

Chester FC

Commercial Opportunities



OUR CITY,
OUR COMMUNITY,
OUR CLUB



"Chester FC is a focal point for the local area. **Put your business at its heart**"

The city rises

The 2018/2019 season is a great time to become a commercial partner of Chester Football Club.

There is a buzz about the club - not just with regard to the first team, who have just secured the services of Anthony Johnson and Bernard Morley, who masterminded Salford City FC's meteoric rise through the leagues, as featured on BBC's *Class of '92: Out of their League*.

Our much vaunted Academy continues to develop youngsters across its age groups, providing a seamless link to our first team and beyond - with recent Academy graduates now plying their trade for the likes of Leicester City and Notts County.

Our Community Trust continues to reach out into the community, touching the lives of thousands of local people from all walks of life.

All these positives mean the club is certain to be in the spotlight throughout the upcoming season making it a great place to promote your business, entertain guests, reward your staff and contribute to this cornerstone of the local community.

"There is a **buzz about the club** - not just with regard to the first team"



A perfect partnership



Match day box & suite options

Game, Programme and Match Ball Sponsor

These packages guarantee you great exposure for your business, including match day branding, promotion in the programme and over the PA system.

The match day experience is the ideal occasion to entertain clients, work colleagues or simply enjoy time with friends and family.

Match sponsor - **£850 + VAT** (10 people)

Ball / Programme sponsor - **£325 + VAT** (4 people)

Additional places can be added if available.

"The hospitality at Chester FC was better than many Premier League grounds"

Your Match Day Experience

- Hospitality in VIP Legends Lounge
- Behind the scenes tour
- 3 course fine dining experience supplied by Dougherty & Allen
- Complimentary match day programme and teamsheet
- VIP seating near the half-way line to watch the match
- Half time tea / coffee
- Match sponsors will have the honour of choosing the man-of-the-match and be photographed making the presentation for inclusion in the local press
- Each sponsor will receive a signed momento



Perimeter advertising

Get your brand noticed at the ground, across regional and national media as well as on Chester FC's website and social media streams



Standard - 8ft x 2.5ft = **£500 + VAT**



Premium - 16ft x 2.5ft = **£750 + VAT**

We have two sizes available. Both packages are per annum and will require an additional one off installation fee of **£100 + VAT** for the Standard package and **£200 + VAT** for the Premium package. We offer a free graphic design service should you require artwork generating.



Corner Flag Sponsorship (the gaps between the stands in the corners, filled with a moveable sponsors board) - **£2,500 +VAT** (size TBC)

Website advertising

"www.chesterfc.com, our official website, receives over 95,000 hits per month."

www.chesterfc.com, our official website, receives over 95,000 hits per month. There are a number of advertising packages available which will be viewed by every visitor on the site. Direct links will flow traffic directly to your website.

Starts from **£250 + VAT** per season



Player sponsorship

This is a great way to publicise your brand whilst supporting your favourite player.

Home and Away Shirts - £180 inc VAT

- Your brand will be featured on our website and in the matchday programme. You will also receive a shirt from your chosen player at the end of the season.

Warm Up Kit - £75 inc VAT - You will receive hospitality at a game of your choice (subject to availability) during the 2018/19 season. Your brand will be shared on our website and in the matchday programme.

Laces - £20 inc VAT - Available to U12s - this is a great way for children to get a signed picture from their favourite player.



"A great way to **support your favourite player** and receive his kit at the end of the season"

Goalkeeper Gloves Sponsorship - £50.

Your brand will be featured in the matchday programme and you will receive a signed picture of your player.

Manager Sponsorship

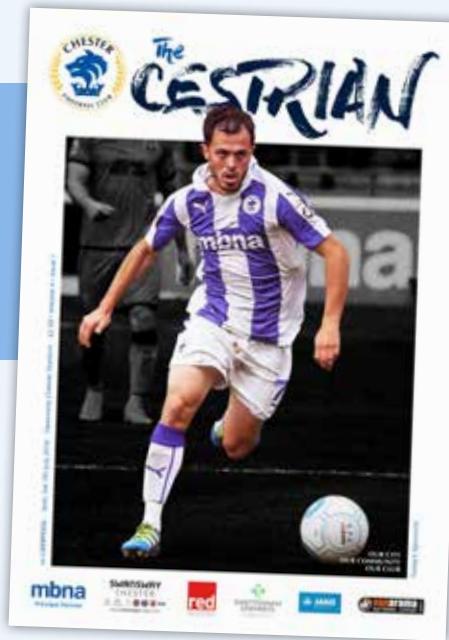
- £130. You will receive a signed replica shirt and an invite for you and a guest to watch a training session.

Bespoke Sponsorship

Packages are available on enquiry. Please contact commercial@chesterfc.com for further details.

Programme advertising

The Cestrian, the club's glossy Match Day magazine, offers a platform to regularly connect with those who attend Chester FC's home fixtures - local supporters, visiting teams, club sponsors and corporate guests.



Full page advertisement - **£1000 + VAT**

Quarter page advertisement - **£400 + VAT**

Eighth page advertisement - **£250 + VAT**

We offer a free graphic design service



"We have a **range** of commercial opportunities to **suit all budgets**"



Venue hire

Whatever the focus of your event, why not bring your business to us at The Swansway Chester Stadium?

If it's a meeting for 10 or a conference for up to 250, we have the space to accommodate with a number of unique break-out rooms.

The Legends Lounge can provide seating for 100 people with the Blues Bar able to accommodate 170 people, making them ideal for a range of events.

We can arrange quality catering as well as flip charts, screens and internet access for additional business requirements.

Ample parking and an accessible location add to the attractiveness of the venue - so contact us today and come and have a look around.



For Business...

- Meetings
- Conferences
- Exhibitions
- Training days
- Team building days
- Corporate hospitality

...or Pleasure

- Birthdays & Christmas parties
- Weddings
- Wakes
- Exhibitions
- Fundraising events
- Social gatherings
- Award evenings

If you are interested in discussing any commercial opportunities with Chester FC:



Please call
01244 371 376



or email
Commercial@Chesterfc.com

