



# LED PACKAGES

WITH FLEETWOOD TOWN FOOTBALL CLUB







# ABOUT THE CLUB

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## FLEETWOOD TOWN FC

Fleetwood Town was formed as Fleetwood Wanderers in 1997 and became Fleetwood Freeport just after the start of the 1997-98 season. The club was accepted for membership of the North West Counties League and at the start of the 2002-03 season, we became Fleetwood Town.

On 20th April, 2016, Sir Alex Ferguson opened the new multi-million pound training ground at Poolfoot Farm in Thornton.

The Club's current manager is former Celtic and Scotland player, Scott Brown, who was appointed manager in May 2022, his first managerial appointment.



# ABOUT LED

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## INTRODUCED WHEN

LED perimeter advertising made its football debut in the Spanish league in the 1994/5 season. However, LED boards did not appear in English football till several years later when West Ham United installed the first ones.

LED perimeter boards opened up a new and innovative way of advertising. They are now a popular medium for companies to effectively market their brand as they can produce current and eye-catching messages.



## ALL YEAR ROUND

The introduction of LED advertising allows advertisers to create real-time and relevant messages during every game.

Our state-of-the-art LED system is built to withstand any weather condition to ensure that your message will be displayed to all the fans in the stadium throughout the season.



## ABOUT PROJECT DIGITAL UK

Project Digital UK is a member of the Project Better Energy group, which focuses on transforming homes and enhancing businesses through state-of-the-art technology, setting the standard with industry-leading, customer-focused service. Project Digital UK aims to cover all types of interactive display screens, providing their commercial clients the best solutions when looking to modernise their businesses to enhance customer experience, quality of service, and user engagement.







### **STADIUM STATS**

3,300 Average Attendance Per Game



### **AWAY FAN STATS**

Up to 1,100 Away Fan per game



### **TV STATS**

Up to 1.1 million viewers for televised fixtures



### **DIGITAL STATS**

Over 185k followers across Instagram, Twitter & Facebook

# **KEY STATS**

STADIUM STATS - AWAY STATS - TV STATS



# FAN STATS

**69%**

Of fans feel that betting brands should be able to partner with football clubs

**80%**

Can name their club's current FOS partner

**58%**

Of Championship fans would like their club to launch an esports team

**45%**

Have purchased a product from one of their club's partners in the past

**54%**

More likely to buy from a club partner





“The whole experience since I started dealing with Sam and his team at Fleetwood Town FC has been amazing.

After seeing his post on LinkedIn for the LED boards - I had to check them out in person. As soon as I saw them I signed up to the LED boards and a static board.

Fast forward six weeks and we’ve had around 6 enquiries from the boards and signed up 4 new clients from them. They have already paid for themselves.

We’ve been back and purchased another static board now and also secured some space on the scoreboard pre match.”

**- WARREN LANGFORD, LAB CREATIVE**





# PACKAGE 1

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## CRISCILLA PACKAGE

The **Criscilla** was launched in March 1929 from the yard of Cochrane & Sons, Selby. Her owners were J Marr & Sons of Fleetwood.

- 1 x min in-game LED advertising for all leagues games
- 10 x general admission match tickets
- 1 x signed shirt

## PRICE OF PACKAGE

£2500+VAT





# PACKAGE 2

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## BOSTON TYPHOON PACKAGE

**Boston Typhoon** was launched and completed in 1959 by Cook, Welton & Gemmell Ltd, Beverly for Boston Deep Sea Fisheries Ltd, Fleetwood as Boston Typhoon.

- 2 x min in-game LED advertising
- 1 x Big Screen advert played on a pre-match loop
- 20 x general admission match tickets
- Table of 4 in hospitality
- 1 x signed shirt
- Official press release

## PRICE OF PACKAGE

£5000+VAT





# PACKAGE 3

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## JACINTA PACKAGE

The **Jacinta** was a 615-ton stern-fishing distant water trawler, which until 2019, was preserved as a floating maritime museum in the old Lancashire port of Fleetwood.

- 3 x min in-game LED advertising
- 1 x Big Screen advert played on a pre-match loop
- 30 x general admission match tickets
- Table of 10 in hospitality
- 2 x signed shirts
- Official Club Partner Status
- Official press release
- 2x social media posts

## PRICE OF PACKAGE

£7500+VAT





# PACKAGE 4

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## WYRE MARINER PACKAGE

**Wyre Mariner** was launched by Cochrane & Sons Ltd, Selby for Wyre Trawlers Ltd, Fleetwood as Wyre Mariner. It was the last stream trawler built for Fleetwood.

- 4 x mins in-game LED advertising
- 1 x Big Screen advert played on a pre-match loop
- 30 x general admission match tickets
- Private Box for a game of choice (up to 12 guests)
- 3 x signed shirts
- 2 x signed balls
- Official Club Partner Status
- Official press release
- 3x social media posts

## PRICE OF PACKAGE

£10,000+VAT



# QUOTES FROM SPONSORS

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"Hesketh Press has sponsored Fleetwood Town for many years. I feel the partnership has been extremely beneficial to both ourselves and the club. We also do a range of advertising with the club which gives us great local exposure and is superb value for money." - **Matt Porter, Hesketh Press**

"J T Byrne have been the memorial partner at Fleetwood Town for numerous years and have thoroughly enjoyed the partnership so far. We cannot recommend the service provided enough - we've valued being a part of the football club and when it comes to their sponsorship and hospitality offerings, they can't be beaten!" - **John Byrne, J T Byrne Funeral Directors**

"We are really pleased with the advertising reach we have received with Fleetwood Town. I highly recommend taking up one of their value for money packages" - **Ryan Lea, Elite Competitions**





# CONTACT US

FOR MORE INFORMATION PLEASE DON'T HESITATE TO GET IN TOUCH



## EMAIL ADDRESS

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## PHONE NUMBER

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## WEBSITE

WWW.FLEETWOODTOWNFC.COM







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# #ONWARDTOGETHER



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**Digital**UK