



# Commercial Opportunities

Advertising, Marketing & Sponsorship 2023/24

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[stevenagefc.com](http://stevenagefc.com)

**#GREATER  
TOGETHER**

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**Support the club at the heart of your community and let your business benefit.**

Stevenage Football Club is a professional club embedded within its community, with a tradition and proven track record of achieving success and developing players through its exceptional player development pathway.

We provide the business community with a platform to promote their products and services, engage with the community, reward employees, build their reputation and grow their business.

Through reach, clear deliverables, brand collaboration and networking events, Stevenage Football Club is the leading local commercial platform for businesses to maximise revenue and profile.

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# Our Market



**Stevenage Football Club is one of the biggest brands in the local community and receives extensive levels of exposure across local, national and international platforms.**

## National & International Exposure

- 🌍 Stevenage FC play in the English Football League - the third most watched sporting league in the world.
- 🌐 Our match highlights feature on ITV - which is sold to 204 countries each week and seen by a million viewers worldwide.
- 📺 Additional audience coverage of our FA Cup fixtures is also shown on BBC and BT Sport - and can be in excess of 8 million for ties against Premier League opposition.

## Regional & Local Exposure

- 📍 Television highlights and weekly updates through BBC Look East & ITV Anglia, with live match commentary by BBC Three Counties.
- 📰 Weekly print and daily digital coverage by local newspapers The Comet and The Advertiser.
- 📻 Daily Club updates and features by radio stations BBC Three Counties and SG1 Radio.
- 👤 115,000 local people attending home league matches.



# Partner With Us



Gain exposure to your business through our widely accessible and valued business platform.

## Why Stevenage Football Club?

### Value for Money.

Receive high level exposure through **Live TV Coverage**, **Match Highlights** and our award-winning **Digital Platforms**.

Experience **Brand Awareness**, **Recognition** and **Association**.

Achieve your **Corporate Social Responsibility** objectives.

An exciting and alternative way to **Reach your Target Audience**.

**Invitation** to our stadium-based **Networking Events**.

Opportunity to Market your **Company** or **Brand** on Matchdays through prizes and competitions.

Opportunity to build your **Prospective Customer Base**.













# Digital Advertising



Engage your brand with our digital platforms and executions to reach targeted audiences and directly link them to your business.

Our platforms not only engage, entertain and inform our supporters, but provide you with the opportunity to interact with our thousands of followers and subscribers.

-  Facebook Likes **86,000 (+18%)**
-  Twitter Followers **81,000 (+14%)**
-  YouTube Subscribers **7,500 (+50%)**
-  Instagram Followers **50,000 (+25%)**
-  TikTok Followers **53,000 (+195%)**
-  Average Website Monthly Visitors **50,000 (+25%)**
-  E-Newsletter Subscribers **15,000 (+150%)**
-  Total Digital Programme Readers **170,000 (+183%)**

Numbers accurate as of July 2023. Increase compared to July 2022.



# Digital Advertising



## Website Advertising

With over 600,000 visitors per year, our commercially orientated main club website provides a wide range of opportunities to advertise your business to our supporters.

Official Sponsor **£1,000 - £10,000** per season

Feature Adverts **£750** per month

Banner Adverts **£250 - £1,500** per season

Footer Sponsor **£250 - £500** per month

Similar opportunities are also available on our **Retail, Ticketing, Foundation** and **Shephalbury Sports Academy** websites.

## E-Newsletters

Put your brand in front of our customers on a weekly basis.

Prices from **£500-£1,000** per season

## Social Media Advertising

Our Social Media presence is original, engaging and often viral. Place your brand alongside ours on these digital platforms which are followed by over 275,000 people.

Platform Sponsorship **£5,000** per season

Platform Monthly Adverts **£500** per month

Platform Sponsored Features **£250** per season



All prices shown are exclusive of VAT.



# Digital Advertising



## Interactive Matchday Programme

In 2018 we became the first professional club to trial an Interactive Matchday Programme. Featuring player interviews and match highlights in video format, our content is now available to supporters via their mobile, tablet and desktop.

With over **7,000** reads per edition, we offer this ground-breaking digital format for all our fixtures, providing businesses with the opportunity to engage with supporters through video and embedded digital links to their websites for less than **£45** per game.

Average Unique Reads **7,000**

Average Read Time **4min 45 sec**

Average Clicks **250**

Usage **83%** Mobile Device **17%** Laptop

Full Page Interactive Adverts **£1,250** per season

Featured Sponsored Articles **£1,000** per season

## Scoreboard Advertising

Our in-stadium scoreboard provides a great platform for businesses to advertise through both static and video content to our supporters.

Packages from **£1,000-£2,000** per season.

Further opportunities to enhance your brand are available through our audio and PA systems; including goal, substitution and team line-up sponsors.



All prices shown are exclusive of VAT.

# Official Sleeve Sponsor



## 2023/24 Season

Exclusively available for Cup matches, this is an opportunity to gain fantastic exposure for your organisation, featuring your brand on our shirt sleeve for Cup matches with the 2023/24 season.

**£5,000 per round**

Official Club Partner on [www.stevenagefc.com](http://www.stevenagefc.com)

Full-page Digital Programme advert

5x Social Media posts through official channels

4x Stevenage FC signed shirts

Invitation for two people to dine with the Directors for a home league game

Official launch and press release across all Club media channels

Table for 10 at the home cup game



All prices shown are exclusive of VAT.





# Official Back of Shorts Sponsor



## 2023/24 Season

Brandmark on Club's Match Tickets, Season Ticket Cards, Email Footers & Headed Paper

Official Club Partner on [www.stevenagefc.com](http://www.stevenagefc.com)

Full-page Digital Programme advert

4x Social Media posts through official channels

4x Stevenage FC signed shirts

Invitation for two people to dine with the Directors for a home game

Official launch and press release across all Club media channels

2x match hospitality places at three home league games in The 76 Lounge situated in the North Stand

**£15,000**



All prices shown are exclusive of VAT.



# Advertising Partnerships



Place your brand across our diverse platforms and see it up in lights, next to the pitch or on the shirt of the players.

## Perimeter Pitch Side Advertising

Get your brand seen on TV, by our supporters and by our non-matchday stadium visitors.

Pitchside TV Facing            From **£2,200** per season

Pitchside non-TV Facing        From **£1,600** per season

Crowd Facing                    From **£1000** per season

## First Team Players

Create an even closer connection by sponsoring one of the Club's First Team players for the season.

See your name or company logo featured alongside your chosen player in our Match Day Programme and on the Players online website profile, as well as receive a signed shirt from your player at the end of the season.

Packages from **£350** per season.

All prices shown are exclusive of VAT.





# Ticketing Partnerships



## Ticketing Partner

With over 1,400 Season Tickets and 100,000 Match Tickets sold every season, our tickets provide a tangible opportunity to get your brand in the hands of our supporters.

## Main Ticketing Partner

Across all age groups and all tickets **£8,000 per season**  
Single brand space £1,500 per season (up to six brands per ticket)

## Season Ticket Cards Main Partner

For seasons to all age groups **£5,000 per season**  
Single brand space £1,500 per season (up to six brands per ticket)

**Season Ticket Cards** £1,500 per age category, per season

**Paper Match Day Tickets** £1,500 per season (home/away)

**Digital Match Day Tickets** £1,500 per season (home/away)

## Monthly Awards

Become the brand behind the glory by sponsoring our **Goal of the Month** and **Player of the Month** Awards.

Receive the opportunity to present the awards in person at the Club's Training Ground and gain extensive media coverage across all our platforms.

From **£295** per month

All prices shown are exclusive of VAT.



# Partnerships - Official Sustainability Partner



## Benefits

Naming rights as official sustainability partner on our website

Sustainability feature within the digital programme

Regular sustainability features within our quarterly newsletter

Membership of our corporate members club (meeting quarterly)

Opportunity to attend quarterly corporate events (additional cost apply)

Opportunity to theme, in conjunction with the club, one game a season as a "Sustainable game" and to have engagement/activation around sustainability

**£15,000**



All prices shown are exclusive of VAT.





# Other Partnership Opportunities



- Academy Partner
- Added Time Partner
- Apparel Partner
- Back of Shirts Partner
- Back of Shorts Partner
- Training Wear Partner
- Business Club Partner
- Cleaning Partner
- Community Partner
- Digital Partner
- DugOut Partner
- Education Partner
- Energy Partner
- Family Zone Partner
- Financial Services Partner
- Formal Wear Partner
- Goal Announcement Partner
- Goal of the Match Partner
- Graphics Partner
- Health & Wellbeing Partner
- Hospitality Partner
- Legal Partner
- New Homes Partner
- New Stand Naming Partner
- Safety Partner
- Screen Partner
- Shop Partner
- Signings Partner
- Stewarding Partner
- Substitution Partner
- Team Travel Partner
- Training Wear Partner
- Travel/Holiday Partner
- Urban Wear Partner
- Waste Management Partner
- Water & Hydration Partner
- Womens Team Partner
- Workforce Management Partner
- Youth Development Partner

# Hospitality



Matchday hospitality is a great way to entertain clients, employees, friends and family.

Our packages put you at the heart of the Club and are the perfect platform to entertain, network and watch the action in style.

	Two Course Meal	Half-Time Tea & Coffee	Access to Pay Bar	Premium Seats	Official Teamsheets	Car Park Spaces	Social Media Coverage	Video Screen Coverage	PA Coverage	Prices
<b>Matchday Sponsorship</b>	10 People	✓	✓	16	✓	2	✓	✓	✓	from £1,500 per game
<b>Match Ball Sponsorship</b>	10 People	✓	✓	10	✓	2	✓	✓	✓	from £1,000 per game
<b>Hospitality Box</b>	10 People	✓	✓	10	✓	1	✗	✗	✗	£14,000 per season £700 per game

All prices shown are exclusive of VAT.



# '76' EVENTS At Stevenage Football Club



**76 Events** offers bespoke conference, celebratory, matchday and remembrance packages, at its modern venues located at The Lamex Stadium - the home of Stevenage Football Club.

Located just 25 miles from London and connected by a 20-minute rail journey from the capital, our iconic venue offers a first-class environment to entertain and host any occasion.

Combine unique inspirational environments, with multiple dining options to create the perfect event for your friends, family and colleagues.





# '76' EVENTS At Stevenage Football Club



## 76 CELEBRATIONS

Mark a birthday, anniversary, retirement, wedding or school prom with any of our bespoke celebration packages at either of our venues.

Bring your friends and family together to party in style and create memories, by combining great dining and entertainment options.

## 76 REMEMBRANCES

Pay your respects and mark the lives of those closest to you by choosing one of our remembrance packages.

Our staff will work with you to accommodate individual requests and help deliver a personal event.

## 76 CONFERENCING

Make The Lamex Stadium the venue for your next business event, whether it be corporate team building, business presentations or training.

Located two minutes from the A1M and a twenty-minute walk from Stevenage Railway Station, our facilities set within a professional sporting environment offer a unique and inspirational venue.

## 76 MATCHDAY

Our matchday hospitality packages are a great way to entertain clients, employees, friends and family.

Our packages provide the opportunity to put you at the heart of the Club and are the perfect platform to entertain, network and watch the action in style.

Take a look at our [76 Events Brochure](#) for more information.



# SFC Academy



**Stevenage Football Club is committed to developing players to support and enhance its first team squad, through its four tier Player Development Pathway which is open to over 500 players aged 7 to 19 years old.**

Since 2010 the Club has operated an EFL EPPP Category 3 Academy providing high quality performance and educational programmes which has produced over 25 players for the first team squad.

Graduates have included Ben Wilmot and George Boyd who have featured in the Championship, Premier League and Serie A.

The Academy have also developed the likes of Leke Drake and Elyh Harrison before their moves to Manchester City and Manchester United respectively.

## Academy Sponsor

Put your brand alongside one of the best Academies in the Football League and help support us in creating a future generation of players for the first team squad.

This key partner opportunity provides an extensive selection of branding inventory, as well as the chance to see players progress and develop through the Player Development Pathway.

Price **£20,000 per season**

All prices shown are exclusive of VAT.



# SFC Academy



## Age Group Sponsor

Our Age Group Sponsor Package allows you to support a specific age group within our Academy and see your brand on the front of the team's shirt.

Price **£2,500 per season**

## Player Sponsor

Choose to support one of our Academy Players and see your name or company logo featured alongside your chosen player in our Match Day Programme and on the Player's online website profile.

Price **£150 per season**



All prices shown are exclusive of VAT.





# SFC Foundation



Stevenage FC Foundation is the Club's Official Registered Charity which delivers a variety of sporting and educational based activities in order to help improve the standard of living across Stevenage, North Hertfordshire, East Hertfordshire and Welwyn & Hatfield.

## The Vision

To provide opportunities for our community to **realise their potential.**

As one of Hertfordshire's key sport, community and education themed charities your business can be a part of our ambition to help our local community to realise their potential.

With over 5,000 hours a year of face to face community exposure the staff are ever present in Stevenage and surrounding towns/villages, working directly with over 1,600 participants a week aged 2 years to 85 years old!

Whether you have a corporate social responsibility agenda to meet, employees to nurture and develop or you just want to give back and engage with the community you operate in, we have the right programme for you to support.

## The Mission

To offer sustainable programmes that **create active and healthier lifestyles**, improve opportunities to **reach individual and collective potential**, and **positively impact all areas of our community.**



For information about **how you can get involved** in supporting our Foundation, please contact the Foundation directly.



The Lamex Stadium  
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[www.stevenagefc.com](http://www.stevenagefc.com)

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