



FARNBOROUGH FOOTBALL CLUB CORPORATE & SPONSORSHIP OPPORTUNITIES



BENEFITS OF AN ASSOCIATION WITH YOUR LOCAL FOOTBALL CLUB

An association with your local football club can benefit on many levels, from a community feel good factor to driving new customers to your services or products, research shows that **93% of people take notice of sponsored initiatives.**

Specific to football, viewers are 150% more likely to purchase products or use the services of sponsors.

Farnborough Football Club benefit from a large catchment incorporating Hampshire, Surrey and Berkshire, with committed, professional staff who are keen to make these relationships successful.

THE BENEFITS OF SPONSORSHIP

- Advertising and exposure
- Visibility in front of other company managers
- Networking opportunities
- Co-responsibility for development of the Football Club
- Hospitality opportunities
- Client entertaining and/or employee reward opportunities
- Discounted merchandise

FARNBOROUGHFC.CO.UK

At the heartbeat of our communication is the clubs excellent website.

All partners will have links to their website included as standard, and our figures are most impressive.

From 7th May 2021 to 7th May 2022 we recorded:

123,781 unique visits

223,458 hits

Peruse the enclosed inserts which outline our corporate offering here at Farnborough Football Club.



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FARNBOROUGH FOOTBALL CLUB

Cherrywood Road, Farnborough, Hampshire GU14 8UD

Club Office: +44 (0)1252 375 777

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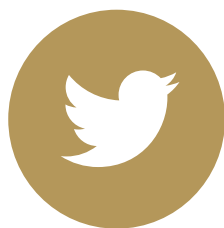


SOCIAL MEDIA

Farnborough Football Club run a number of social media sites to fully engage with supporters.

Social Media has so many incredibly fascinating and creative uses and platforms that it has spawned into its own industry alongside TV, Newspaper & Video. Social Media has changed the way we communicate, the way we buy and sell, the way we learn and even the way we share our intimate details of life.

Put simply, the way fans connect with their sport and club has changed hugely in the past 5 years. Social Media offers better relationships, better fan engagement, alternate revenue streams and increased brand awareness.



BENEFITS OF OUR SOCIAL MEDIA

- Advertising and exposure
- Regular mentions of your sponsorship and your support of our club
- The opportunity to run competitions aimed at our existing social media fan base
- The opportunity to expand your own social media channels following
- Visibility in front of other company managers
- Networking opportunities

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THE BORO TV

FCVideo, the company behind The Boro TV have been specialists at filming sporting events and shows since 2005. They currently provide non-league football clubs with video coverage, giving the management teams a valuable coaching tool, and through posting match highlights online, enhance the relationship with the supporters.

FCVideo began working with Farnborough Football club back in 2011. They continue to provide the club's website and social media sites with all the goals and highlights from their home games at the Rushmoor Community Stadium.

The 2016/17 campaign saw a welcome return through promotion to the Evo-Stik Southern League Premier Division, with FCVideo covering all home games during the season, and also extended coverage of the play-off semi-finals & finals, with 5 cameras used for both matches.



BENEFITS OF THE BORO TV

- Advertising and exposure on all video content
- Available on multiple digital platforms and social media channels
- Regular mentions of your sponsorship and your support of our club
- Visibility in front of other company managers

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PRINCIPAL CLUB SPONSOR

The Principal Club Sponsorship is the pinnacle of opportunities at Farnborough Football Club.

Association with the team will bring great exposure through the extensive media coverage generated and by virtue of the branding of the sponsor on the clubs team wear.

THE EXTENSIVE PACKAGE INCLUDES

- Company name and/or Logo on the front of Farnborough Football Club playing shirts
- Company name and or Logo on the front of all Replica Shirts sold
- Four pitchside advertising boards
- Tannoy announcements at each home game
- Digital Scoreboard exposure
- Radio announcements on Farnborough FC Radio at every game
- Five season tickets with access to the exclusive Platinum Lounge
- Match Day sponsorships
- Company name and/or logo on club stationery
- Company name and/or logo on club website



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STADIUM NAMING RIGHTS

The Emirates Stadium, The Reebok Stadium, The Britannia Stadium, The Walkers Stadium, all now household names thanks to their association with football clubs, why not have your company name associated with Cherrywood Road?

THE EXTENSIVE PACKAGE INCLUDES

- | | |
|---|--|
| <ul style="list-style-type: none">• Your company name incorporated in the Stadium name• Extensive branding around the stadium• Company name on direction road signs (subject to local authority approval and term of contract)• Four pitchside advertising boards• Tannoy announcements at each home game• Digital Scoreboard exposure | <ul style="list-style-type: none">• Radio announcements on Farnborough FC Radio at every game• Full page programme advert• Five season tickets with access to the exclusive Platinum Lounge• Match Day sponsorships• Company name and/or logo on club stationary• Company name and/or logo on website |
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STAND NAMING RIGHTS

Farnborough Football Club are seeking partners for the naming rights opportunities for two of their stands, these being:

- The new Prospect Road End stand
- The Moor Road End stand

THE EXTENSIVE PACKAGE INCLUDES

- | | |
|---|---|
| <ul style="list-style-type: none">• Extensive branding on the rear fascia of the Stand (Prospect Road End only)• Extensive Branding on the pitchside fascia of the stand• Four pitchside advertising boards• Full page programme advert• Tannoy announcements at each home game• Digital Scoreboard exposure | <ul style="list-style-type: none">• Radio announcements on Farnborough FC Radio at every game• Five season tickets with access to the exclusive platinum lounge• One Match Day sponsorship package for up to ten guests• Company name and/or logo on website |
|---|---|



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ADVERTISING PACKAGES

90% of supporters attending matches at Cherrywood Road are local people.

The presence of your company name here at Farnborough Football Club has great reach.

We offer four exceptional packages with flexibility to suit every budget, and to optimise every opportunity to promote your company.

TIER 1

- 12 Month Business Partnership
- Advertising Board + board cost (£125.00 + vat)
- Logo and Company Profile on the website
- Quarter Page Advert in the Match programme
- 14 match Day Tickets (League games only)
- Commemorative Digital Photograph
- Partnership announcement in the media and match days
- Social Media Exposure

Cost = £800.00 + vat

TIER 2

- 12 Month Business Partnership
- Advertising Board + board cost (£125.00 + vat)
- Logo and Company Profile on the front page of the website
- 1 player shirt (Home or Away) with company name on the back
- Half Page Advert in the Match programme
- 30 Match Day Tickets (League games only)
- Match Ball Sponsor (6 People)
- Commemorative Photograph
- Partnership announcement in the media and match days
- Social Media Exposure

Cost = £1100.00 + vat

TIER 3

- 12 Month Business Partnership
- 2 Advertising Boards (Crowd or Pitch facing) board cost Included
- Logo and Company Profile on the website including a link.
- Full Page Advert in the Match Programme
- 2 Season Match Day Tickets (League games only)
- Match Ball Sponsor (8 People)
- 2 shirts Home or Away with company name on the back
- Signed Game Ball
- Platinum Lounge access at half time for refreshments
- Commemorative Photograph
- Partnership announcement in the media and match days
- Social Media Exposure

Cost = £1650.00 + vat

TIER 4

- 12 Month Business Partnership
- 5 Advertising Boards (Crowd or Pitch facing) board cost included
- Logo and Company Profile on the website including a link.
- Full Page Advert in the Match programme
- 3 Season Tickets (League games only)
- Match Ball Sponsor (10 People)
- Match Sponsor (12 people)
- 2 shirts Home or Away with company name on the back
- Signed Game Ball
- Platinum Lounge access at half time for refreshments
- Commemorative Photograph
- Industry Exclusivity
- Partnership announcement in the media and match days
- Social Media Exposure

Cost = £3000.00 + vat

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BACK OF SHIRT & SHORTS SPONSOR

Football Association regulations pertaining to advertising on football playing kit, now allows for the opportunity to sponsor the back of the shirts and shorts.

These opportunities can be stand alone, allowing different companies the chance to see their name on 'Boro's playing kit or as a combined package.



THE EXTENSIVE PACKAGE INCLUDES

BACK OF SHIRTS

- Company name and/or logo on the back of Farnborough Football Club playing shirts (to a maximum of 16 square inches - FA regulations)
- Four pitchside advertising boards
- Full page programme advert
- Two season tickets
- One Match Day sponsorship for up to ten guests
- Company name and/or logo on club stationary
- Links to club website

BACK OF SHORTS

- Company name and/or logo on the back of Farnborough Football Club playing shorts (to a maximum of 16 square inches - FA regulations)
- Two pitchside advertising boards
- Full page programme advert

- Two season tickets
- One Match Day sponsorship for up to ten guests
- Company name and/or logo on club stationary
- Links to club website

BACK OF SHIRTS & SHORTS

- Company name and/or logo on the back of Farnborough Football Club playing shirts and shorts (to a maximum of 16 square inches - FA regulations)
- Six pitchside advertising boards
- Full page programme advert
- Two season tickets
- One Match Day sponsorship for up to ten guests
- Company name and/or logo on club stationary
- Links to club website

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MATCH DAY PROGRAMME ADVERTISING

Advertise in our full-colour A5 Match Day programme, with a choice of sizes guaranteed to suit all budgets your advert will appear in all League Programmes, and selected Cup programmes, a great opportunity to promote your product or services to the Farnborough faithful.

Widely regarded as one of the better Programmes in the League, our professionally produced glossy publication is an ideal vehicle for promoting your company.



	Full Season	Single Match Day*
Full Page	£500	£75
Half Page	£275	£40
Quarter Page	£150	£25
Page Strip	£200	£35

*This price is subject to increase in certain FA Competitions

PROGRAMME SPONSOR

Become the Programme Sponsor and have a full page advert supplemented by:

- Your company name and/or logo on all Non-Advertising pages within the Programme
- Two advertising boards
- Match Day sponsorship for a match of your choice (subject to availability) for up to ten guests

**PROGRAMME SPONSORSHIP PACKAGE
ONLY £2,000**

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PLATINUM LOUNGE HOSPITALITY

Watch the Boro in Style!

The Platinum Lounge at Cherrywood Road is the best way to watch Boro in style and comfort

We are improving this Match Day experience for the forthcoming season, having taken on board existing members comments during the last campaign.

In particular, access to the Lounge will only be available to members who display their Platinum membership card - no other access will be allowed in the lounge.

Memberships are available on a match per match basis, although this must be ordered no later than 24 hours before the designated time of kick-off.

A Platinum Lounge ticket offers so much more than just a great view of the game, with the Match Day experience beginning long before kick-off.



TIMES & PRICE TARIFF

13.00 - 14.00 (Saturday)
18.00 - 19.00 (Midweek)

Tea and Coffee will be available in the Lounge

14.00 (Saturday)
19.00 (Midweek)

Take your seat and enjoy a two-course meal.

After the game, the players and their guests will be allowed into the Lounge with the Platinum members, and the official Man of the Match award will be presented, with the bar remaining open for as long as members want it.

The dress code in the Platinum Lounge is strict, with a collar required and no jeans allowed.

PRICES

League, FA Cup, FA Trophy

£25.00 per game

All other matches

£20.00 per game

Platinum Lounge Dress code: Smart attire. No football shirts.

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MATCH SPONSOR

Make a day of it as our guests in the exclusive Platinum Lounge, and enjoy a meal along with a chance to view the match from the best seats in the house.

The recently refurbished Platinum Lounge is the perfect venue to relax in whilst watching Farnborough Football Club. Enjoy a meal and let our friendly staff cater for your needs.



THE EXTENSIVE PACKAGE INCLUDES

- Pre-match meal
- Reserved seats in the Main Stand
- Complimentary Match Day programme
- Editorial in Match Day Programme
- Corporate name and/or logo on cover of Match Day programme
- Half-time and Full-time refreshments
- Select the Man of the Match and receive from him your memento of sponsorship and reciprocate by presenting the Man of the Match with his bottle of bubbly
- Framed photo of presentation

All For
£300*

**PARTIES
OF 12** Only
£500

*Based on a party of six

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- Pre-match meal
- Reserved seats in the Main Stand
- Complimentary Match Day programme
- Editorial in Match Day programme
- Corporate name and/or logo on cover of Match Day programme
- Half-time and Full-time refreshments
- Receive a signed football from the Man of the Match
- Framed photo of presentation



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