



2026/27

COMMERCIAL OPPORTUNITIES



ABOUT US

IN THE HEART OF OUR COMMUNITY

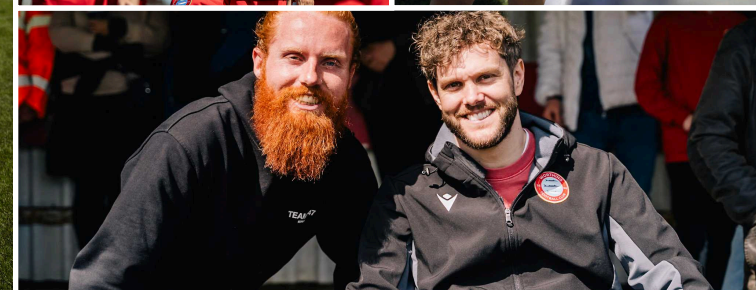
Worthing Football Club has been at the centre of its community for nearly 140 years.

Ten years ago on the brink of extinction, it was saved by George Dowell, who following an accident that left him paralysed from the chest down, used a portion of his compensation to buy his local club.

Under Dowell's leadership, the club has undergone significant transformation, installing a new 3G pitch and investing in modernising the stadium. These improvements not only enhanced the club's infrastructure but also reinforced its role as a community hub.

Next season the club will compete in the National League, the highest level in its history, and continues to strive for excellence both on and off the pitch.

The club remains deeply rooted in its community, embodying the spirit of inclusivity and perseverance that defines its recent history.



ABOUT US

AN EVER GROWING FANBASE

A year-on-year increase in average attendance reflects the growing interest in the club both within the town and beyond. Home matches are now regularly attended by more than 3,000 supporters, while last season also saw the club record its first-ever crowd in excess of 4,000.

We pride ourselves on being inclusive and attract a diverse range of supporters of all ages and backgrounds.

2,338

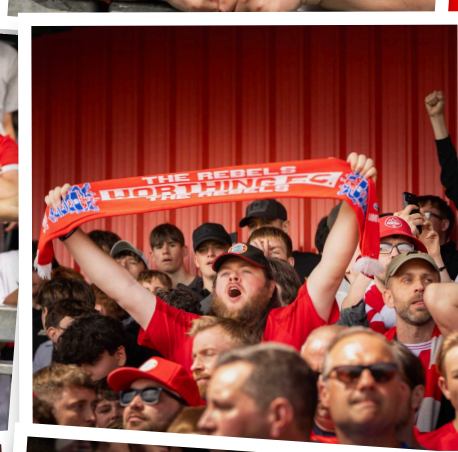
25/26 AVERAGE ATTENDANCE*

34%

INCREASE FROM 24/25

59,392

25/26 TOTAL ATTENDANCE*





KIT SPONSORSHIP

MEN'S FIRST TEAM

The Men's First Team are coming off the back of a historic season, securing promotion to the National League for the first time in the club's history.

Record attendances and growing support both on and off the pitch underlined the continued momentum around the club throughout the campaign.

As we prepare for life in the National League, the focus now turns to establishing ourselves at the highest level the club has ever competed at, while continuing to build sustainably for the future.

The club has developed a reputation of playing an attractive style of football, while providing a pathway to the first team to young, talented players from the local area.

FRONT OF SHIRT	SOLD
BACK OF SHIRT	SOLD
SLEEVE	SOLD
SHORT	£6,000





THE NATIONAL LEAGUE ON DAZN

National League football is streamed live on DAZN, providing unprecedented exposure for clubs, sponsors and partners throughout the season.

Every Men's First Team league fixture — both home and away — is broadcast live to audiences across the UK and internationally, significantly increasing the visibility of the club and its commercial partners beyond those attending matches in person.

For sponsors, this creates a valuable opportunity to reach a wider and more diverse audience through stadium branding, digital assets and matchday exposure that now extends far beyond the Sussex Transport Community Stadium.



KIT SPONSORSHIP

WOMEN'S FIRST TEAM

The Women's team continues to play an important role in the club's long-term vision and development pathway, less than a decade on from being formed.

Following a difficult campaign and relegation from the National League, the focus now turns to rebuilding and creating strong foundations for the future. The experience gained competing at Step 4 level over the past three seasons has raised standards across the programme and provided valuable opportunities for players and staff alike.

The club remains fully committed to the growth of the women's and girls' game, with continued investment in player development and pathways, including the recent introduction of a Girls U19 team.

Your support will help us continue to strengthen the programme and provide the best possible environment for women's football to thrive at the club.

FRONT OF SHIRT	SOLD
BACK OF SHIRT	SOLD
SLEEVE	SOLD
SHORT	£750



TRAVEL AND TRAINING WEAR

Support both the Men's and Women's teams throughout the season with sponsorship of the club's travel and training wear – an opportunity to play a visible role in the day-to-day running of the football club.



MEN'S TRAVEL WEAR	£2,500
MEN'S TRAINING WEAR	£2,500
WOMEN'S TRAINING WEAR	£500
WOMEN'S TRAVEL WEAR	£500





PLAYER SPONSORSHIP

BE PART OF THE TEAM

Get your brand front and centre by being directly associated with the playing squad.

As a Player Sponsor, your brand name will be prominently featured across all our platforms, including website, social media, matchday programmes, and more.

This is a unique opportunity to connect your brand with the faces of the club, showing your support for both the team and its players throughout the season. Your logo will also be associated with player features and media content, ensuring continuous exposure.

MEN

£375

WOMEN

£150

YOUTH AND ACADEMY

HELPING PROVIDE A PATHWAY

Be part of the next generation of Worthing Football Club talent by sponsoring our U18s kit.

Following an incredible season where the team won three trophies, this is a fantastic opportunity to associate your brand with success, ambition, and youth development.

Your logo will feature on the team's kit and gain weekly visibility through our social media channels, as well as attract attention from matchday supporters and those following the youth team's journey throughout the season.

This is more than sponsorship – it's an investment in the future of the club.

ACADEMY &
UNDER 18'S

SOLD

5 x YOUTH TEAMS
(FROM U14 TO U17)

SOLD



STADIUM SPONSORSHIP

What better way to showcase your business than by naming one of our iconic stands? The price is determined by which stand you choose, and once named, your business logo and name will be prominently displayed, ensuring visibility to all ground attendances throughout the season.

STADIUM NAMING RIGHTS	SOLD
NORTH STAND	POA
SOUTH STAND	SOLD
EAST STAND	£7,500
WEST STAND	SOLD
TURNSTILES	SOLD
FANZONE	SOLD





STADIUM EXPOSURE

THE NORTH STAND

Put your brand at the heart of the matchday atmosphere with sponsorship of the North Stand – one of the most prominent and best-attended areas of the Sussex Transport Community Stadium.

Home to some of the club's most passionate support, the stand provides a high-impact branding opportunity visible to thousands of supporters across every home fixture. Your business will also benefit from exposure through photography, video and the club's digital and social media channels throughout the season.

With the club entering its first-ever season in the National League, this partnership offers a unique opportunity to align your brand with an ambitious and fast-growing football club during an exciting new chapter in its history.

POA



STADIUM EXPOSURE

CENTRE CIRCLE SPONSORSHIP

Place your brand at the centre of the action with our new Centre Circle Sponsorship opportunity – a striking and highly visible branding position showcased before every home fixture.

Displayed prominently on the pitch during the pre-match build-up, the centre circle branding provides exposure to supporters inside the stadium as players warm up and teams prepare to take to the field. The branding will also feature within match photography, video content and live broadcasts throughout the season.

With every National League fixture now streamed live on DAZN, this partnership offers an exciting opportunity to increase your brand visibility while aligning your business with one of the club's most premium and eye-catching matchday assets.

POA

SCOREBOARD

STAND OUT IN EVERY MOMENT

The scoreboard has become a prominent feature visible during every match played at the ground and a key focal point for supporters in attendance.

As well as gaining regular exposure to thousands of fans on matchdays, your branding will also feature across live broadcasts, highlights, photography and social media content, extending your reach far beyond the stadium.

This is a fantastic opportunity to align your business with the excitement and energy of live football while benefiting from consistent, high-profile visibility throughout the season.

SCOREBOARD SPONSOR

SOLD

DIGITAL PARTNER

SOLD

SCOREBOARD ADVERTISING

£1,250 PER SEASON





DUGOUTS

A PRIME BRANDING OPPORTUNITY

The dugout is one of the most visible and exciting areas within the ground, offering your brand maximum exposure to matchday fans.

As the dugout sponsor, your branding will be prominently displayed, not only during all home games but also across any broadcast matches, ensuring your logo is seen by thousands of spectators both inside the stadium and watching from home.

This prime location ensures that your brand gets consistent visibility, with exposure during every match and for anyone attending the club throughout the week for training, events, and community activities.

£10,000

HOSPITALITY

1886 LOUNGE

Introducing the 1886 Lounge, our brand new VIP bar facility designed to offer an exclusive experience for sponsors and VIPs on matchdays. Enjoy a variety of delicious food and beverages before kick-off, or take advantage of the option to hire the venue for your own events.

As the 1886 Lounge Sponsor, your business name will be associated with this premium facility for the entire season, ensuring your brand is front and center for all guests enjoying the VIP experience. This is a unique opportunity to align your business with luxury and prestige, all while supporting the club's continued growth and success.

SOLD



STAND BAR

Position your brand at the heart of the matchday experience with sponsorship of the Stand Bar - one of the busiest and most social areas of the stadium on a home matchday.

Serving hundreds of supporters before kick-off, at half-time and after the final whistle, the bar provides a high-visibility opportunity to connect your business with fans in a relaxed and engaging environment. Branding opportunities include prominent signage, digital promotion and inclusion across club media channels throughout the season.

This partnership offers consistent exposure to a loyal and growing supporter base while aligning your business with one of the most popular gathering points at the club.

£5,000



SOCIAL MEDIA/WEBSITE

GET YOUR BRAND SEEN BY A GROWING ONLINE AUDIENCE

Have your business name and logo featured on all YouTube videos posted throughout the season. This is a key sponsorship opportunity as our social media presence continues to expand, with the channel reaching thousands of viewers each week.

Thanks to the hard work of our Media Team, the reach and engagement of our YouTube channel have seen impressive growth, ensuring your brand gains significant exposure to a dedicated and passionate fanbase.

**SOCIAL MEDIA
PARTNER**



**WEBSITE
PARTNER**



OUR REACH

23,600

X FOLLOWERS

20,600

INSTAGRAM FOLLOWERS

16,000

FACEBOOK FOLLOWERS

12,100

TIKTOK FOLLOWERS

250K+

YOUTUBE VIEWS*

1,800

LINKEDIN FOLLOWERS

11,500

EMAIL SUBSCRIBERS

850,000

WEBSITE USERS*

2M

WEBSITE PAGEVIEWS*

*365 day period

PITCHSIDE ADVERTISING

**SUPPORT YOUR
LOCAL FOOTBALL
CLUB WHILE
GIVING YOUR
COMPANY A
PRESENCE AT
WOODSIDE ROAD**

As well as been seen by the thousands that attend a home matchday throughout the season, the facility is used all week by the club and members of the community.

£1,250



MATCHDAY SPONSORSHIP

THE PERFECT BLEND OF EXPOSURE AND HOSPITALITY

Be the name behind one of our home fixtures with our exclusive Matchday Sponsorship Package.

This premium opportunity includes:

- Access to the 1886 Lounge for up to ten people.
- A selection of food and beverages served prior to kick-off
- Present Man of the Match to the player of your choice.
- Exposure via the matchday programme and tannoy announcements
- Partnership posts in the lead-up to the match via the club's social media channels.
- Logo placement on website via match centre and match content

Giving your business a memorable match day presence in front of a passionate local crowd.



HOSPITALITY

1886 LOUNGE SEASON TICKET

Upgrade your matchday experience with an 1886 Lounge Season Ticket – the perfect way to enjoy every home game in comfort while getting even closer to the club.

Enjoy exclusive access to the 1886 Lounge before, during and after matches, including complimentary food, a relaxed hospitality environment and a premium VIP experience throughout the season. Guests will also hear from the manager ahead of kick-off with an exclusive pre-match interview and insight into the game ahead.

Supporters can also choose to include a reserved seat in the stand, combining the atmosphere of matchday with the added comfort and benefits of hospitality.



MATCHDAY PROGRAMME

BOOST YOUR BRAND WITH ADVERTISEMENTS IN OUR MATCHDAY PROGRAMMES

Reach thousands of passionate fans each season by advertising in our match day programme.

It's the perfect opportunity to raise your profile and connect with a dedicated local audience.

FULL PAGE

£500

1/2 PAGE

£250

1/4 PAGE

£125



AWAY DAYS

HELP POWER OUR NATIONAL LEAGUE AWAY DAYS

Support the team on the road by sponsoring an away match during the club's first-ever season in the National League.

With longer journeys, increased travel demands and overnight stays now becoming a regular part of match preparation, Away Day Sponsorship offers businesses the opportunity to directly support key elements such as accommodation and pre-match meals.

In return, your business will receive dedicated exposure across the club's digital and social media channels surrounding the fixture, while aligning your brand with the club's ambition and professionalism throughout an exciting new era.

PER MATCH

£500



TRAVEL

KEEP THE TEAM MOVING

Support the journey — literally — by helping cover the costs of travel for our Men's and Women's teams during away fixtures throughout the season.

With the Men's team now competing in the National League, travel has become an even greater part of the club's operations, with significantly longer journeys and increased logistical demands across the country. Your backing helps ensure our players and staff can travel safely, comfortably and professionally at every level of the game.

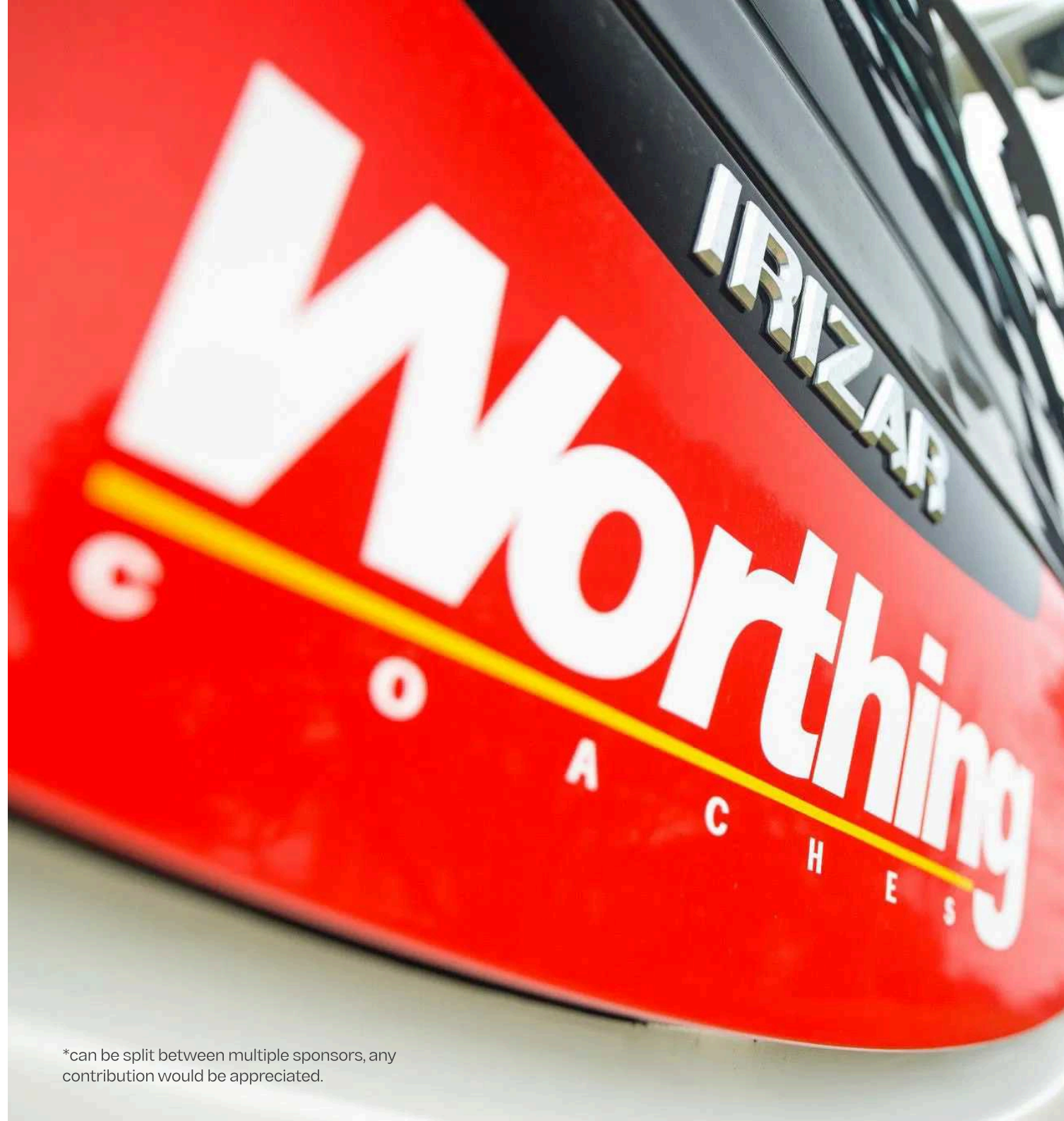
In return, your brand will be recognised across our platforms and associated with supporting the club's ambition, professionalism and continued growth - both home and away.

MEN

£15,000*

WOMEN

£5,000*



*can be split between multiple sponsors, any contribution would be appreciated.

WAIT, THERE'S MORE...

This document outlines just some of the opportunities available to partner with the club.

We rely heavily on commercial partnerships to deliver a professional environment for the club to continue to strive, on and off the pitch.

If you'd like to discuss what else is available please get in touch.

INTERESTED IN PARTNERING WITH THE CLUB?

Joel Davison

Commercial Partnerships Manager

commercial@worthingfc.com