



EASTLEIGH FOOTBALL CLUB

2025/26 COMMERCIAL BROCHURE

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Introduction

HERE AT EASTLEIGH FC, WE ARE PROUD OF THE STRIDES WE'RE TAKING AS ONE OF THE BIGGEST NON-LEAGUE CLUBS YET TO PLAY IN THE FOOTBALL LEAGUE, WITH A REAL AMBITION TO REACH NEW HEIGHTS IN THE CLUB'S HISTORY.

Our ambitions remain the same, to achieve Football League status as a club. Every aspect of the club is geared up to be an EFL side and we run ourselves as such, with our first team and all teams in our Elite Development Squad.

The Silverlake Stadium is the home of Eastleigh FC and has a capacity of over 5,000 meaning there are a range of advertising and sponsorship available for budgets of all sizes.

We are proud to have great long-term partnerships with regional, national, and international companies and brands.

We have a range of seasonal and matchday opportunities for budgets of all sizes and we would love for you to join our current sponsors and partners for the 2025/26 season.

OUR PARTNERS



As we approach nearly a decade partnering with the Spitfires, we are immensely proud to continue as principal partner for the upcoming season. We will continue to build on what was achieved last season working alongside the club, the community trust and of course the Spitfire fanbase, to strengthen our brand affiliation in the local area.

“As a local business based less than 2 miles away from the Silverlake Stadium, we are delighted to see our logo across the fantastic kit range at Eastleigh FC and we wish them all the very best for a successful season on and off the pitch.

James Heyes, Head of Group Partnerships at Utilita



PTS Compliance is thrilled to continue as a premium partner of Eastleigh Football Club this year. Our ongoing collaboration reflects our shared values and commitment to excellence. We're excited to support the team and the community in what promises to be an exceptional season ahead.

Steve Kaye, Managing Director at PTS Compliance



SM:5 are over the moon to be continuing our sponsorship of Eastleigh Football Club into the new season. We believe that the values, beliefs, and determination of the football club align perfectly with our own. We're all looking forward to seeing what the team can achieve on the pitch and seeing the SM:5 logo on all of the club's new strips!

Joe Smith, SM5 Developments Ltd



THE REACH



37,900+

X followers



22,000+

Instagram followers



17,000+

Facebook followers



4,000+

YouTube subscribers



813,000+

YouTube video views



671,600

website pageviews across the 2024/25 season
August 2024 - May 2025



GROWING AUDIENCE IN FANBASE APP

Opportunity for push notifications to engaged fans

THE SUPPORTER BASE

50,815

Supporters through the turnstiles
during the 2024/25 season

3,179

Highest attendance during the
2024/25 season

2,209

Average attendance during the
2024/25 season

1,500+

2025/26 season ticket holders

HOSPITALITY

ASSOCIATE DIRECTOR

Do you want to support your team home and away with a difference?

Signing up to be an Associate Director lets you enjoy an experience like no other as an ambassador of the club within the boardroom.

You will be the first to know of any news on and off the pitch at the club, with the opportunity to be fully established within the club's operations.

Package includes:

- Name listed in matchday programme
- Padded seating in the main stand for all home league games
- Official club tie
- Directors tickets to at least 10 away league games
- Exclusive club updates prior to public release
- Exclusive club meals with the board and first team staff
- Three-course meal with table service in the V Rum Brooks Suite
- Complimentary team sheet
- VIP matchday parking
- Exclusive free WIFI
- Half time and full time refreshments
- Pitchside view throughout
- Pre and post match interviews, and Man of the Match presentation

£1,500 INC. VAT
(£1,250 + VAT)



EXECUTIVE CLUB

Join us for an unforgettable matchday experience and enjoy Eastleigh FC hospitality at the Silverlake Stadium.

You will soak up all the pre-match atmosphere from the comfort of V Rum Brooks Suite as you watch the matchday build inside the ground from the fantastic panoramic windows.

Package includes:

- Four-course meal (Saturday) or three-course meal (Midweek fixture)
- Reserved seating in the West Stand
- Option to spectate from the V Rum Brooks Suite
- Reserved parking
- Exclusive entry to V Rum Brooks Suite
- Suite open from 12pm - 6pm (3pm KO)
- Suite open from 5pm - 11pm (7:45pm KO)
- Table service with a nominated server
- Complimentary team sheet
- Pre-match Q&A with a guest speaker
- Post-match Man of the Match interview



SEASONAL

Food only package

£1,290 INC. VAT

(£1,075 + VAT)

MATCHDAY

Food only package

£79 INC. VAT

(£65.83 + VAT)

*Price pro-rated after each fixture once the season is underway - excludes cup games.



ADVERTISING

Internal stadium advertising offers a fantastic way to reach a huge captive audience, from supporters at the game to those watching highlights on television and social media.

If you're looking for a prominent and unique presence to promote your brand, we offer advertising potential on all four sides of the ground, where your company's logo can be seen both internally and externally.

Your business, web address, phone number or logo will be extremely visible within the local community.

This is a fantastic way to gain exposure with Eastleigh FC fans, corporate companies, and visitors to the Silverlake Stadium.

You will also benefit from guaranteed international TV coverage on DAZN, with your advertising visible during live games.

In addition, we have hosted several high-profile teams, as well as local cup finals at the Silverlake Stadium, with your advertising visible during their visits and any promotional material they share.

The average home match is attended by over 2,200 fans, with advertising boards visible at all sides, as well as on match highlights, social media, and national television coverage



“

We are really thrilled to be working with Eastleigh FC. The growing partnership allows us to connect more with the local community, which is what we, and the football club, are all about. It's great to support a local club with big plans to get into the Football League with a clear vision and strategy for the future.

”

Nuffield Health - Proud partner since 2021



PITCHSIDE ADVERTISING BOARDS

TV Arc / West Stand / Behind both goals

Double board

£2,000

Single board

£1,500

Non TV Arc / East Stand

Double board

£2,000

Single board

£1,500

Production and installation cost

Double board

£300

Single board

£150

Should the club reach a major FA Cup tie, there are chances that temporary electronic advertising boards may obscure some pitch side boards.

DIGITAL

We also have a range of digital sponsorship opportunities available for the 2025/26 season.

Opportunities include:

Website

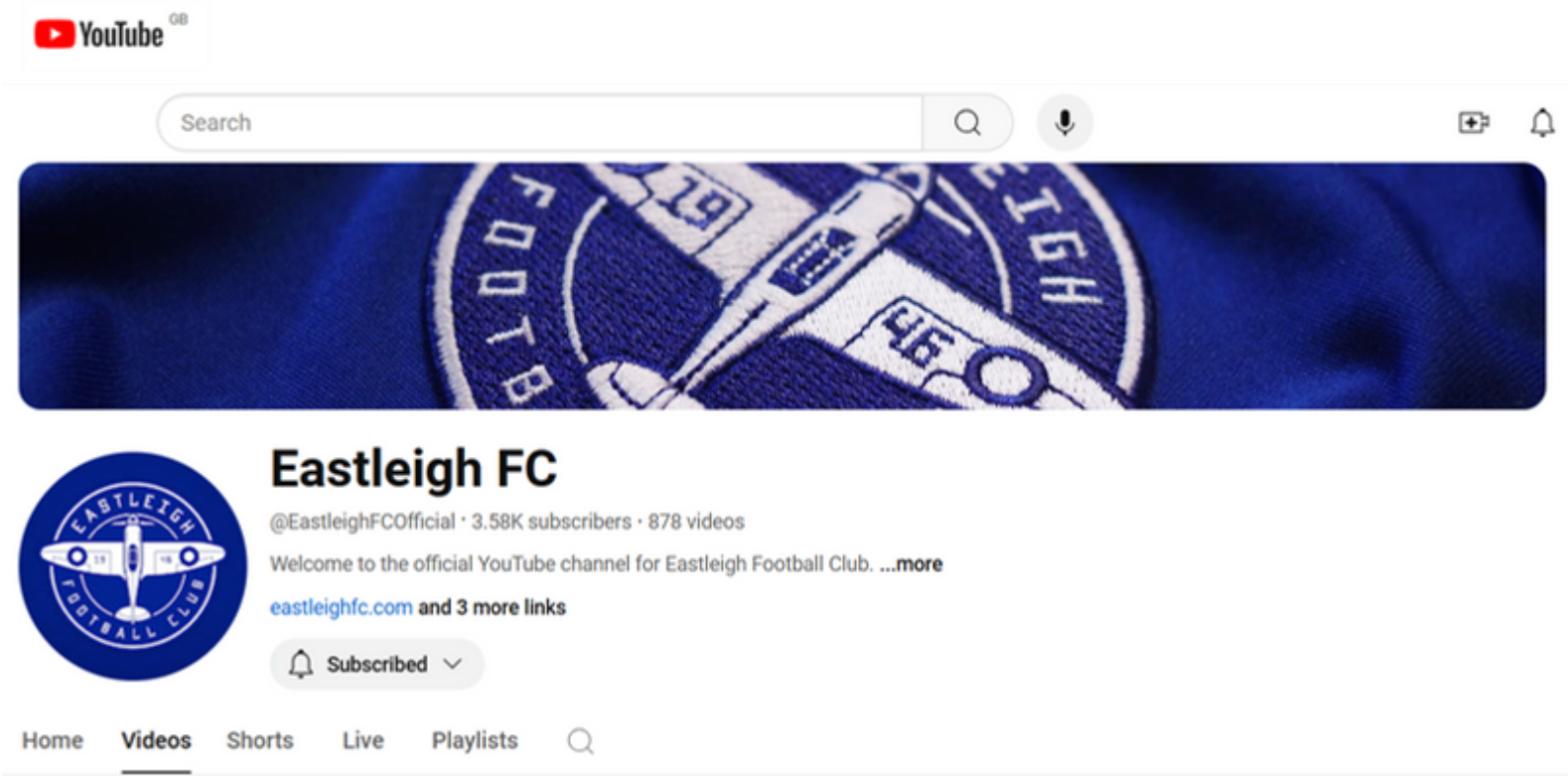
- Website sponsorship
- Website banner advertising

Social media

- Team line-up
- Half-time and full-time scores

Video

- Match highlights
- Post-match interview videos



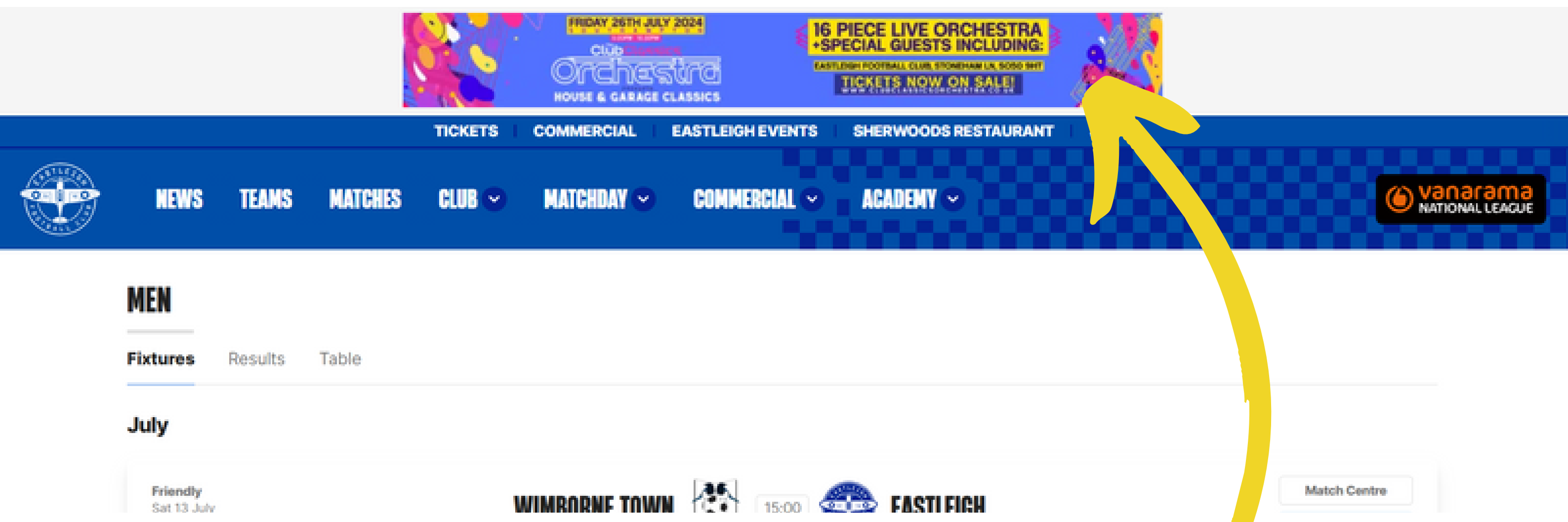
WEBSITE SPONSORSHIP

Become website sponsor of the www.eastleighfc.com website and get your brand in front of Eastleigh supporters online with average annual views of 345k.

Package includes:

- Company logo linked to company website at the top of every web page
- Monthly advertorial to be supplied by company for Eastleigh FC to post

Annual website sponsorship
PRICE ON ENQUIRY



WEBSITE BANNER ADVERTISING

Our website's banner display advertising is perfectly placed to give your company message maximum exposure.

Package includes:

- Company advert linked to your company website at the top of every web page

Full page advert

PRICE ON ENQUIRY

SOCIAL MEDIA

Be part of the Spitfires growing social media platforms and get your company in front of tens of thousands of Eastleigh supporters.

TEAM LINE-UP



568,000 LEAGUE FIXTURE IMPRESSIONS

120,000 FA CUP FIXTURE IMPRESSIONS

on X during the 2023/24 season

Package includes:

- Company logo included on all team line-up social graphic
- Company logo to appear on all team line-up website articles
- Coverage across X, Facebook, and Instagram



Seasonal team lineup social media sponsor

PRICE ON ENQUIRY

HALF-TIME AND FULL-TIME SCORES



973,000 LEAGUE FIXTURE IMPRESSIONS

468,000 FA CUP FIXTURE IMPRESSIONS

on X during the 2023/24 season

Package includes:

- Company logo included on all half-time and full-time social graphic
- Coverage across X, Facebook, and Instagram

Half-time and full-time social media sponsor

PRICE ON ENQUIRY



VIDEO

The Spitfires YouTube video channel is continuously growing with well over 813,000 views on the platform and 4,000+ subscribers.

MATCH HIGHLIGHTS



60,000 MATCH HIGHLIGHT VIDEO PLAYS

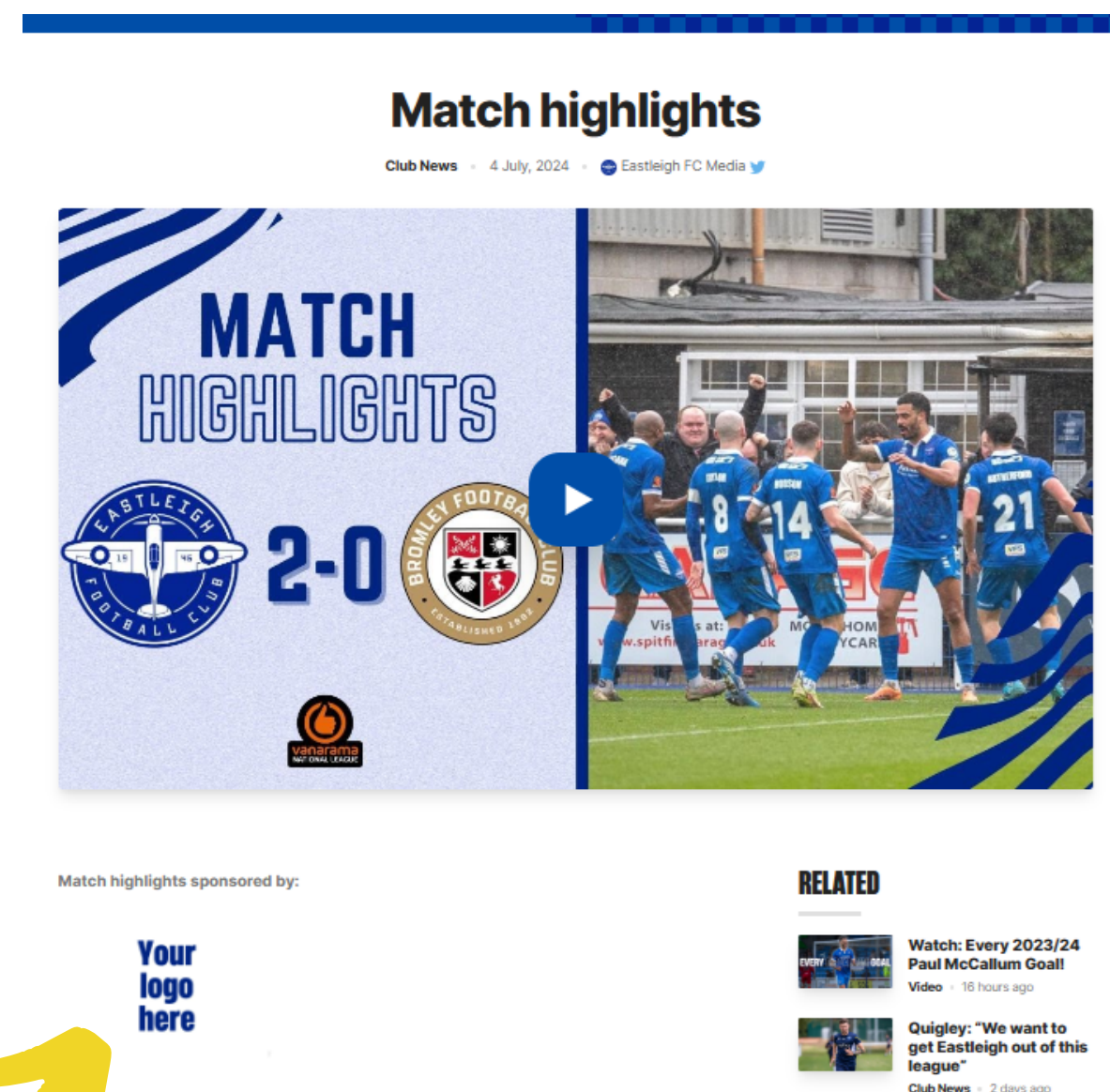
on YouTube during the 2023/24 season

Package includes:

- Company watermark logo to appear on video corner
- Company logo to appear on video introduction
- Company logo to appear on all highlight website articles
- Coverage across X, Facebook, and Instagram

Seasonal match highlights sponsor

PRICE ON ENQUIRY



POST-MATCH INTERVIEWS



55,000 POST-MATCH INTERVIEW VIDEO PLAYS

on YouTube during the 2023/24 season

Package includes:

- Company watermark logo to appear on video corner
- Company logo to appear on video introduction
- Company logo to appear on all highlight website articles
- Coverage across X, Facebook, and Instagram

Seasonal post-match interviews sponsor

PRICE ON ENQUIRY



DIGITAL PROGRAMME ADVERTISING

Eastleigh's digital matchday programme offers a great platform for advertising.

Advertising in the digital matchday programme puts your company front and centre of our corporate clients, as well as thousands of loyal supporters.

Full page advert

£600 INC. VAT

(£500 + VAT)

Half page advert

£360 INC. VAT

(£300 + VAT)

Programmes adverts must be supplied to Eastleigh FC



PLAYER SPONSORSHIP

If you are looking for a unique, cost effective advertising opportunity?

Why not sponsor one of Eastleigh's first team players for the 2025/26 season.

Package includes:

- Framed signed shirt or signed player photo
- Company logo / name in official digital matchday programme
- Company logo / name on official club website player profile page
- Company logo / name on social media goal celebration gif

£600 INC. VAT

(£500 + VAT)

Please e-mail Jacqui Groves for further information -
Jgroves@eastleighfc.com



Sponsored by
Gascare



MATCHDAY SPONSORSHIP OPPORTUNITIES

We have a range of matchday sponsorship opportunities available from main match sponsor to man of the match sponsor that cover a range of different prices.

All of our sponsorship packages are located in the V Rum Brooks Suite which is the perfect hospitality setting for entertaining your clients, family, and friends with a view overlooking the pitch.

Each package includes a sumptuous meal served pre-match as well as access to a private bar serving a premium range of alcoholic and non-alcoholic drinks.

The details for each of our packages can be found on the following pages.





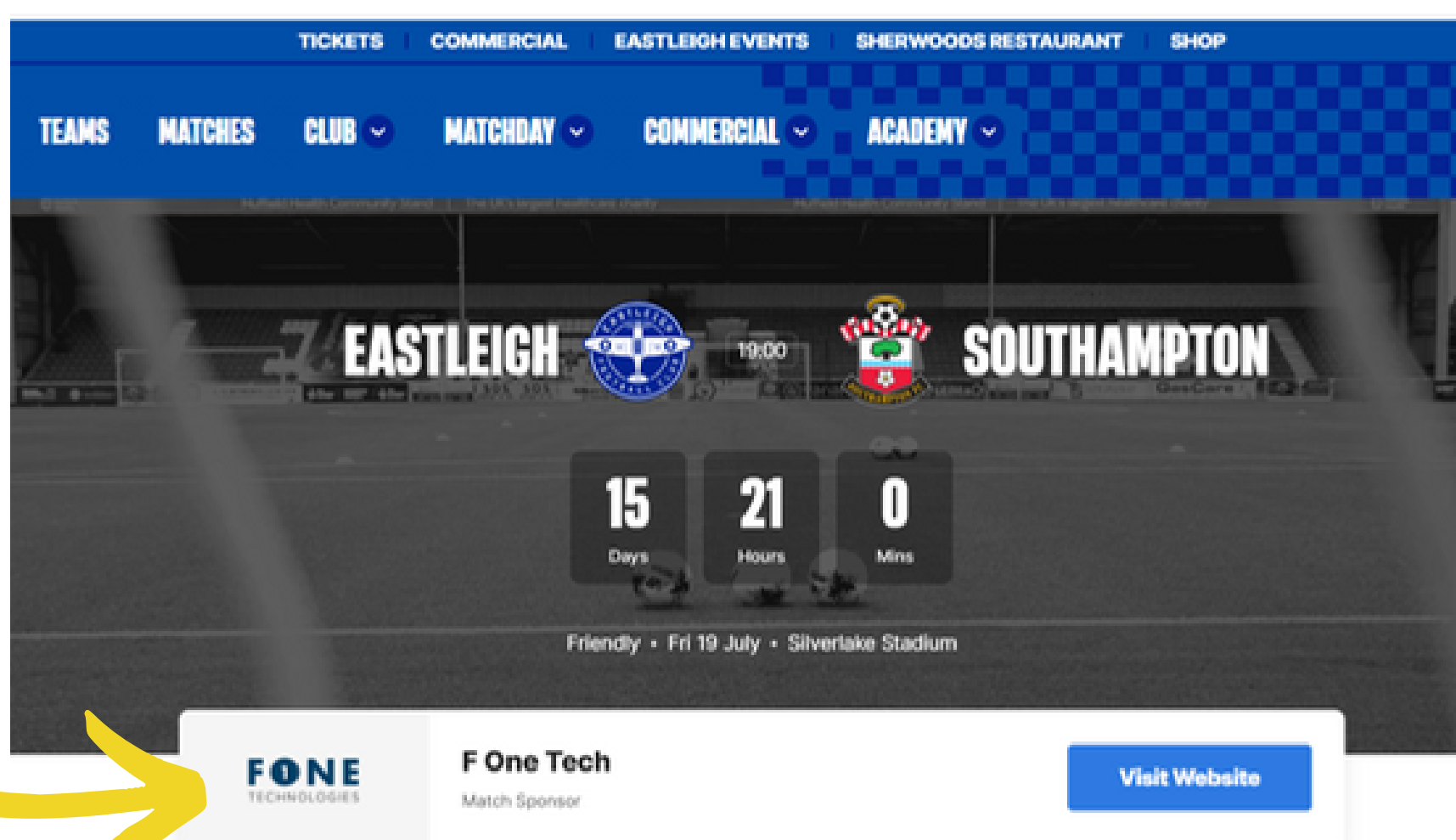
MAIN MATCH SPONSOR

Package includes:

- Table of 10
- Reserved West Stand padded seating
- Four-course meal (Saturday)
- Three-course meal (Midweek)
- Half-time cheeseboard
- Drinks tab (£30 Per Person)
- Reserved matchday car parking
- Exclusive early entry
- Centre circle photograph
- Pitchside A-Frame sign advertising
- Road side sign advertising
- Matchday centre website logo placement
- Announcement in V Rum Brooks Suite
- Presented with signed framed replica shirt
- Stadium PA announcement
- Logo on front of digital match day programme

£1,500 INC. VAT

(£1,250 + VAT)





MATCH BALL SPONSOR

Package includes:

- Table of 6
- Presented in the V Rum Brooks Suite with a framed signed match ball
- Stadium PA announcement
- Logo on front of digital matchday programme
- Announcement in V Rum Brooks Suite
- Reserved West Stand padded seating
- Four-course meal (Saturday)
- Three-course meal (Midweek)
- Drinks tab
- Matchday car parking

£900 INC. VAT

(£750 + VAT)



MAN OF THE MATCH SPONSOR

Package includes:

- Table of 4
- Present the Man of the Match with a bottle of V Rum
- Stadium PA announcement
- Logo on front of digital matchday programme
- Announcement in V Rum Brooks Suite
- Reserved West Stand padded seating
- Four-course meal (Saturday)
- Three-course meal (Midweek)
- Drinks tab
- Reserved matchday car parking

£600 INC. VAT

(£500 + VAT)



DIGITAL MATCH PROGRAMME

Package includes:

- Table of 4
- Presented in the V Rum Brooks Suite with a framed signed match programme
- Stadium PA announcement
- Logo on front of digital matchday programme
- Announcement in V Rum Brooks Suite
- Reserved West Stand padded seating
- Four-course meal (Saturday)
- Three-course meal (Saturday)
- Drinks tab
- Reserved matchday car parking

£600 INC. VAT

(£500 + VAT)



DRESSING ROOM SPONSOR

Package includes:

- Table of 4
- Pre-match dressing room tour and photograph
- Stadium PA announcement
- Logo on front of digital match day programme
- Announcement in V Rum Brooks Suite
- Reserved West Stand padded seating
- Four-course meal (Saturday)
- Three-course meal (Midweek)
- Drinks tab
- Reserved matchday car parking

£600 INC. VAT

(£500 + VAT)

GET IN TOUCH WITH US TODAY

If you would like to contact us to discuss any of our advertising or sponsorship packages, please contact our commercial team

02380 613 361

commercial@eastleighfc.com