

# FLEETWOOD TOWN FOOTBALL CLUB CORPORATE BROCHURE 2017/18





# #JOINTHECLUB

Fleetwood Town FC's Commercial team are looking for new signings to join their growing number of commercial clients from across the region for the 2017/18 season. The 2016/17 season saw Town enjoy a fantastic season reaching the club's highest position in our history in EFL League 1 with 82 points under Uwe Rosler's management, just missing out on promotion to the Championship. Commercial opportunities are available for your business to grow your brand awareness, entertain your customers or to host a memorable event at Highbury Stadium.

Promote your business with us. High profile opportunities are available to those businesses wanting to see their company name on the team kit, join us in a commercial partnership to offer you some excellent B2B opportunities or your business may want increased media profile in the community by association with the club.

We continue to offer networking opportunities for local and regional companies – indeed our very own business club provides businesses with business referrals and new contacts to grow your own business so a win win for everyone concerned.

Over 5,000 of you again enjoyed our superb match day hospitality with us in the Parkside Suite and our Executive Boxes last season and we hope you will all join us again with your clients for what promises to be another exciting campaign.

We hosted several high profile events at Highbury with the FA, English Schools and other high profile organisations using our excellent facilities and professional service.

Away from Highbury our £8million training complex at Poolfoot Farm, Thornton has now been open 12 months. The site has brought huge benefits to the club and the community and is one of the finest facilities of its kind in the country with state of the art facilities (including elite grass pitches, 4G pitches, Cross Bar & Grill Restaurant, Fitness classes, function rooms to hire) available to everyone to use.

We look forward to seeing your company join the club!





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# OFFICIAL SPONSORSHIP

## Kit Sponsorship

Get your brand noticed and enjoy the association with one of the football league's most vibrant and progressive clubs as one of our kit sponsors. These high profile packages include a number of benefits to being an official sponsor of the club. Options include stadium advertising, feature in our match programme and on the big screen and stadium TVs. You will also enjoy match day sponsorship and hospitality during the season.

## Back of Shirt Sponsorship

See your logo on the back of the 1st team playing and retail shirts. This is a prime branding opportunity especially with national TV and media coverage on Sky Sports, BT Sport, BBC, ITV and Channel 5 featuring live games, highlights and goals on a weekly basis.

## Short Sponsorship

See your logo on the back of the 1st team playing shorts, a prime branding opportunity especially with national TV and media coverage on Sky Sports, BT Sport, BBC, ITV and Channel 5 featuring live games, highlights and goals on a weekly basis.

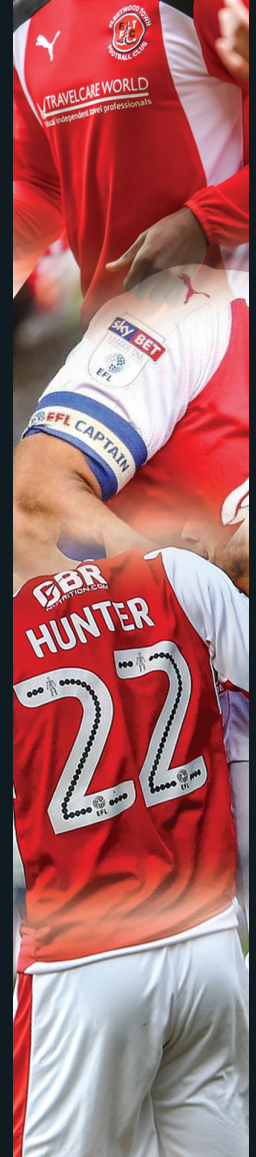
## Sleeve Sponsorship

This is a new development for the 2017/18 season. See your logo on one of the sleeves of the 1st team kit. This is a prime branding opportunity especially with national TV and media coverage on Sky Sports, BT Sport, BBC, ITV and Channel 5 featuring live games, highlights and goals on a weekly basis.

## Other Official Sponsorship Opportunities...

- Training kit sponsorship
- Warm-up wear sponsorship
- Academy sponsorship
- Stadium facilities naming rights

**Prices available on request**







# PARTNERSHIPS

We have an array of partnership opportunities with Fleetwood Town FC for the 2017/18 season. This season there are two tiers of partnership packages available for your business.

## Platinum Partners

This partnership which provides exclusivity for sponsorship rights for the 2017/18 season and beyond. The club will look to develop a partnership to provide a number of benefits to offer bespoke brand awareness and exclusive association with the club so we can help grow your business and recommend your products and services. This allows you to promote your official partner status to your customers and suppliers. You will also benefit from hospitality options to entertain your customers throughout the year. Packages from £5,000 plus VAT.

## Club Partners

This provides you with an opportunity to associate your business with the club and take a package of sponsorship rights that will provide you with opportunities to promote your brand on match day via match day sponsorship and stadium advertising plus an opportunity to entertain your clients with us. Packages from £3,000 plus VAT.

## International Partners

As the club continues to grow and develop across all areas we are now exploring alternative partner arrangements further afield and across the world. We have also entered into partnership relations with organisations across Europe to develop new international links with clubs.

Further details will be released over the coming months for all international partnerships.

**Prices available on request**







# BUSINESS PLAYER SPONSORSHIP

Player Sponsorship Packages are available to both fans and businesses for the 2017/18 season.

Player Sponsorship provides fantastic business benefits and exposure for your business which allows regular contact with your sponsored player throughout the season. Benefits include social media and match day promotion of your business, hospitality for a designated game, a visit to your business, lunch with your player at the training ground and a signed framed shirt presented at the end of the season and more...

## This package includes...

- Club announcement of the sponsorship of your chosen player to over 50,000 followers via the official @ftfc and @ftfccommercial Twitter account
- Invitation to start of season event to meet your chosen player (photo opportunity)
- Company name displayed on the big screen next to player when the team is announced
- Company name and logo in player sponsors page in e-programme and on the player profile page on the official club website [www.fleetwoodtownfc.com](http://www.fleetwoodtownfc.com)
- Matchday hospitality for two guests for a Grade C fixture
- Opportunity for your chosen player to visit your business once during the season
- Opportunity to visit the training ground during the season to watch training, meet the players and have lunch with your sponsored player
- Signed framed match-worn shirt presented by the player at the end of the season

**£500 + VAT\* per player**

## Fan player sponsorship packages also available from £200 + VAT

For the fans this is an opportunity to select your Cod Army favourite giving you a unique opportunity to get to know your chosen player over the course of the season. Fan benefits include the opportunity to meet him when he signs then enjoy lunch with him during the season to track his progress. At the end of the campaign receive his match worn shirt as a memento of your support!

\*Terms and conditions apply.





# MATCHDAY SPONSORSHIP

Join us as a matchday sponsor at Highbury Stadium in the Parkside Suite for the 2017/18 season. Choose from official match, ball or programme sponsorship, and receive multiple benefits including hospitality passes for up to 10 guests. This is our premium matchday package for you to give your business exposure to fans and corporate guests and entertain clients in style on the day – all this delivers a fantastic matchday experience for your company.



# MATCH SPONSOR

Champagne reception

Visit the dressing room (photo opportunity)

Delicious 3-course meal prepared by  
Twelve Restaurant for 10 guests

2 bottles of wine on the table

Waitress service

Matchday competitions

Big screen TVs with LIVE games on show

Matchday programmes and team sheets

Enjoy Q&A with our matchday guest

VIP balcony seating

Half-time refreshments and cheeseboard

Promotional opportunities including PA  
announcements throughout, exposure via our  
matchday programme inc logo on front cover,  
editorial, screen advert on big screen  
and stadium TVs, you can also raise the profile of your  
business/brand to the Parkside Suite,  
a corporate audience on matchday

Signed Fleetwood Town shirt presented by  
matchday guest

Nominate the man of the match and present him with  
a bottle of champagne on the pitch  
at the final whistle

Photos of the day by club photographer

**Grade A\*\* £1,750 + VAT\***

**Grade B £1,250 + VAT\***

**Grade C £1,000 + VAT\***

# BALL SPONSOR

A welcome from your host.

Delicious 3-course meal prepared by  
Twelve Restaurant for 10 guests

Wine on the table

Waitress service

Matchday competitions

Big screen TVs with LIVE games on show

Matchday programmes and team sheets

Enjoy Q&A with our matchday guest

VIP balcony seating

Promotional opportunities including PA  
announcements throughout, fantastic exposure  
via our matchday programme inc. logo  
on back cover, editorial, big screen  
advert, you can also raise the profile of your  
business/brand to the Parkside Suite,  
a corporate audience on matchday

Present officials and captains with match ball on the pitch  
prior to kick off

Signed Fleetwood Town ball presented by matchday guest

Photos of the day by club photographer

**Grade A\*\* £1,250 + VAT\***

**Grade B £1,000 + VAT\***

**Grade C £750 + VAT\***

# PROGRAMME SPONSOR

A welcome from your host

Delicious 3-course meal prepared and served by  
Twelve Restaurant for 4 guests

Bottle of wine on the table

Bar waitress service

Matchday competitions

Big screen TVs with LIVE games on show

Matchday programmes and team sheets

Enjoy Q&A with our match day guest

VIP balcony seating

Promotional opportunities including  
exposure via our match day programme  
including PA Announcement,  
logo on front cover, editorial,  
big screen and corporate TV advert

Signed Fleetwood Town match programme  
framed and presented by matchday guest

Photos of the day by club photographer

**Grade A\*\* £600 + VAT\***

**Grade B £500 + VAT\***

**Grade C £400 + VAT\***

\*Terms and conditions apply. \*\*FTFC reserve the right to premium fixtures.





# VIP HOSPITALITY

Join us as a hospitality guest at Highbury in the Parkside Suite for 2017/18 season. This is an ideal way to entertain clients, enjoy a VIP day out with friends and family or celebrate a special occasion.

We can also tailor-make your day with a host of optional extras if required. Over 5,000 people enjoyed our VIP matchday experience last season.

## The package includes...

- A welcome from your host.
- Delicious 3-course meal prepared by Twelve Restaurant.
- Licensed pay bar facility.
- Waitress service.
- Matchday competitions.
- Big Screen TVs with LIVE games on show.
- Matchday programmes and team sheets.
- Enjoy match preview and Q&A with our matchday guest.
- VIP balcony seating.
- Photos of the day (on request).

**Grade A\*\*:** £69 per person\*

**Grade B:** £59 per person\*

**Grade C:** £49 per person\*

\*Includes VAT. Terms and conditions apply. \*\*FTFC reserve the right to premium fixtures.







# EXECUTIVE BOXES

Hire an executive box for 12 guests at Highbury and watch the game in style for the 2017/18 season.

This is an ideal way to entertain clients, enjoy a VIP day out with friends and family or celebrate a special occasion. We can also tailor-make your day with a host of optional extras if required. An experience you and your guests won't forget.

## The package includes...

- A welcome from your host.
- Exclusive dining for you and your party only.
- Delicious buffet/3-course meal by Twelve Restaurant.
- Designated waitress service for your party.
- Matchday competitions.
- Big screen TVs with LIVE games on show.
- Matchday programmes and team sheets.
- VIP balcony seating.
- Photos of the day (on request).

## BUFFET

**Grade A\*\*:** £749 + VAT\*

**Grade B:** £599 + VAT\*

**Grade C:** £499 + VAT\*

## THREE COURSE MEAL

**Grade A\*\*:** £899 + VAT\*

**Grade B:** £749 + VAT\*

**Grade C:** £599 + VAT\*

\*Terms and conditions apply. \*\*FTFC reserve the right to premium fixtures.



# ADVERTISING

## Stadium Advertising

Over 100,000 people will watch Fleetwood Town Football Club this season in SkyBet League 1 at Highbury Stadium. You could advertise your products and services to this audience at competitive rates for the 2017/18 season.

Ground advertisers also have the added bonus of seeing their brand in weekly TV coverage on Sky Sports, BBC and ITV highlights played out throughout the season, plus Channel 5's highlights programme 'Football League Tonight' at 9pm every Saturday evening. We could also be fortunate enough to be selected for a live TV fixture, making this a fantastic investment. End of season football events and club events also included.

## E-Programme Advertising

With technology now at the top of everyone's agenda, we offer a free of charge e-programme on a matchday which fans can download from their mobile device from a club e-shot or via social media. The e-programme is sent out to season ticket holders and members prior to kick off followed by social media which increased readership significantly providing added commercial value and benefits to our partners and advertisers. Readership has grown since adopting the approach using new technology to an average of over 2,500 online views per game plus hard copy sales.

All adverts on the e-programme will be hyperlinked with click through capability via any device and with over 20,000 members plus a further 60,000 followers on social media. The potential audience that will see this is a fantastic opportunity to promote your business. Hard copies of the matchday programme are only £1 - the cheapest programme in the league.

## Digital Advertising

Our fantastic big screen and stadium TVs are a great way to advertise your business to our growing fan base and corporate clients at Highbury Stadium. This is played out on a match day on a loop programme starting at 12pm on the big screen and up to 24 stadium TVs in corporate areas.

Our Club's official website, partnered with the Football League, is a fantastic way to promote your business at Highbury to our growing online population of followers.





# STADIUM

## Crowd-facing advertising (8ft x 2ft)

Various locations facing home/away supporters

**£300 + VAT\***

## Non-TV sites (16ft x 2ft)

Various locations in the Highbury Stand facing Parkside Stand with a capacity of 2,085

including over 250 corporate guests each game

**from £1,200 + VAT**

## TV sites (16ft x 2ft)

Location - Parkside Stand, main touchline

**from £1,400 + VAT**

## Prime TV sites (16ft x 2ft)

Location - Percy Ronson Stand and Memorial Stand behind the goals

**from £1,600 + VAT**

All advertisers will be given a template with sizes and specifications for submission of completed artwork

*Please note: Production of boards is not included in the price, great rates available from our preferred supplier.  
Stadium site plan available on request*

# E-PROGRAMME

## Inside Covers

Prime advertising space exclusive to your business.

*This is in both printed and e-programme edition*

**£1,500 + VAT**

## Full Page Advert

In the e-programme partners' section only

**£1,000 + VAT**

## Half Page Advert

In the e-programme partners' section only

**£500 + VAT**

## Sponsored Pages

Sponsor a featured editorial page in the programme with your company logo

*This is in both printed and e-programme edition*

**from £400 + VAT**

Programme advertising for min. 23 league games plus cup competitions

## Other Advertising

Other club publication packages available on request

# DIGITAL

## Big Screen and Stadium TV Advertising

**10 second adverts £400 + VAT**

**20 second adverts £600 + VAT**

**30 second adverts £800 + VAT**

## Website Advertising

Typical average FTFC web stats per month as follows:

Over 130,000 website impressions and over 35,000 unique visitors

Weekly EFL newsletter to over 20,000 FTFC customers which directs traffic back to the website

Website sponsorship/advertising space available

**Website Sponsorship  
from £1,000 + VAT**

**Website Advertising  
from £1,000 + VAT**

## Other Advertising

B2B and email promotion packages available on request





# FOOTBALL EVENTS

As a club we host a number of football events across all venues every year. Highbury Stadium can cater for all aspects of football from club led business events with sponsors to hosting prestigious cup finals, corporate football events and tournaments. We also now have Poolfoot Farm, our new £8million training ground based in nearby Thornton which consists of elite grass pitches, community grass pitches, 4G pitches for 11, 9, 7 and 5-a-side football. It also has fitness facilities and a fantastic bar and restaurant on site.

## Stadium Hire

At the end of each season Highbury is available to hire for your football event. Tournaments, festivals, charity matches, cup finals or a game with friends and family on the pitch we can tailor-make a fantastic day for your event. Packages include pitch hire, room hire including board room, VIP areas and catering options for supporters in the stands or VIP guests. In the last 12 months we have hosted some fantastic events including England U18's v Italy U18's international for the FA, England Schoolboys International games, a Rangers Legends match in aid of Fernando Ricksen and a number of regional cup finals for the likes of HASSRA, NWCF, BFSFA, PDPL and many more.

## Training Ground Hire

We can also organise any corporate football events for your business with customers and suppliers at our new training ground at Poolfoot Farm. Tailor-made corporate packages are available, including pitch hire, event host and food and drink options.

## Corporate Events

We host a number of corporate events over the calendar year. The club host B2B networking events bringing together club sponsors and the business community providing your business with some fantastic networking opportunities.

## Club Events

Annually Fleetwood Town host a number of club events. Open days to meet the players, our annual fireworks night, family fun days and Party on the Pitch are all events open to the local community and next generation of fans and families throughout the year.

**Prices and packages available on request.**





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WED 11 APR 21:07  
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WE ARE  
HERE FOR  
MUCH MORE  
THAN JUST  
FOOTBALL

Weddings  
Exhibitions  
Dinners  
celebration  
Meetings  
Party Nights  
Hire

FANCY  
SOMETHING NEW?





# TESTIMONIALS

**Matt Porter, Sales Director, Hesketh Press, Print Partner**



"We are delighted to be a commercial partner and sponsor of Fleetwood Town. From a financial point of view this has been a fantastic opportunity that has been both beneficial to us and the club. The commercial team at Fleetwood really know how to look after their sponsors and throughout the season they have pushed our company name through press and social media. The use of the matchday corporate facilities has been a brilliant way to treat and entertain our clients with exceptional food and service every time. We look forward to continuing this relationship next season."

**Susie Claridge, International Marketing Manager, AGC Europe**



"We love to delight our employees, customers, business partners and overseas contacts with hospitality tickets for the Fleetwood home games. It's always seen as a treat by those granted tickets because of the excellent organisation in the Parkside Suite by the club's commercial team, the modern and tasteful surroundings and excellent food from Twelve restaurant of Thornton – all of which is the best I've ever come across! Many of the AGC Chemical's team were already Fleetwood fans but now there are additional new fans since they were lucky enough to enjoy the atmosphere of the game and the great corporate hospitality at Fleetwood Town thanks to the tie-up with AGC."

**Graham Butler, Managing Director, GBR Nutrition, Sports Nutrition Partner**



"We have thoroughly enjoyed our experience so far working with Fleetwood Town's commercial team. We are keen to get our sports nutrition brand in the public domain and the sponsorship is helping us promote our brand both locally and to the UK market. We have also enjoyed entertaining our customers and rewarding our staff on a match day at Highbury – the hospitality is first class!"

**Shane Connolly – Deputy Branch Manager, Smyths Toys UK, Player and Event Sponsor**



"Smyths Toys began our involvement with Fleetwood town for the first time in the 2016/17 season. We were keen to launch the FIFA 17 game at the toy store and we have formed a great relationship with the club thanks to the commercial team. We sponsored striker Devante Cole and this package has brought some fantastic brand awareness of the store in the area and as a company nationwide. The highlight for me was supporting the club's family activities with the fireworks night, a great event to be involved in. It was excellent to have such a big involvement on the night and the staff enjoyed it too. The team has enjoyed a superb season, to finish in the play off places was a fantastic achievement. I'm looking forward to next season and to see where our partnership with the club can grow."



# BUSINESS CLUB

Fleetwood Town Business Club was launched in March 2013 and as a group we regularly refer over £1million of business to each other every year.

Hosted fortnightly, we are keen to grow our links with the business community and provide a platform for local businesses to promote their own businesses and fellow members of this exclusive club.

Membership will be by category of business ie Building Contractor, Accountant, Mechanic, Printer etc and is by invitation only. Visitors are welcome to attend and get to know the group as well as offer a unique product or service that is of benefit to members before committing to joining the club.

We also look to organise business to business events every year at Highbury Stadium and at Poolfoot Farm, our new £8million training ground. We also host a number of social activities annually for all members and their businesses.

Fleetwood Town host, administer and promote the Business Club to the benefit of all members and has proved to be a great investment for businesses involved.

## ANNUAL MEMBERSHIP

**from £100 + VAT per member per annum\***

## BREAKFAST

**from £10 per month via Direct Debit\***



\*Terms and conditions apply.





# CONTACT US

## **Fleetwood Town Football Club**

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