



**FC UNITED OF MANCHESTER**

**Advertising & Sponsorship Opportunities 2022/23**



# Introducing FC UNITED OF MANCHESTER

**Welcome to FC United of Manchester:  
a supporter-owned, not-for-profit community  
football club with an exciting five-year vision  
for growth.**

As a partner of FC United, you can expect to be part of something special.

You'll be partnering with a club that has one of the highest profiles in the English non-league game. Your message will reach more than 2,000 passionate, invested supporters at our home games and almost one million engaged followers worldwide via our social media networks.

But on top of this, you'll be part of a club that invests in and supports the communities of North Manchester and beyond. A club that is working to improve community welfare and wellbeing; education and employability; and inclusion in sport through football development.

You'll be part of a club housed in a modern facility used throughout the week, all year round, by a broad range of individuals and organisations.

A club that has networks across the region, from Manchester City Council and the North Manchester Business Network to the Chamber of Commerce and Downtown in Business.

Join us as we embark on our ambitious growth plans. Support us in our community work and give something back. Or immerse yourself in our famous match-day buzz!

**Be part of it. Consider yourself FC.**



Click to watch the BBC's short  
intro film about FC United



# WHY PARTNER WITH FC UNITED OF MANCHESTER?

**We offer so much more than a football pitch used once a fortnight during the football season.**

Broadhurst Park in Moston, North Manchester, is a facility used throughout the week, all year round.

From community groups to life events, 3G pitch hire and networking events – you can reach a broad range of audiences at Broadhurst Park by partnering with us.

**2,000+  
passionate  
match-day  
supporters**

**Local sports  
teams hiring  
our 3G pitches**

**Varied community  
groups using  
our ground as  
a local base**

**Families  
celebrating life  
events in our  
function room**

**900,000+  
social media  
connections**

**FC United  
Business  
Club events**





## A HIGH PROFILE CLUB: OUR REACH

# SOCIALS

TWITTER  
**86,400**  
FOLLOWERS

LINKEDIN  
**2,273**  
FOLLOWERS

INSTAGRAM  
**14,800**  
FOLLOWERS

FACEBOOK  
**830,500**  
LIKES

**824,600**  
FOLLOWS

TIKTOK  
**1,260**  
FOLLOWERS

YOUTUBE  
**3,900**  
SUBSCRIBERS





## A HIGH PROFILE CLUB: OUR REACH

# FOOTFALL & SALES



**39,500+**  
TOTAL  
ATTENDANCE  
2021/2022

**5,000**  
MATCHDAY  
PROGRAMME  
annual sales

**3,000+**  
CO-OWNERS

**250,000**  
TOTAL MATCH  
ATTENDANCE  
since Broadhurst Park  
opened in 2015

**6**  
**MILLION**  
WEBSITE HITS  
per year

**LARGE  
FOOTFALL**  
of visitors to  
events, functions  
& 3G pitch hire at  
Broadhurst Park



## BECOME A COMMUNITY PARTNER



**Is your business or organisation looking to give something back to society?  
Then why not become a Community Partner to FC United?**

When we established the club in 2005, our co-owners agreed our principle goal should be to give football back to supporters and the community. FC is a football club born out of a belief that the game was being taken further and further away from the fans and that this needed to change. The importance of FC's involvement with the local community is enshrined in our club rules:

***‘The business of the club is to be conducted for the benefit of the community served by the club and not for the profit of its members.’***

Since 2005, FC United has run a thriving community programme that aims to help the communities of Moston and North Manchester, and we take great pride in the positive impact we are having.

The award-winning programme focuses on community welfare and wellbeing; education and employability; and inclusion in sport through football development.

We are planning to develop our community programme still further, and we are keen to work with businesses who want to partner with us on this.

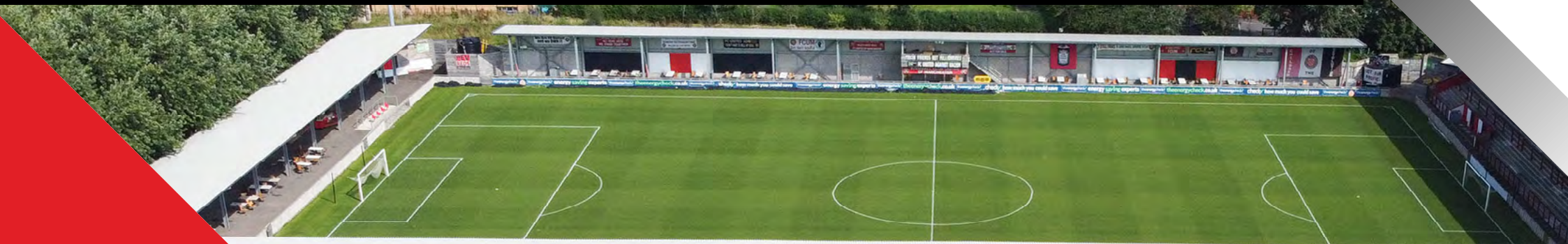
Maybe you'd like to sponsor some of our work, or perhaps you're looking for a worthy cause for your Corporate Social Responsibility programme?

We'd be delighted to explore with you how a partnership could be developed – please get in touch to get the ball rolling!





## OUR PACKAGES: SOMETHING TO SUIT A WIDE RANGE OF BUDGETS





### MAIN CLUB PARTNER PACKAGE

**Becoming a Main Club Partner allows you to build a unique bond and sense of connection between your organisation, the club, our supporters, North Manchester and the wider region.**

This high level of association gives you the opportunity to increase your brand's awareness and create brand loyalty, while giving something back to a supporter-owned football club that aims to do things differently and takes pride in the positive impact it has within the North Manchester community.

We can tailor a Main Club Partner Package to suit your needs. Please call us to discuss and explore the right package for your business or organisation. Partner opportunities include:

- Men's first team
- Women's team
- Academy
- Community
- Travel
- Stands

**Packages from £5,000. Price excludes VAT.**







## FC UNITED BUSINESS CLUB

### Our NEW offering for 2022/23!

This exciting new package gives you the opportunity to tap into a regional business network united by its support for a community football club. It includes:

- Access to four networking events per season
- Invite to FC United's pre-season sponsor night
- Two tickets to an FC United mid-week night match (match-day networking event)
- Discounted rates on events & function room hire
- Your logo on our sponsors' board at Broadhurst Park
- Your logo on the FC United Business Club Page and the FC United website
- Membership promoted on our LinkedIn profile
- Inclusion in our FC United co-owners' monthly newsletter (sent to 3000+ co-owners)
- Access to our Business Club Database

**£500 for the season. Price excludes VAT.**





### 127 CLUB MEMBERSHIP

The 127 Club is our main hospitality package for businesses, organisations and individuals who want to support FC United across all home games in the coming season, while enjoying those little extras that come with the sponsorship.

#### 127 Club: **INDIVIDUAL**

This exciting package offers excellent value for money for an individual supporter. It includes:

- One season ticket
- One car park space
- Match programme and team sheet
- One-course match day meal
- Pre-match and half-time refreshments
- Access to the sponsors' lounge (with cash bar)
- Pre-match interview event with manager/players
- Discount on other sponsorship and advertising opportunities

**£420 for the season.** Price excludes VAT.







## 127 CLUB MEMBERSHIP

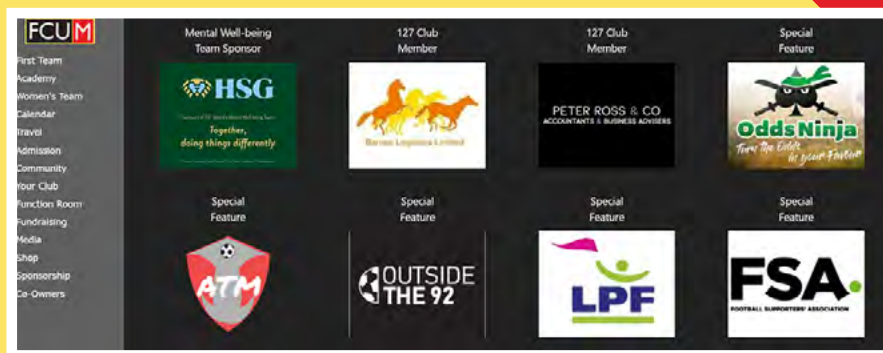
### 127 Club: BUSINESS/ORGANISATION

This package is for two people and allows colleagues to enjoy our hospitality and match-day experience together, again offering real value for money. It includes:

- Two season tickets
- One car park space
- Two match programmes and team sheets
- A one-course match day meal for two
- Pre-match and half-time refreshments
- Access to the sponsors' lounge (with cash bar)
- Pre-match interview event with manager/players
- Discount on other sponsorship and advertising opportunities
- Listing on FC United website with link to your website
- Company logo added to sponsors' board at Broadhurst Park

**£850 for the season.** Price excludes VAT.





## DIGITAL PARTNER PACKAGE

Our Digital Partner Package is perfect for consumer-facing organisations who can really activate brand messaging through our social networks and database. It's a great opportunity to reach a wide variety of audiences through our digital channels.

Our official club website engages with more than 6 million visitors a year and our social media platforms have a combined reach of more than 935,000 people.

Our Digital Partners' company logo and branding will be highly visible to all visitors to our website and social media channels.

This package includes:

- Four season tickets
- Logo on sponsors' board at Broadhurst Park
- Logo on match interview board, which features across our social media platforms
- FC United Business Club membership
- Online streaming match coverage sponsor
- Your logo and banner link on FC United website
- Your logo on ticketing and online club shop
- Four social media posts per season
- One TV camera-facing advertising board
- Co-owner newsletter sponsorship
- A 10 per cent discount on further sponsorship opportunities
- FCUM TV channel sponsorship

**£5,000 for the season.** Price excludes VAT.



# AROUND THE GROUND ADVERTISING



## Pitch Perimeter Advertisements

Put your message directly in front of our supporters with pitchside advertisement boards. Perimeter advertising is a proven and cost-effective way of promoting your organisation to the thousands who attend Broadhurst Park. On top of that, your perimeter adverts will be seen by many more viewers of our match highlights on the Northern Premier League website and our own channel, FCUM TV.

We have pitch-facing and stand-facing boards, measuring 3050 x 762mm, with generous discounts available for multiple purchases.

**£695 for one board**, including artwork and production. Please contact us to discuss discounts if you would like more than one board. Price excludes VAT.

## Exterior Advertising

Choose our boards around the Broadhurst Park facility to promote your organisation to a broad audience. An average of 1,700 supporters visit the ground for each home first team match, our 3G pitch is used by 1,500 people a week and a recent survey found about 16,000 vehicles pass the facility on Lightbourne Road every day.

**From £500**, including artwork and production. Please contact us to discuss discounts if you would like more than one board. Prices exclude VAT.



## PLAYER SPONSORSHIP



**Support the club and your favourite player by sponsoring a member of the men's first team, women's team or academy squad. This package is extremely popular so don't miss out!**

What's included:

- A shirt signed your chosen player (please note this will be a signed photo for academy players)
- Shirt presentation by your player at a match of your choice with pitchside commemorative photo
- Your name and/or logo alongside your player's picture in match programme and website

**£300 per men's team player**

**£150 per women's team player**

**£50 per academy squad player**

Prices exclude VAT.



## Matchday sponsor



Choose your favourite fixture at Broadhurst Park to sponsor! Ideal for a group of colleagues or friends to enjoy the match together. This package includes:

- Six match tickets
- Six match programmes and team sheets
- Two car park spaces
- A two-course meal for six people
- Two drinks per person for six people
- Pre-match interview event with manager/players
- One half-page advert in the programme
- Commemorative pitchside photograph
- Pick the Man of the Match and present the award, with stadium announcement
- Pre-match and half-time refreshments
- Mention of your company/organisation in our website/social media match coverage

**£750 per game.** Price excludes VAT.

## MATCHDAY SPONSORSHIPS

Choose from a range of match day sponsorship packages, which offer an excellent opportunity to promote your business, entertain guests and immerse yourself in the buzz of our match day experience.





## Match Ball Sponsor



**This value for money package really hits the back of the net! It includes:**

- Four match tickets
- Four match programmes and team sheets
- One car park space
- A two-course meal for four people
- One free drink per person for four people
- Pre-match interview event with manager/players
- Pre-match and half-time refreshments
- Signed FC United match ball
- Your logo on the back page of the programme
- Stadium announcement announcing your sponsorship
- Commemorative pitchside photograph
- Mention of your company/organisation in our website/ social media match coverage

**£500 per game.** Price excludes VAT.



## Match Programme Sponsor



### A great-value package for two people which includes:

- Two match tickets
- Two programmes and team sheets
- One car park space
- A two-course meal for two people
- One free drink per person for two people
- Pre-match interview event with manager/players
- Your logo on the back page of the match programme
- Commemorative pitchside photograph
- Pre-match and half-time refreshments
- One half-page advert in the match programme



### Match Day Programme Advertisements

Our superb match day programme, titled FCUM Review, is a highly cost-effective way of reaching a wide and varied audience. All advertisements are printed in full colour.

Pricing:

**Whole season, full-page: £995**

**Whole season, half-page: £595**

**Whole season, quarter-page: £295**

**Per match, half-page: £125**

Prices exclude VAT.

**£250 per game. Price excludes VAT.**



## Match Day Dining



Enjoy a freshly cooked, two-course meal in our dedicated dining room before a men's first team match. Return to the dining room at half-time and relax with a warming brew. Our Match Day Dining offering includes:

- A two-course meal
- One match programme and team sheet
- Pre-match interview event with manager/players
- Pre-match and half-time refreshments
- One car park space (if you are attending with friends, the deal includes one space per four guests)
- Access to sponsors' lounge bar

**£35 per game per person for season ticket holders.**

**£45 per game for non season ticket holders (price includes match ticket).**

Prices include VAT.



## Women's Match Sponsor



**Get involved in the growing women's game! Our women's team plays on a Sunday at Broadhurst Park. This package includes:**

- Four match tickets
- Four team sheets
- One car park space
- Pre-match interview event with manager/players
- Commemorative pitchside photograph
- Pre-match and half-time refreshments
- Mention of your company/organisation in our website/social media match coverage
- FC United welcome gift

**£250 per game.** Price excludes VAT.





# FC United of Manchester

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