



WARRINGTON TOWN FC

2023/24 SPONSORSHIP & COMMERCIAL BROCHURE





Isaac Buckley-Ricketts celebrates scoring the winning goal in the NPL play-off final at Cantilever Park

Thank you for your interest in Warrington Town Football Club.

We are on a journey which has now taken us to the highest level of football ever seen in the town - National League North.

It's that new level of football that will bring many new people to the town, some of those arriving on Friday evenings to spend the weekend with their families, watching their team and therefore having a positive impact on the business community in Warrington.

The increased interest in the football club will enable us to strengthen our links in the community, our business relationships and our player pathways.

Moving up a level increases standards, and we will require significant development at our Cantilever Park stadium over the coming years to keep up with demand.



Chairman Toby Macormac with Mayor of Warrington, Cllr Jean Flaherty, and Warrington Town FC captain Josh Amis

We have an exciting season ahead, facing bigger clubs like Scunthorpe United and Hereford and forging new local rivalries with the likes of Chester and Southport, which will all help our attendances increase as they have been significantly in recent years.

Just as with our fans and volunteers, we cannot keep pushing forward without the support of our commercial partners, however big or small. Everything presented in this brochure provides an opportunity for you to connect with the football club, its fans, community and partners, as well as providing the club with the resources it needs to keep improving on and off the pitch.

We are on our way - and we'd love for you to join us!

Toby Macormac
Chairman





ADVERTISING BOARDS

Promote your company with one of our stadium advertising packages and show off your support the club, with pitchside and roadside facing options.

Pitch side board 16' x 2' £750 +VAT

Pitch side board 8' x 2' £500 +VAT

Road facing board £750 +VAT

Pitch side between dugouts £1,500 +VAT

Rear of dugouts POA



We had six four-figure attendances in 2022/23, as well as a club record league average of almost 800





KIT SPONSORSHIP

Add your logo to the Yellows home and away shirt, including all replica shirts sold to fans, and gain maximum exposure through our media channels.

Packages include PR announcement, social media shoutouts and acknowledgement as an official club partner.

Main (Front of Shirt) Sponsor	POA
Rear shirt (above name/number)	£4,000 + VAT
Sleeve sponsorship	£3,000 + VAT
Shorts	£2,500 + VAT
Player warm-up tops	£1,000 + VAT
Teamwear	£1,000 + VAT





PLAYER SPONSORSHIP

Our popular Player Sponsorship takes a bigger step forward in National League North.

The package includes:

- Your chosen player's match shirt at the end of the season
- Name in all home match day programmes
- Name read out over tannoy on team announcement each game (where possible)*
- Name included on social media goal graphic for chosen player
- Invite to season launch event

For the first time, we are offering home and away sponsorships for each player.

Home - £200 + VAT

Away - £150 + VAT

To enquire, contact james@warringtontownfc.co.uk

DIGITAL & MEDIA SPONSORSHIP



Yellows TV Sponsor - £2,500 + VAT

- Support our video channel, including all match highlights, manager interviews and more features
- Your logo/pre-roll ad on all videos
- Your business tagged in all video highlight social media posts

Yellows Live Match Sponsor - £1,000 + VAT

- Sponsor our live audio coverage of all Yellows home and away games
- Regular brand mentions in live commentary
- Your business tagged/mentioned in all social media posts promoting commentaries

Social Media Sponsor - £2,500 + VAT

- Your business logo on our regular social media graphics
- Branding and mention in our social media channel headers and bios
- Opportunity for bespoke posts promoting your business

Ticket Sponsor - £2,500 + VAT

- Get your business direct to every fan
- Your brand on the reverse of all WTCF Season Ticket cards
- Your brand advert on all e-tickets issued throughout the season
- In 2022/23, more than 10,000 e-tickets were issued

E-mail newsletter - £1,500 + VAT

- Banner advert in all email newsletters sent out to fans (weekly)

We may have the opportunity to break any of the above in to smaller, more specific packages.

For more information, contact james@warringtontownfc.co.uk





SPONSORSHIP & HOSPITALITY

Match Sponsorship - £350 + VAT

Enjoy the match in style with hospitality in the boardroom.

- 8x Hospitality tickets
- Buffet included
- Complimentary programmes
- Present Man of Match award
- Tannoy announcements
- Logo in matchday programme
- Shout outs on social media

Ball Sponsorship - £150 + VAT

Our second matchday hospitality option for smaller parties.

- 4x Hospitality tickets
- Buffet included
- Complimentary programmes
- Pre-match photo with matchball
- Tannoy announcements
- Logo in matchday programme
- Shout outs on social media

The 1949 Club - £1,949 + VAT

Our season long hospitality package, named after our year of foundation, is enhanced for the new season.

- 2x hospitality tickets for ALL home league matches
- 16' x 2' pitch side advertising board for your business
- Invite to all sponsor and business events
- Logo and company profile on website in 1949 section

STADIUM SPONSORSHIP

Become the naming rights partner for Cantilever Park or take title sponsorship of one of our stands.

Available we have the all-seater main stand, 'The Shed End' behind the goal and our other covered standing terrace.

With further ground developments planned, we will have other opportunities arising too.

The finer details of each package can be discussed, but will include:

- Rename stadium or stand in your business name
- Prominent branding and signage on the stadium/stand
- Extensive media coverage, including PR announcement and regular advertising across our social media channels
- Logo on club website
- A video package to showcase your support of WTCF

For more information, contact james@warringtontownfc.co.uk

Josh Amis scores a goal in front of the Novelis Stand in a league match in the 2022/23 season (top left). The Stairs Property Main Stand, plus the John Chorley Steel Service Centre stand packed full for a sell-out crowd.



COMMUNITY PARTNERSHIPS

Help support our local community and use the power of football to make a difference in people's lives.

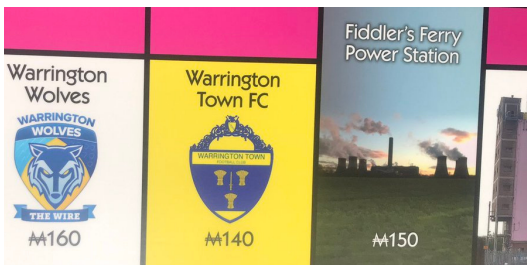
Some examples of what we have done in the past season:

- Community 3G pitch
- Mascots for all home games
- School visits with players
- Bucket collections for charities
- Supporting local dogs home
- School holiday football camps
- Walking football
- PCSO surgeries
- 20+ junior WTCF teams

There are numerous ideas and initiatives to explore, including distribution of tickets to schools, use of the ground for various community projects and much more.

To discuss how your business could help increase our community activity, please contact lisa@warringtontownfc.co.uk

Some of our community activity in the 2022/23 season, including our appearance on the Monopoly Warrington Edition, as voted for by the people of Warrington!



academy lifts

New Lift Installation - Stair Lifts
Disability Equipment
www.academylift.co.uk
Tel: 01925 242227



To enquire about any opportunities, email:

james@warringtontownfc.co.uk

