets for 2026/27 with 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 PARTNERSHIPS

## MAIN STAND **PRICE NEGOTIABLE**

- Huge exposure within 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 PARTNERSHIPS

## **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 2026/27
- 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 PARTNERSHIPS

## 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 over 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



# KEY PARTNERSHIPS

## SCOREBOARD PARTNER 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



# a winning partnership

**Procure Smart is proud to be Principal Partner of STFC.**

As supporters of Spennymoor Town Football Club for many years, the team at Procure Smart are thrilled to work alongside the club.

Our expert team have helped more than 1800 businesses with their procurement strategies in the last three years; now, let's discuss getting some **smart** deals in place for your business.



Card Payments



Energy



Renewables



Telecoms



Waste



Water

## Excellence as standard

Our tailored approach through an expert team allows us to provide advanced solutions to your needs. From bespoke fees per card transaction type to specialist suppliers and energy products, Procure Smart can help you minimise spend in all areas of business costs.

**Speak to Procure Smart today for a free, no-obligation Business Costs Health Check.**

★ Trustpilot



[www.procuresmart.com](http://www.procuresmart.com)



Have a chat with one of our friendly experts, they'll quickly gather some information from you and get started.



They'll approach the market with your bespoke needs in mind and present a comparison for your consideration, along with an expert recommendation.



Once you're happy, we'll complete all of the administration to complete your switch, and you can enjoy the savings! (perhaps use them towards your Moors' Partnership Package...)

## A new revenue stream for your business

Procure Smart's Partnership Scheme can deliver worthwhile revenue for you. Simply by referring a business to us, you can earn a percentage of our commission. Spennymoor Town FC have been a part of our scheme for several years and boosted their sponsorship revenue by introducing sponsors, league clubs and contacts to Procure Smart.

Great deals for your contacts and bonus revenue for you; win-win.

**It's time to get smart.**

“Procure Smart have saved us money across our cost-base, including energy, card payment fees and water. They stand apart in their industry as a forward-thinking option with customers at their heart.

We would recommend businesses of any kind to speak to them about energy costs and see where they can help with some of the most crucial costs businesses face today.”

**Ian Geldard, Managing Director,  
Spennymoor Town FC**

**Book a free, no-obligation chat:**

Peter Fannon, Business Solutions Manager

0191 535 5908

[peter.fannon@procuresmart.com](mailto:peter.fannon@procuresmart.com)



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Proud partners



# BASIC PACKAGES



## **MEGASCREEN ADVERT** £500 + VAT

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 + VAT

Place your company's full-page advert into each and every one of our league programmes during the course of 2026/27

## **TEAMSHEET LOGO** £200 + VAT

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

# MATCHDAY

## MATCH SPONSOR

**GRADE A MATCH\***  
**£1,000 + VAT**

**GRADE B MATCH**  
**£600 + VAT**

- Table for six in the Executive Lounge, including a welcome drink and matchday hospitality
- A shirt signed by the players and management
- 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

*\*Grade A matches are those against local opposition or played on Bank Holidays*



# MATCHDAY

## **MATCH BALL SPONSOR** £400 + VAT

- Table for four in the Executive Lounge, including a welcome drink and matchday hospitality
- A match ball signed by the players and management
- 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





# MATCH PACKAGE

**MATCH SPONSOR & MEGASCREEN**  
**£1,000 + VAT (VALID FOR ANY GRADE B FIXTURE)**

Combine our brilliant Match Sponsor deal with a season-long Megascreen advert to create an outstanding value package giving your business unrivalled visibility, every matchday during 2026/27.

Enjoy our first class hospitality for six in the Executive Lounge where you can treat your colleagues or guests to an unforgettable matchday experience.

With all the perks of a Match Sponsor for your chosen fixture - including choosing and presenting the official Man of the Match award, you'll also get to advertise your business on our Megascreen throughout the season.



# MEN'S TEAM

## PLAYER £250 + 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

## MANAGEMENT TEAM £250 + 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

## TRAVEL £3,000 + 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





# KIT

**SHORTS** £5,000 + VAT

- Your company logo displayed on the back of the Men's First Team's playing shorts, home and away for the 2026/27 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



# FACILITIES

## **DUGOUTS** £2,000 + 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 + VAT

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

## **THE DIRECTORS' LOUNGE** £5,000 + 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



# FACILITIES

## **CLUB SHOP** £2,000 + 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 + VAT

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

## **TURNSTILE FORECOURT** £5,000 + 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



# MEDIA

## **LIVE COMMENTARY** £2,000 + 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 listeners online, via airwaves and on 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 + 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



# LADIES TEAM

## **KEY PARTNER** £3,500 + VAT

- Become one of the key partners of Moors Ladies First Team
- Promotional article on the Club Website to launch the partnership
- Exposure across social media

## **SOCIAL MEDIA** £1,000 + VAT

- Your branding across the Ladies' social media channels

## **TRAVEL** £3,000 + VAT

- Social media mentions on all posts relating to away travel
- Promotional article on the Club Website to launch the partnership



# LADIES TEAM

## **PRESENTATION NIGHT** £500 + 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 + VAT

- Your video advert or company branding displayed on our digital scoreboard megascreen at all Ladies First Team home games

## **MATCH SPONSOR** £150 + VAT

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



# LADIES TEAM

## **MATCH BALL SPONSOR** £50 + VAT

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

## **PLAYER** £150 + 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** £250 + 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



# COLLEGE PROGRAMMES

## **KIT** £2,500 + VAT

- 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

## **SOCIAL MEDIA** £1,000 + 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** £500 + VAT

- Your branding linked to our end of season Presentation Night for our College Teams
- Invite to attend and present awards on the night





# 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.

# MOORS IN THE COMMUNITY

## COMMUNITY TEAM KIT £2,000 + 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 PARTNER £3,000 + 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 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





# THANK YOU



For more information on any of the packages featured in  
this brochure, contact us today by email on:

[corporate@spennymoortownfc.org](mailto:corporate@spennymoortownfc.org)



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