fleettownfc.co.uk



Commercial & Sponsorship Opportunities

Welcome to Fleet Town FC

Officially formed in 1890 we are the oldest sports club in the town and proud of the connection we have with our local community and beyond.

Welcome to Fleet Town Football Club, proud to be an FA 3-Star Accredited club, the highest semi-professional accreditation available at our level. With over 50 teams, we provide senior and grassroots football opportunities to more than 600 men, women, boys, and girls. We're also dedicated to inclusion, offering Pan Disability Football for children aged 5–15.

Our teams compete in prestigious leagues and tournaments, including the Emirates FA Cup, Isuzu FA Vase, Adobe Women's FA Cup, Youth FA Cup, and Hampshire Cup. Through our website and active social media presence we connect with over 100,000 unique users, bringing our community together and sharing the excitement of the game, no matter where they are on matchdays!

One club, many teams

- Men's Semi-Professional First Team
- Women's Adult First Team
- Pan Disability football provision
- More than 500 girls and boys registered across 40 youth teams
- A youth development programme for those aged 16-18 giving a pathway to senior adult football

Partnering with Fleet Town FC

Our physical and online sponsorship opportunities offer your company valuable visibility and positive brand association. With the right sponsorship package, your company name and logo can be showcased on a variety of high-profile assets, putting your brand in the spotlight.

Where will your company's brand be seen?

- The club's home ground, where more than 10,000 fans in attendance across the season
- The club website and social media platforms
- Printed club marketing materials
- Team playing, coaching & training kits

What are the benefits of sponsoring Fleet Town FC?

1. Generate wider awareness of your brand
2. A great CSR initiative to throw your support behind
3. A very practical and visible way of supporting communities local to your business and beyond
4. Drive interest and traffic to your website
5. Add personality to your brand
6. Illustrates your pride and interest in the success of the local community
7. Low-cost alternative to other marketing and advertising initiatives

Ground sponsorship opportunities

The pitch at our home ground, Calthorpe Park, is used for over 50 league games per season by our Men and Women's First Teams and our U18's Development Team, attracting over 10,000 fans per season.



Ground Naming Rights Exclusive rights to name our stadium, enhancing brand visibility and recognition.	**POA**
Main Stand Company branding covering the fascia inside of the stand (3 available)	**POA**
Clubhouse Sponsor Name our busy club house and bar! Branding inside and out	**£5,000.00 Per Season**
Dug Outs Your brand above the most important seats in the house	**£1,000.00 Per Season**
Pitchside Burger & Snack bar Have our popular snack bar named after your company	**£1,500.00 Per Season**
Pitchside Bar Our new (and busy) outside bar named after your company	**£1,500.00 Per Season**
Turnstile Brand the area that EVERY fan has to pass through on matchday	**£500.00 Per Season**

Matchday sponsorship options

Our home matches at Calthorpe Park, currently named The Easy As HGV Stadium, are attended by over 10,000 spectators every season.



Corporate Matchday Sponsor

£300.00 Per game

- Free entry for 8 guests
- Choose the player of the match and present award
- Reserved clubhouse table & stand seats
- Pre Match, Halftime & Full time drinks (3pp including alcohol)
- Food voucher for each guest
- Social media shout out
- Tannoy “thank you” announcement
- Matchday Programme Feature

Corporate Match Ball Sponsor

£100.00 Per game

- Free entry for 4 guests
- Pre Match drinks (1pp including alcohol)
- Social media shout out
- Tannoy “thank you” announcement
- Matchday Programme Feature

Fans Matchday Hospitality

£200.00 Per game

- Free entry for 6 guests
- Reserved clubhouse table
- Pre Match, Halftime & Full time drinks (3pp including alcohol)
- Food voucher for each guest

Matchday Programme Advertising

£250.00-£450.00 Per season

- Half or full-page advert in every printed programme

Kit sponsorship opportunities

All sponsors of kits will also have a logo on our websites. Our teams play in many locations for away games, further showing your brand in other locations. All options can be tailored to your individual needs.

Men's First Team

Front of shirt: Home & Away	POA Per Season
Back of shirt: Home & Away	POA Per Season
Sleeve: Home & Away	£750.00 Per Season
Back of Shorts: Home & Away	£300.00 Per Season
Player warm up shirts	£500.00 Per Season
Arrival Kit: Logo on all Player travel tops	£500.00 Per Season

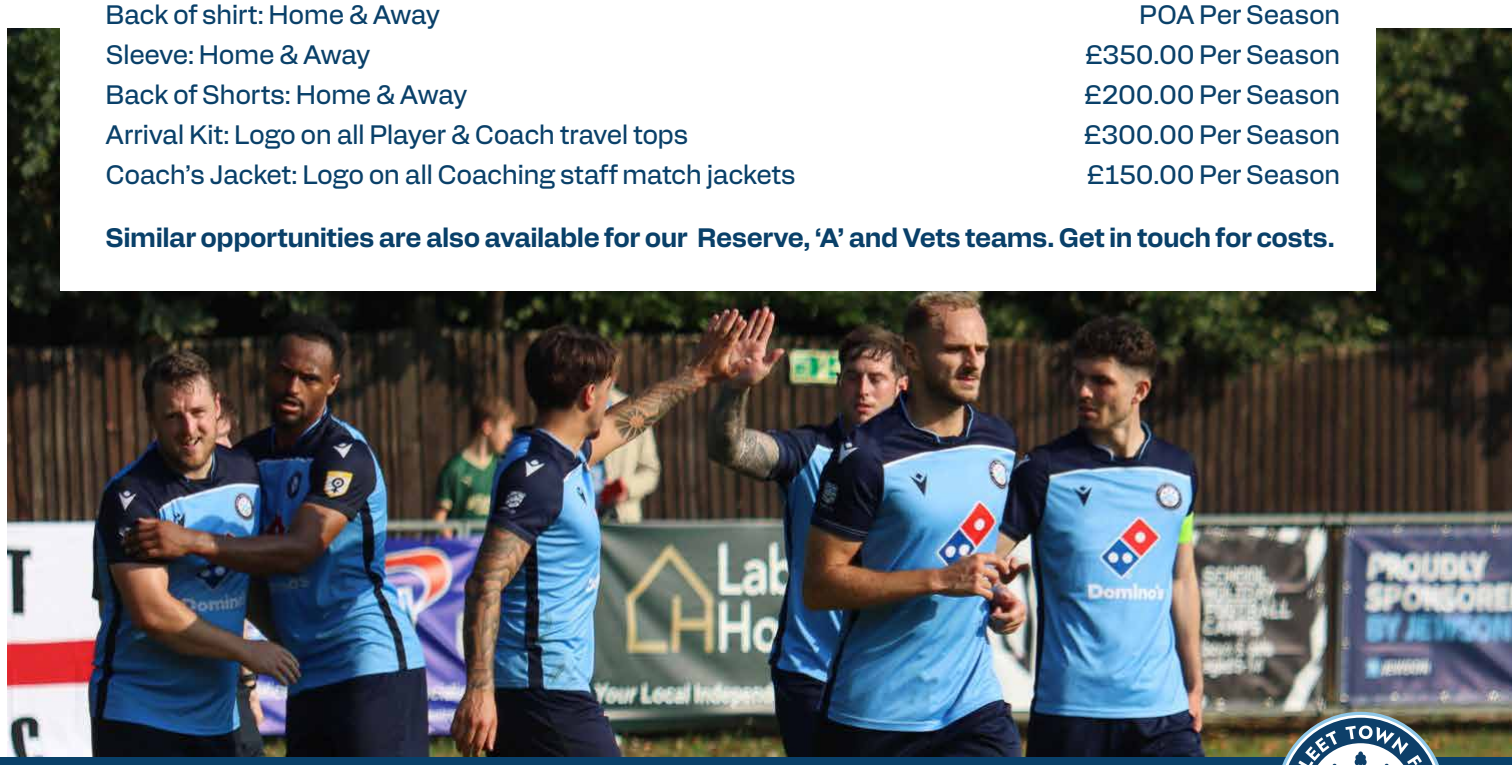
Women's First Team

Front of shirt: Home & Away	POA Per Season
Back of shirt: Home & Away	POA Per Season
Sleeve: Home & Away	£750.00 Per Season
Back of Shorts: Home & Away	£300.00 Per Season
Arrival Kit: Logo on all Player & Coach travel tops	£500.00 Per Season
Coach's Jacket: Logo on all Coaching staff match jackets	£300.00 Per Season

U18's Development Team

Front of shirt: Home & Away	POA Per Season
Back of shirt: Home & Away	POA Per Season
Sleeve: Home & Away	£350.00 Per Season
Back of Shorts: Home & Away	£200.00 Per Season
Arrival Kit: Logo on all Player & Coach travel tops	£300.00 Per Season
Coach's Jacket: Logo on all Coaching staff match jackets	£150.00 Per Season

Similar opportunities are also available for our Reserve, 'A' and Vets teams. Get in touch for costs.



Pitchside sponsorship

Go Large!
Larger sized banners can be added to any package for a small extra cost per season

Get your business seen by home and away fans at every match as well as featuring in photography and video shared across our social media platforms.

Our pitchside sponsorship packs offer incredible value when compared with other traditional advertising outlets with the added bonus of supporting your local community football club.

Gold Package

£750.00 Per season (3 season deal)

- ✓ 1.9 x 0.8m Pitch Side Banner at Fleet Town FC (artwork TBS by sponsor)
- ✓ 1/2 page Advert in every printed programme (19 per season, artwork TBS by sponsor)
- ✓ Logo on sponsors thank you page in every printed programme
- ✓ Feature in website 'Sponsor Spotlight' Company Bio & Link
- ✓ Present player of the match once a season after game in clubhouse
- ✓ 8 social media posts per season
- ✓ 2 Adult Standard Season Tickets
- ✓ Window sticker to display at premises

Silver Package

£500.00 Per season (3 season deal)

- ✓ 1.9 x 0.8m Pitch Side Banner at Fleet Town FC (artwork TBS by sponsor)
- ✓ 1/4 page Advert in every printed programme (19 per season, artwork TBS by sponsor)
- ✓ Logo on sponsors thank you page in every printed programme
- ✓ Logo on Website with link to company website
- ✓ Present player of the match once a season after game in clubhouse
- ✓ 4 social media posts per season
- ✓ Window sticker to display at premises

Bronze Package

£250.00 Per season (3 season deal)

- ✓ 1.9 x 0.8m Pitch Side Banner at Fleet Town FC (artwork TBS by sponsor)
- ✓ 1 social media posts per season
- ✓ Window sticker to display at premises

Other commercial opportunities

Digital Sponsorship

£200.00 Per Season

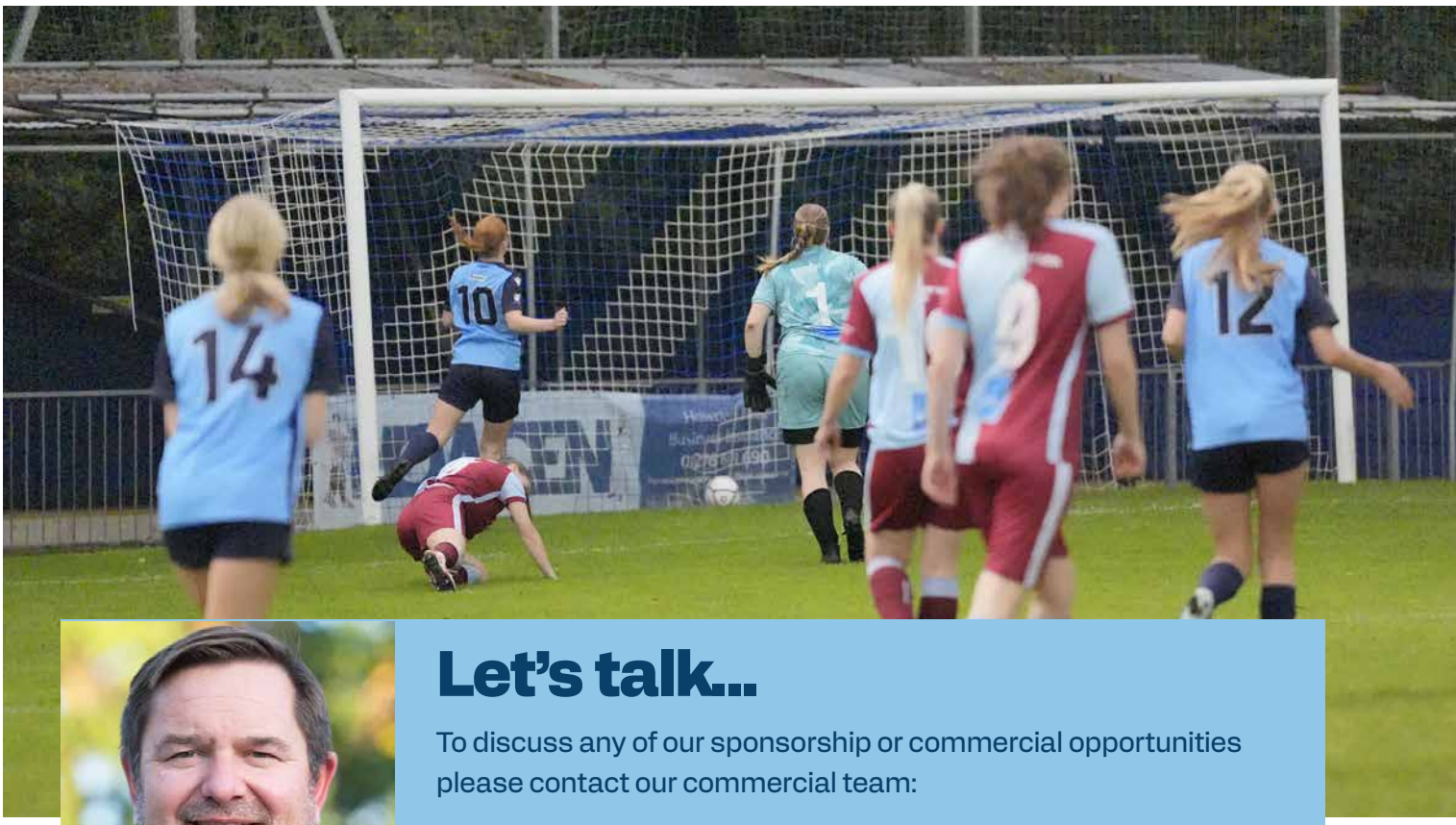
- Logo & link on our website (30K average monthly page views)
- x2 social media posts per season (10k+ followers over all platforms)

Hire our licensed clubhouse for your event

- Christmas Parties
- Birthdays
- Corporate BBQ's
- Works Events
- Band Nights

There's more...

- Individual Senior Player Sponsorships - Feature on website and Matchday Programme
- Digital Newsletter sponsor - Associate your company with our regular email newsletter
- Pan Disability football - Become the title sponsor of our ground breaking community initiative





Let's talk...

To discuss any of our sponsorship or commercial opportunities please contact our commercial team:

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Darren McGrath
Vice Chairman & Commercial Director

#COYB!

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