



SPONSORSHIP
+
MATCH
ADVERTISING
PACKAGES

IN JUST 11 YEARS...



FC United of Manchester has become one of the most talked about non-league clubs in football, generating regional, national and worldwide interest. Our website receives more than 12 million hits each year, we have 65,000 followers on Twitter and nearly 1 million 'likes' on Facebook.

FC is democratically owned and run by in excess of 5,000 members, a club with one voice and one principle goal – to give football back to the supporters and the community.

With a wide range of sponsorship, promotional and advertising opportunities structured to suit a variety of needs and budgets - we offer a unique opportunity for business, organisations and individuals to support our aspirations.

These include expanding our community initiatives and outreach programmes, and assisting our ambitious plans to develop our very own brand new community stadium Broadhurst Park in Moston, North Manchester.

Broadhurst Park is the UK's newest football ground and the first new ground to be built and funded by a supporter-owned football club. It is a 4,400 capacity ground with a stunning function room overlooking the pitch available for the local community, businesses and other organisations to hire.

sponsorship@fc-utd.co.uk

F.C. UNITED OF MANCHESTER



MAIN CLUB SPONSORSHIP



Six season tickets with passes for the car park and lounge area



Free hire of the stadium function room for one event



Sponsorship of FC United's annual People United Day with your logo on all publicity materials



Early season editorial piece in a match programme explaining the link up with your organisation



Website banner with link to your own site (our website gets 12,000,000+ hits per year)



Logo on the weekly e-newsletter sent out to 7,000 supporters



Short film explaining the link up with your organisation



Full page advert in every programme



Logo on letterheads and club stationery



Signed framed shirt



Pitch side advertising around the ground – 4 prominent pitchside hoardings PLUS oversize press box hoarding

Price: on agreement

MATCH SPONSORSHIP

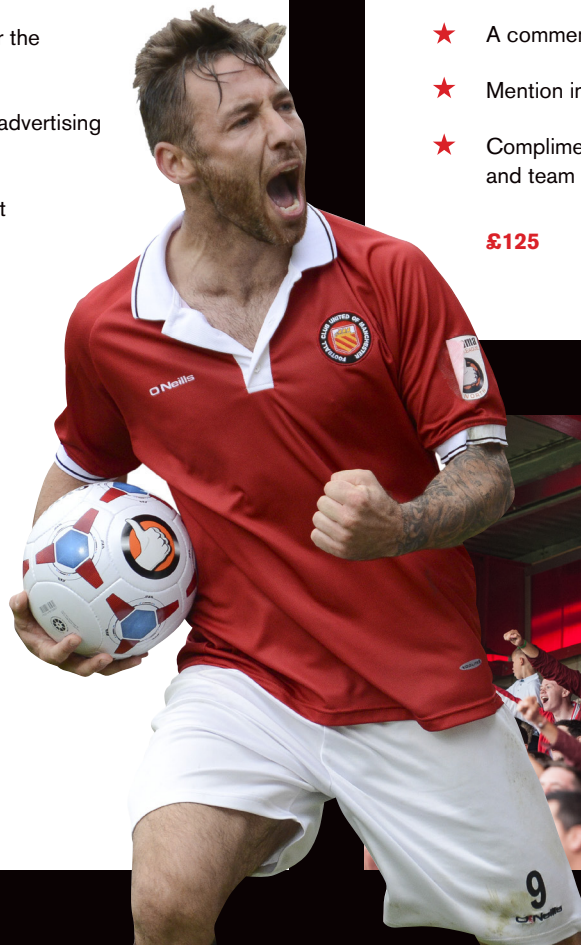
- ★ VIP match tickets and access to the clubhouse and sponsorship area for 6 people where you can meet with players and officials
- ★ Pre-match meal with drinks in the boardroom and half-time drinks
- ★ Stadium car park pass(pre-bookable space)
- ★ Your logo on the front cover the match day programme
- ★ Mention on relevant match advertising (web/e-mail/press/digital)
- ★ Half-page A5 advertisement in programme – print ready artwork required
- ★ Present and receive a signed match ball
- ★ A commemorative photo
- ★ Your chance to nominate and present our man of the match
- ★ Complimentary match day programmes and team sheets
- ★ Mention on FCUM Radio

£380

MATCH BALL SPONSORSHIP

- ★ Match tickets for 2 people
- ★ Pre-match meal in the clubhouse where you can meet with players and officials
- ★ Stadium car park pass (pre-bookable)
- ★ Present and receive a signed match ball
- ★ A commemorative photo
- ★ Mention in match programme (maximum 20 words)
- ★ Complimentary match day programmes and team sheets

£125



MATCH PROGRAMME SPONSORSHIP

- ★ Match tickets for 2 people
- ★ Pre-match meal in the clubhouse where you can meet with players and officials
- ★ Stadium car park pass (pre-bookable)
- ★ Present and receive a signed match ball
- ★ A commemorative photo
- ★ Mention in match programme (maximum 20 words)
- ★ Complimentary match day programmes and team sheets

£125



PLAYER SPONSORSHIP

- ★ Name/and or company logo in each programme and on our website
- ★ Two tickets to our annual awards presentation
- ★ A signed shirt of your choice
- ★ A commemorative photo
- ★ One marketing opportunity (agreed with the club)

£195



127 CLUB

127 CLUB MEMBERSHIP FOR BUSINESS

Join FC's growing business community – This package represents exceptional value for money and includes the following:

- ★ 2 Adult season tickets
- ★ Stadium car park pass for match days (pre-booking essential)
- ★ A Match Day Hosting Package – Entertain up to 4 guests with a pre-match meal and drinks in the boardroom for a game of your choice (pre-booking required and subject to availability)
- ★ 20% discount on programme adverts and hoardings
- ★ FCUM commemorative gift
- ★ Supporter listing as a 127 Club member and a feature in a programme
- ★ Listing on club website with a link to your own website
- ★ Random rotating front-page advert on the website (artwork required)
- ★ Emailed electronic version of the match programme

Only two Match Day Hosting Packages are available per game and will be issued on a first come first served basis.

£775 (excl VAT) or £625 without match day hosting package

127 CLUB MEMBERSHIP FOR FANS

- ★ 2 Adult Season tickets
- ★ Stadium car park pass for match days
- ★ Match programme
- ★ One pre-match meal for two in the clubhouse per season
- ★ Signed and framed shirt
- ★ Emailed electronic version of the match programme

£600 (incl VAT)





ADVERTISING

MAINSTAND HOARDINGS

Prominent, oversized hoardings below the Main Stand gallery.

David French on 07906 736191 for prices

PROGRAMME

Full page (A5), full colour, inside page

PER SEASON PER MATCH

£2,500 £500

Half page (A5), full colour, inside page

£1,500 £250

Artwork/design available –
please contact us to discuss

PITCHSIDE HOARDINGS

STAND

POSITION

TYPE

SIZE

South/Main Stand

Opposite tv cameras

A-frame double sided

2400mm x 550mm

East/St Mary's Road End

Behind goal (home fans)

A-frame double sided

2400mm x 550mm

North Stand

Facing Main Stand

Standard single sided

3050mm x 762mm

West Stand

Behind goal (away fans)

Standard single sided

3050mm x 762mm

£450 each or £800 for 2. Please call for multiples of 3 or more

NB: Please note that all prices are subject to VAT unless otherwise indicated



OTHER WAYS TO SUPPORT FC UNITED

If you have your own thoughts or would like to discuss something more specific or different to the above, please do contact us – we'd be delighted to hear your suggestions on any of these areas:

- ★ Community
- ★ Events
- ★ Youth, Development and Women's Teams
- ★ Medical
- ★ Marketing

CONTACT US

For further information, please contact:

David French
07906 736191
sponsorship@fc-utd.co.uk

