



# CONGLETON TOWN FOOTBALL CLUB

COMMERCIAL BROCHURE | SEASON 2022-23



## Introduction

Operating at the heart of the community, we are a “not for profit” Community Benefit Society run entirely by a hard-working group of volunteers.

We have teams representing the Club and Town at all levels of the game, from our First Team at Step 5 of the English Football League pyramid to our newly formed Ladies Team and all levels of Junior Football.

We have a number of sponsorship opportunities across the club as we enter an exciting new era.

Principal Sponsorships include Kit branding, Stadium Sponsorship and an array of other opportunities covering all aspects of the football club.

Take advantage of our large social media following, press and radio outreach and fantastic facilities to boost the profile of your organisation .

From larger organisations to smaller local businesses, we have opportunities that cater for all budgets.

**Use the power of football and Congleton Town FC's standing in the community to promote your Brand.**



Contact:

[admin@ctfc.club](mailto:admin@ctfc.club)



## Stadium Sponsorship

### Stadium Sponsorship

Become one of our key commercial partners with this prominent and high-profile sponsorship opportunity. Our Stadium would officially adopt the name of your organisation.

A fantastic opportunity to gain brand awareness and put your company name well and truly on the map from both a footballing and community perspective.

Price on application | Negotiable

### Stand Sponsorship

Put your company name to one of the stands in our Stadium. A great way to visibly showcase your organisation.

Price on application | Negotiable



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## Kit / Merchandise Sponsorship

Boost the profile of your organisation by sponsoring our on-field and replica merchandise. As a result you will literally become part of the fabric of the Club.

Adorned by the players on the pitch and supporters on the terraces and around town, this is a unique opportunity to market your company to the local community and beyond.

### Kit Sponsorship

<b>Main Sponsor:</b>	<b>£5,000</b>
<b>Back of Shirts:</b>	<b>£1,500</b>
<b>Back of Shorts:</b>	<b>£750</b>
<b>Sleeve Sponsor:</b>	<b>£500</b>
<b>Tracksuits:</b>	<b>£1,500</b>
<b>Training Tops:</b>	<b>£1,000</b>

Other opportunities available including Reserve Team & Ladies Team.



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## Pitch-side Perimeter Sponsorship

Perimeter advertising is a proven and cost-effective way of promoting your organisation to the thousands who visit our stadium during a season. Media content shared through our own channels and local press further boost the outreach.

We have pitch-facing and stand-facing locations available and offer generous discounts for multiple purchases.

Perimeter Advertising Pricing:

Board Size 3050mm x 762mm (10ft)

Board Size 6100mm x 762mm (20ft)

Prices inclusive of artwork & production costs.  
Annual renewal fee applies.

- 1 board: £600 | **£1,000**
- 2 boards: £1,100 | **£1,800**
- 3 boards: £1,500 | **£2,000**



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# Match Sponsorship Packages

Our most popular sponsorship package.

Whether you want to wine and dine your customers or treat your staff, this is the package for you.

Our standard package includes a wide range of features including hospitality and dining for you and your guests including a pre-match chat with the manager, squad signed football, programme advertising as well as an on-pitch 'Man-of-the-Match' presentation.

## Match-ball Sponsor £120 per game

x2 Tickets | x2 Programmes | Ball signed by squad

## Match Sponsor £400 per game

Maximum of x10 guests in total.

Tickets | Programmes

Fully Stocked Fridge (Beer & Soft Drinks)

Name in programme | MoM presentation

Pre-Match chat with a member of the Management Team

Sit-down meal



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## Matchday Programme Advertising

Our "Bear Essentials" matchday programme remains a cost-effective way of promoting your business.

The programme is an integral part of the matchday experience with circa 3,000 copies sold during a season.

Programme advertising is a great way to target home and away fans and is an ideal platform for businesses looking to promote their services.

Advertising space in the programme is limited so there is less "noise" to get lost in and your advert will be guaranteed to stand out from the crowd.

We understand the need to modify adverts at times to suit seasonal campaigns so rest assured, we're flexible and are happy to make any changes at any point free of charge.

### Prices (Per Season):

A5 Page size – all adverts full colour.  
Prices inclusive of artwork costs.

**Full page: £700**

**Half page: £400**

**Quarter page: £250**



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THE **BUZZ** ON THE WAY TO THE GROUND  
MID-WEEK GAMES UNDER THE **LIGHTS**  
A PLACE TO **ESCAPE** THE PRESSURES THAT LIFE THROWS AT US  
FOR 90 MINUTES, THIS IS **YOUR TIME**  
SO **FORGET** ABOUT YOUR TROUBLES  
EMBRACE THE TRIBAL **CONNECTION** WITH FELLOW SUPPORTERS  
**SING** LIKE NOBODY'S LISTENING  
**CELEBRATE** LIKE NOBODY'S WATCHING  
SHARE AN UNDERLYING BELIEF THAT NO MATTER WHAT HAPPENS, WE'RE IN IT **TOGETHER**



THIS IS **OUR TOWN** | THIS IS **OUR CLUB** | THIS IS **OUR TEAM**