

Be Part of the Next, Exciting Chapter of Dartford Football Club's Journey

| Sponsorship Opportunities



Welcome:

BE PART OF OUR HISTORY



Want to be part of the exciting, next chapter of the DFC story? There isn't a better time to get on board!

The Board's new, five-year plan was unveiled at the Fans' Forum last January where it highlighted its ambition to have – and be able to support better – its men's and women's sides playing in their respective National Leagues in five years' time.

With just a handful of teams operating in the men's National League without full-time playing staff, financial targets and forecasts were highlighted to help oversee a new chapter in the club's history, with day-time training introduced for the first ever time.

Put your company and brand at the forefront of all visitors' minds, from home and away fans, to conference and event guests, youth team players and families and decision makers, throughout the year. Be known nationwide when people talk about going to Dartford FC.

DFC History

Dartford Football Club has a rich and fascinating history dating back well over 130 years.

The club was formed in early 1888 by members of the Dartford Workingmen's Club and for the first few seasons, played only friendly fixtures with the occasional foray into cup football. A run to the final of the Kent Senior cup in 1894 encouraged the club committee to enter Dartford as a founder-member of the Kent League for the 1894-95 season.

Dartford played its first match in the FA Cup in October 1895. Two seasons later, Dartford became founder-members of the Southern League, Division Two, winning the Championship at the first attempt.

The Club has reached the third round of the FA Cup on several occasions, the FA Trophy final once and has won the Kent Senior Cup 14 times, with only Maidstone United winning it more.





DFC Today



Currently playing in the Isthmian Premier League, the men's side narrowly missed out on promotion to the National League South in 24/25 under former Bournemouth and Gills defender, Adrian Pennock. The team finished third and lost in the Play Off Final with around 4,000 fans at the game. The Club has outlined its vision of returning to the National League in the next few years.

The women's side currently plays in the London & South East Regional Women's league, again, narrowly missing out on promotion, finishing second, but adding the League Cup to the two cups they won the season before. This season they enjoyed an amazing FA Cup run, with more than 400 supporters watching them when they finally bowed out in the third round.

A booming Academy added a girls' section in September, while some 400 players are part of the grassroots system, with an impressive community section running outreach projects with dozens of local schools.



Sponsorship Opportunities

Discover how you can get your brand in front of hundreds of thousands of people, with the potential of continued national exposure.



DFC IN NUMBERS

01

250,000 Stadium Visits Per Year

Princes Park Stadium is a multi-purpose community stadium with an estimated 250,000 people visiting every year, whether it is for football, golf, conferences and events or community groups.

Have your brand and business at the front of mind of all who visit.

02

300,000 Website Visitors Per Year

Our new website - launched in the summer '25 - saw visitor numbers treble. Sponsors have several areas they will be seen throughout the year, with logos at the bottom of every page and click through to their own website. Your branding will be seen by everyone who visits the site.

03

60,000 followers across Social Media

Our Social Media presence generates millions of views, from YouTube and Instagram, to Facebook, Twitter, TikTok and LinkedIn. Some generate hundreds of thousands of views per month. Our online newsletter is sent out weekly, with around 50,000 sent out each season. Have your brand spoken about, shared and remembered, by an engaged audience.

How Our Sponsors can Benefit

As one of the Club's sponsors, there are numerous ways your company will benefit.

Princes Park Stadium is a multi-purpose community stadium with up to 250,000 visitors every year, whether it is for football, golf, conferences and events, or community groups.

We have a whole range of people enjoying the facilities and your company and brand could be at the forefront of this, gaining extensive exposure to anyone that visits.

Our website also has around 300,000 visits each year, while growing social media streams, alongside a new newsletter and upcoming podcast, mean hundreds of thousands of potential eyes and ears on your business.

Our new director of PR and Communications runs PR campaigns for some of the world's biggest international brands and sports stars, meaning other media opportunities may also be viable. He organised extensive television and radio coverage for the Women's team during their recent FA Cup run which several sponsors benefitted from.



Be seen and heard

Sponsorship opportunities (dependent on availability and division) include:

- Stadium naming rights
- Stand naming rights
- Front and Back of Home and Away shirt
- Back of Shirt and Shorts
- Sleeve
- Dugout
- Training kit and tracksuit
- Scoreboard
- Advertising boards
- Newsletter
- Podcast (individual episodes or whole podcast, with launch in 2026)
- Social media
- Match Day



Example of package

Home Shirt sponsor:

The Home Shirt sponsor is one of the major sponsors for the club and provides a company with high exposure throughout the season. Having your company logo on the main shirt for the players and replica shirts provides a business with:

- Constant media coverage throughout the south of England through photographs taken at matches and included in reports
- Extra website and social media exposure whenever photos are used. Our website gets more than 300,000 hits each year.
- Brand coverage at the ground, with an extra x3 pitch side advertising boards part of the package
- x2 turnstile boards
- x1 wall board at ground
- Full page programme advert
- x2 match sponsorship
- x2 season tickets in our hospitality lounge for each season
- Framed signed shirt
- Logo on front of programme for all games
- Logo on website with click through
- Photo with the team at start of each season
- Full press release of the sponsorship deal

Price from £20,000 + VAT



Case Study: Darts Meets Darts!

International Mega Brand Target Darts

For the 25/26 Season, DFC were proud to welcome Target Darts as a sponsor. Target Darts took over Front of Men's Home and Away Shirts, Women's front of Away shirts and Women's Tracksuits for 25/26. The company brings fresh design, quality and innovation to darts by creating game changing products that are a step beyond the rest.

During the season, World Darts Champion Luke Littler signed a deal with Target said to be worth £20mil and the biggest in the sport's history.

Luke and many of the biggest darts players in the world will be collaborating with DFC's social media team, while the company has already been part of a brilliant advertising campaign with the Club

An exciting new partnership with the football club with many more possibilities and plans in the pipeline!





Be seen. Be heard. Be part of history. Join us on our exciting journey.



Grassbanks
Dartford
Kent
DA1 1RT
United Kingdom
Telephone: 01322 299991
Email: info@dartfordfc.com
Web: www.dartford.com

