



ADVERTISING & SPONSORSHIP

2023/24



WELLING UNITED FOOTBALL CLUB
PARK VIEW ROAD
WELLING
KENT
DA16 1SY



TWITTER: 20.1K followers
1.7 million monthly impressions



INSTAGRAM: 7K followers
300k monthly impressions



FACEBOOK: 4.8K followers
40k monthly reach



WINGS/TV: 756 subscribers in 11 months
20k monthly viewers



AVERAGE ATTENDANCE 2022/23:
792



WELLINGUNITED.COM: 20K unique
monthly visitors



(Stats correct as of June 2023)

ADVERTISING & SPONSORSHIP
2023/24



PITCHSIDE ADVERTISING

Your business can boost its profile by being seen at Park View Road with seasonal pitchside advertising space available.

- 8ft pitchside perimeter advertising board
- Exposure to average crowds of around 800 supporters at every game + accumulative crowds of 20,000+ throughout the season
- Ability to connect your company with the local community
- Exposure via the club's highlights footage (20,000+ monthly views) and potential national and international TV coverage



£1,000

020 8301 1196

secretary@wellingunited.com

ADVERTISING & SPONSORSHIP

2023/24



EXTERNAL ADVERTISING

Your business can boost its profile by being seen on the external fascia of Park View Road, the home of Welling United, throughout the 2023/24 season.

- 50ft x 4ft advertising board facing Park View Road (A207)
- Exposure to thousands of road users and pedestrians every day
- National statistics estimate approximately 715,000 vehicles pass Park View Road on an annual basis



£2,000

020 8301 1196

secretary@wellingunited.com

ADVERTISING & SPONSORSHIP
2023/24



MATCH SPONSORSHIP

Matchday sponsorship is available for all league, cup and friendly fixtures at Park View Road.

- Regular PA announcements of your business
- Your logo on the cover of our matchday programme
- Posts across the club's official social media channels, promoting you or your business
- Hospitality for up to six people in the Eric Brackstone suite
- Six seats in the main stand
- Signed Welling United shirt
- Complimentary matchday programmes
- Choose the Man-of-the-Match, including a photographed presentation on the pitch



£1,000

020 8301 1196

secretary@wellingunited.com

ADVERTISING & SPONSORSHIP
2023/24



MATCHBALL SPONSORSHIP

Matchball sponsorship is available for all league, cup and friendly fixtures at Park View Road.

- Regular PA announcements of your business
- Your logo on the cover of our matchday programme
- Posts across the club's official social media channels, promoting you or your business
- Hospitality for up to four people in the Eric Brackstone suite
- Four seats in the main stand
- Complimentary matchday programmes



£500

 020 8301 1196

 secretary@wellingunited.com

ADVERTISING & SPONSORSHIP
2023/24



PLAYER SPONSORSHIP

Player sponsorship is available for the season, giving you the opportunity to support the club by sponsoring your favourite player's shirt.

- Sponsor either the home or away shirt of any player. Packages for sponsoring both home and away shirts are also available
- Your name or your company name appears beside your nominated player in every matchday programme
- Your name or your company name appears beside your nominated player on their profile page on the club's official website
- Be presented with the match-worn shirt of your chosen player at the end of the season

£150

£250 for both home and away



 020 8301 1196

 secretary@wellingunited.com

ADVERTISING & SPONSORSHIP
2023/24



PROGRAMME ADVERTISING

Matchday programme sponsorship is available for all league, cup and friendly fixtures at Park View Road with single page, half page and double-page spaces available for the season or one-off games.

- Seasonal advertisement for all league games in our “The Wings” matchday programme
- Published at every home game
- Promote your business to the club’s fanbase
- An average of 7,000 matchday programmes sold during a season



£250 half-page
£500 full page £1000 double page

020 8301 1196

secretary@wellingunited.com

ADVERTISING & SPONSORSHIP
2023/24



BESPOKE PACKAGES

There are plenty of other ways in which to advertise your business and sponsor the club with bespoke packages available to suit your needs. We can mix and match our offers to come up with a suitable package for you.

EXAMPLE PACKAGE:

- Pitchside advertising board - **£1,000**
- Half-page programme advert - **£250**
- Your company advertised on our social media channels four times a season - **£400**
- Two season tickets - **£350**

TOTAL PACKAGE COST:

£2,000



 020 8301 1196

 secretary@wellingunited.com

ADVERTISING & SPONSORSHIP
2023/24

FOR ALL ENQUIRIES CONTACT:

 020 8301 1196

 secretary@wellingunited.com



THANK YOU