




FC United of Manchester

Commercial Brochure

2020/21



Remember the buzz on the way to the ground. Remember European nights. Remember when you felt a connection between the fans and the players. Remember singing through half-time. Remember singing all the more when we were losing. Remember singing. Remember when you were part of what was going on instead of observing it. Remember when you felt bonded to everyone around you even though you were a strange mix. Remember believing that anything was possible.

Imagine all of that and knowing you own a share in it and that throughout the week your club makes a difference in the heart of communities that need a helping hand.

Consider yourself FC.



FC United of Manchester is a football club with one voice and one principal goal – to give football back to the supporters and the community. Founded in 2005, FC is a not-for-profit organisation, owned and run by its fans.

In our short history we have become one of the most talked about clubs in non-league football, generating national and international headlines. Average matchday attendance for 2019/20 was 1,700 and club membership currently stands at over 2,500. Our website receives more than 6 million hits a year. We have over one million followers on social media whilst our teams are covered by our own dedicated online television and radio stations.

We play at Broadhurst Park, which we opened in 2015 and is the first stadium in the country to be built by a supporter-owned club. It has a stunning multi-purpose function room overlooking the main pitch, plus further floodlit 3G pitches, grass pitches and community facilities. It is home to our men's first team and academy teams from under 17s to under 19s, as well as our all-conquering women's team. We have over 100,000 visits to the stadium each year.

There are a wide range of sponsorship and advertising opportunities to meet commercial and community objectives. Our packages are structured to suit a variety of needs and budgets and can include our acclaimed matchday dining offerings. We offer the opportunity for businesses, organisations and individuals to support a truly unique football club where fans and the community come first.

We're looking to work with and support local businesses who share our values.



Media Coverage



Andy Burnham @AndyBurnhamGM

Think they need to play this vid at the next No10 press conference. Well done @FCUnitedMcr - top public service broadcasting!

FC United of Manchester @FC... · 12 Mar

To prevent the spread of Corona virus the most valuable thing we can all do is to wash our hands for 20 seconds or more with hot water and soap.

INDEPENDENT

Recently, the *On the Loan* team attended F.C United of Manchester, a club designed, as Chair of the Board Adrian Seddon said, "to keep to a principle that we should be accessible to all." With the £7 entry and £3 for a pie and mushy peas, the club is certainly sticking to this core doctrine, and in fact after purchasing a £2 programme, the total cost of the day out was less than most nights out in Manchester.

ESPN Brasil (de 🇧🇷) @ESPNBrasil

Cerveja, organização e futebol raiz: como é a 7ª divisão da Inglaterra? @_paulo_andrade_, @maurocezar e a equipe da ESPN conheceram o F.C United of Manchester, acompanhando o jogo contra o Basford United, no estádio Broadhurst Park.

Thank you for having us!

Le Parisien

bienvenue dans l'autre Manchester United

En 2005, en réponse au rachat de Manchester United par un propriétaire américain, des centaines de supporters ont créé un club dissident : le FC United of Manchester.

North Wales CHRONICLE

News Sport Lifestyle Today

Sport

21st June 2019

Clwb Pêl-Droed Bangor 1876 Football Club set for landmark first fixture against FC United of Manchester

By Dean Jones

SHEKICKS WOMEN'S FOOTBALL MAGAZINE

FC United's Cara Fields is 'itching to get back on the pitch' with a treble up for grabs

The Independent @Independent

The club setting an example the rest of football should follow

The club setting an example the rest of football should follow independent.co.uk

10:45 · 26 Mar 20 · Echobox Social

57 Retweets 86 Likes

Daniel Taylor @DTathletic

Sure you remember the FA's stance re poppies on England shirts, and how it refused to pay the fine from FIFA, requesting "common sense" etc

The same FA now threatening to fine @FCUnitedMcr for commemorating 200th anniversary of Peterloo Massacre.

Story in here #poppycock

DER SPIEGEL

Fotostrecke

FC United of Manchester: Die Welt der Rebellen

@FCUnitedMcr showing us all how it's done with the regular hand washing to stop the spread of Coronavirus #CapitalReports

The Coronavirus outbreak could devastate non-league football in England

Andy Mitten · 19 days ago

Follow 173K followers

Andy Mitten speaks with staff at FC United of Manchester and Trafford FC, two non-league clubs facing an uncertain future

THE NON-LEAGUE PAPER

Home / Latest News / Neil Reynolds agrees new two year deal with FC United of Manchester

Neil Reynolds agrees new two year deal with FC United of Manchester

JOE

FC United's disdain for the Glazer family hasn't lessened over time

Former Bamber Bridge boss Neil Reynolds ready for return to Irongate as FC United of Manchester manager

Neil Reynolds will not be surprised if he has to run the gauntlet at times this weekend when he stands in the dugout at the Sir Tom Finney Stadium.

BBC SPORT

Bangor City fans follow AFC Wimbledon and FC United of Manchester example

JOSEPH HOLT PARTNER WITH FC UNITED AS EXCLUSIVE BREWERY SUPPLIER UNTIL 2022

Joseph Holt has beaten competitors to continue its reign at FC United as the club's exclusive brewery supplier.

NEIL REYNOLDS Manager, FC United of Manchester

FC United expect to lose out on £100,000 as a result of the loss of home games during the coronavirus outbreak

Seddon estimates this will cost the club around £100,000. FC United had six home games remaining and sit second in the Northern Premier League after a fine run of form.

That meant they were expecting gates in excess of 2,000 for those fixtures, with 1,000 of those pay on the gate supporters. That

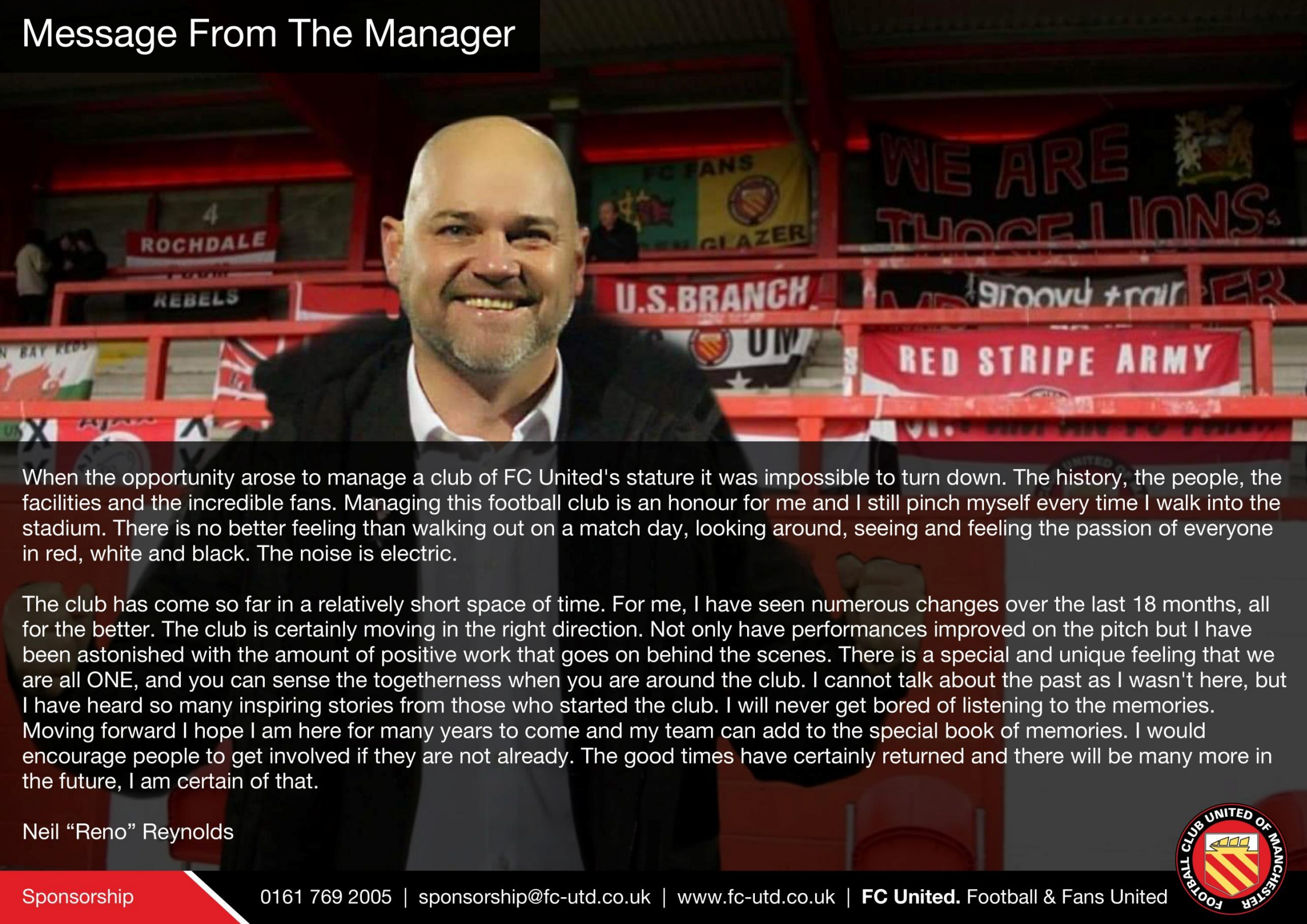
That's TV Manchester @ThatsManchester

After the termination of non league football from step 3 downwards, we hear the thoughts of @FCUnitedMcr Chair Adrian Seddon.

3,403 views

FC United of Manchester

Message From The Manager

A photograph of Neil 'Reno' Reynolds, the manager of FC United, smiling in a stadium. He is wearing a dark suit and a light-colored shirt. In the background, there are red stadium seats and various banners, including one that says 'WE ARE THOSE LIONS' and another that says 'RED STRIPE ARMY'.

When the opportunity arose to manage a club of FC United's stature it was impossible to turn down. The history, the people, the facilities and the incredible fans. Managing this football club is an honour for me and I still pinch myself every time I walk into the stadium. There is no better feeling than walking out on a match day, looking around, seeing and feeling the passion of everyone in red, white and black. The noise is electric.

The club has come so far in a relatively short space of time. For me, I have seen numerous changes over the last 18 months, all for the better. The club is certainly moving in the right direction. Not only have performances improved on the pitch but I have been astonished with the amount of positive work that goes on behind the scenes. There is a special and unique feeling that we are all ONE, and you can sense the togetherness when you are around the club. I cannot talk about the past as I wasn't here, but I have heard so many inspiring stories from those who started the club. I will never get bored of listening to the memories. Moving forward I hope I am here for many years to come and my team can add to the special book of memories. I would encourage people to get involved if they are not already. The good times have certainly returned and there will be many more in the future, I am certain of that.

Neil "Reno" Reynolds

Pitch Perimeter Advertising

Pitch Perimeter Advertising

Perimeter advertising is a proven and cost-effective way of promoting your organisation to the thousands who attend Broadhurst Park and watch on FCUMTV and the Northern Premier League website.

We have double sided A-frame boards size 2400 x 700mm and pitch facing single boards size 3050 x 762mm with generous discounts for multiple purchases.

Pricing

- £695 for 1 board
- £1095 for 2 boards
- £1300 for 3 boards
- £1600 for 4 boards

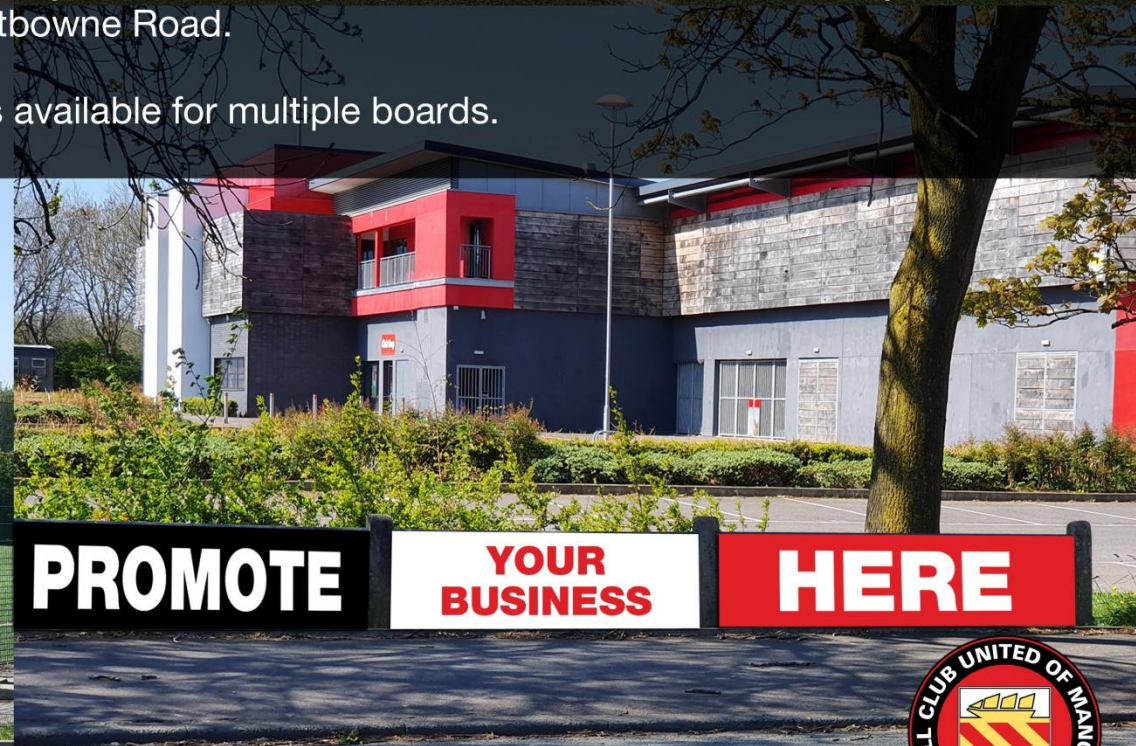
Prices include artwork and costs of production
Prices exclude VAT

Exterior Advertising



For the 2020/21 season we are delighted to announce that external advertising around Broadhurst Park is available to promote your business to the thousands of regular visitors to the stadium as well as passing commuters. An average of 1,700 supporters attend each home first team match day, our 3G pitches are used by around 1,500 people a week and a recent survey showed that around 16,000 vehicles pass the stadium each day on Lightbowne Road.

Prices for external hoardings start at £500 + VAT with discounts available for multiple boards.



Match Sponsorship Packages

Sponsoring an FC United match offers an excellent opportunity to promote your business, entertain your guests and immerse yourself in the FC match day experience.



Match Day Sponsor



Match Day Sponsor

- 6 match tickets
- 3 course pre-match dining
- Complimentary drinks
- 2 car park spaces
- Your logo on the front cover of the match programme
- Half page advert in match programme
- Mention on match advertising (web/email/press/social media/PA announcement)

Match Day Sponsor And Pricing

- Commemorative pitch side photo
- Choose and present man of the match
- Signed official FC match ball
- Complimentary programmes and team sheets

£500 per game
Extra places at £69 each
Prices exclude VAT

Match Ball Sponsor



Match Ball Sponsor

- 2 match tickets
- 3 course pre-match dining
- Complimentary drinks
- 1 car park space
- Your logo on the back cover of the match programme
- Acknowledgment in match programme including logo
- Mention on match advertising (web/email/press/social media)

Match Ball Sponsor And Pricing

- Commemorative pitch side photo
- Signed official FC match ball
- Mention on FC Radio
- Complimentary programmes and team sheets

£150 per game
Extra places at £69

Prices exclude VAT

Match Programme Sponsor



Match Programme Sponsor

- 2 match tickets
- 3 course pre-match dining
- Complimentary drinks
- 1 car park space
- Your logo on the back cover of the match programme
- Acknowledgment in match programme including logo
- Mention on match advertising (web/email/press/social media)

Match Programme Sponsor And Pricing

- Commemorative pitch side photo
- Signed official FC match ball
- Mention on FC Radio
- Complimentary programmes and team sheets

£150 per game
Extra places at £69

Prices exclude VAT

Match Day Dining

Pre-Match Dining

We are continuing to offer our hugely popular pre-match dining and are also introducing a half-time dining package.

Pre-Match Dining:

- A welcome drink
- 2 course meal
- Matchday programme and teamsheet
- Stadium admission
- Guest appearance from player or member of the management team
- Car park space (1 for every 4 guests)
- Half-time tea and coffee

Half-Time Dining

A really enjoyable and more informal way for friends or workmates to get together around a game.

Half-Time Dining:

- Hot steak barm and chips
- 3 drinks to be enjoyed anywhere in the ground
- Matchday programme and teamsheet
- Stadium admission
- Car park space (1 for every 4 guests)

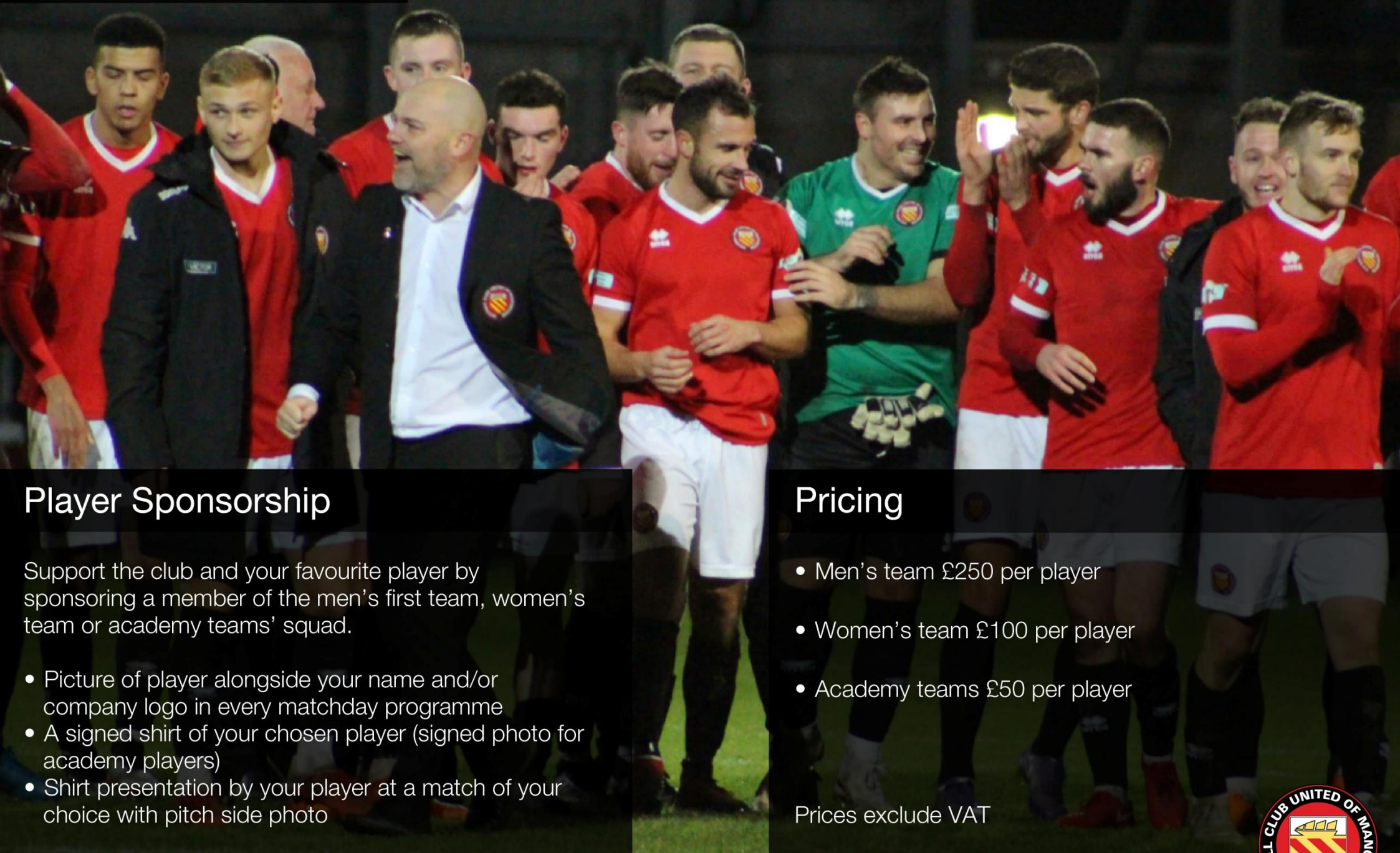
Both packages are priced at:

Adult £39

Adult Season Ticket Holder £29

Prices include VAT

Player Sponsorship



Player Sponsorship

Support the club and your favourite player by sponsoring a member of the men's first team, women's team or academy teams' squad.

- Picture of player alongside your name and/or company logo in every matchday programme
- A signed shirt of your chosen player (signed photo for academy players)
- Shirt presentation by your player at a match of your choice with pitch side photo

Pricing

- Men's team £250 per player
- Women's team £100 per player
- Academy teams £50 per player

Prices exclude VAT

Match Programme Advertisements



Match Programme Advertisements

Our superb match day programme is a highly cost-effective way of reaching a wide and varied audience.

All advertisements are full colour.

Pricing

- Season Long Full Page £995
- Season Long Half Page £595
- Season Long Quarter Page £295
- Per Match Half Page £125

Prices exclude VAT

127 Club Membership

127 Club Membership

The 127 Club is our main hospitality package for businesses, organisations and individuals to support FC United whilst providing the opportunity to enjoy those little extras that come with this sponsorship.

The superb, value for money package includes:

- 2 adult season tickets
- Reserved seats*
- Reserved car park space*
- Access to the hospitality suite in the function room or directors' lounge on the ground floor**
- Complimentary beverages
- Half-time buffet in the hospitality suite

127 Club Membership And Pricing

- Matchday programme plus emailed PDF of programme
- One pre-match meal for 2 in the hospitality suite*
- 20% off all other sponsorship and advertising packages
- Listing on FC website with link to your website
- One-off advert on the FC website with link to your website

* Pre-booking required

** Dependent on availability

£600 per season

Prices exclude VAT



Online Banner Advertising



Our official club website engages with over 6 million visitors a year, so a website banner advertisement is an excellent way to engage with this audience. Have your logo on the Club Sponsors section of the website with a link to your own website.

£195 per season

Other online advertising packages are available on request

Prices exclude VAT

Sponsorship

0161 769 2005 | sponsorship@fc-utd.co.uk | www.fc-utd.co.uk | **FC United.** Football & Fans United



FC in the Community

Supporting our local community is central to the club's vision and we have worked hard since the completion of the stadium in 2015 to develop a programme which meets the needs of the most vulnerable in North Manchester, and which uses football as the hook to engage people. Led by our Community Liaison Officer, our work is in three areas: improving health and well-being; reducing social isolation and exclusion; and improving employability.

Health and well-being: 1,500 people per week use our 3G facility from junior football to walking football. We deliver community coaching in local primary schools and provide coaching and competitive football for a pan-disability team and a mental well-being team. We were immensely proud that during the Covid-19 crisis Broadhurst Park became part of the Council's efforts to distribute food and other essentials to vulnerable groups.

Reducing social isolation: our weekly Sporting Memories programme bringing people together to discuss sport; Community Allotment at Broadhurst Park; Big Coat Day providing 8 tonnes of warm clothing for those in need; and Christmas Comforts, where we open the club on Christmas Day to provide a warm and relaxing day for homeless people.

Employability: providing volunteer and placement opportunities for young people; and a 'Business through Football' programme which provides basic skills in running a business using a football club to illustrate key points.

For an example of our community work during the Covid-19 crisis see the ITV Granada news report [HERE](#).

For businesses who want to support these initiatives we offer opportunities to sponsor individual activities or teams or to become a Community Sponsor providing funding towards the whole programme. If you're interested in this, please get in touch with Paul Smith at paul.smith@fc-utd.net

FC In The Community



Helson Solutions Group (HSG)
@HSG_4_Value

Every winter, @FCUnitedMcr helps make a difference for those less fortunate.

A club rooted in its community, but reaching out to all those in need across Manchester.

Just one of the reasons were proud to be involved with the club through our sponsorship

ABOUT

Holland's Pies supports F.C. United of Manchester to create food parcels



We ❤️ MCR Charity
@mcr_charity

Replying to @FCUnitedMcr @buzzmanc and 6 others

Our pleasure to support you with this, and a class use of your facilities to repurpose them for this effort 🍌

02 Support Manchester's champions of giving

FC United of Manchester might not be the biggest football club in town but they are the biggest of heart – as demonstrated by the way they open up their stadium, Broadhurst Park, every Christmas Day to welcome, feed, entertain and give gifts to homeless and vulnerable people. You can help by donating items from sleeping bags to warm clothes, kids' toys or toiletries. The club's giving campaign culminates on January 11 with Big Coat Day. fc-utd.co.uk



Sheridan Lifts
@SheridanLifts

A few pictures from Big Coat Day which we were proud to contribute to. Fantastic work from all the volunteers of @FCUnitedMcr who were the real stars of the day



Recycle for Greater Manchester
@recycle4gm

Talking recycling at #makemostonmarvellous come along for a chat #FCUnitedMcr



Martin Cooper
@coopsmartin

Visiting @FCUnitedMcr with @HCTGroupGB champions. This is how football should be done. Living wage, community focused, pathways to better lives, pay what you can season tickets, working hard #fcunited #socent



North Manchester Business Network
@NMCNBN

Great morning putting bags of food together for local elderly residents. Thanks to members of the network Vinny Thompson, @FCUnitedMcr Des Tilley @mastermovesltd & Chris Hulse @dwpypressoffice @DWP thanks to Fine Lady Bakeries for their donation. #giveback #support



The Telegraph

Coronavirus News Politics Sport Bu

See all Sport

🏠 Sport · Football

Recollections of Manchester derbies helping sports fans struggling with dementia or personal loss



Sharp Futures
@SharpFutures

We're set up @FCUnitedMcr for the #PowerUpNorth event!



Open Culture Project
@ocp_mcr

We are at the fantastic #PowerUpNorth event at @FCUMcommunity with @AJarawka1 @buzzmanc @waiyin_wc



Forever Manchester
@4EVERManchester

We were delighted to support @FCUnitedMcr who opened their ground on Xmas Day to provide some Christmas cheer and comforts for families and individuals from the local community who might not be as fortunate as others.



MCC Moston
@MCCMoston

Getting set up for the Have Your Say Event here at FC UTD come down and meet the Chief Executive and Leader of @ManCityCouncil 6pm - 8pm #makemostonmarvellous #ourmanchester



OMVCS
@OMVCS

Great to be here at @FCUnitedMcr for #PowerUpNorth and looking forward to hearing about business in North Manchester and how we can connect #OurManchester



HMG Paints Ltd
@HMGpaints

A great community club we're proud to work with



fc-utd.co.uk/story.php?stor...



We ❤️ MCR Charity
@MCR_Charity

Inspiring to see FC united show what it means to be a community focussed football club in the modern era 🍌

This is a brilliant use of club facilities and we're glad we could support them support North Manchester with our Response Fund (Details here: bit.ly/2JMkhXc)



MCC Work and Skills
@MCCWorkSkills

Fantastic #PowerUpNorth event at FC Utd in Moston this afternoon - @GMMH_NHS and the North Manchester Business Network; connecting communities and employers in North Manchester!



Consider yourself FC

FC United of Manchester

Broadhurst Park, 310 Lightbowne Road, Manchester, M40 0FJ

Email: sponsorship@fc-utd.co.uk

Website: www.fc-utd.co.uk

Telephone: 0161 769 2005

Facebook: www.facebook.com/FCUnitedMcr

Twitter: www.twitter.com/FCUnitedMcr