

MERSTHAM FOOTBALL CLUB

# SPONSORSHIP & BRANDING

2022-2023



## About Us

At Merstham Football Club sponsorship is vital to allow us to run our football club and help us achieve both on and off the pitch. Merstham FC is a semi-professional football club playing in the Isthmian League. Our vision is to be a hub for the local community, and local business, as well as a successful and well-regarded football club at all levels. We are a 'Not For Profit' business, but to achieve our vision we need to continue to invest in the ground, the club, and our junior and senior footballers. We have more than 20 junior and ladies teams, as well as running the hugely successful 'Wildcats' football for girls aged from 5-11 in partnership with the Football Association. This requires us to generate income, namely through local and national sponsorship and advertising; creating new partnerships will join us on our journey that can benefit us jointly.

## Successes on and off the field

In recent seasons, Merstham FC has won the Surrey Senior Cup, and in season 2018/19, we reached the First Round of the FA Cup and had 2,000 people at the Moatside for our match against Oxford United, with BT Sport televising the game live to an audience of over 2 million. We have a thriving youth programme with 20 teams, with some 350 boys and girls registered and, of course, hundreds of local parents that know Merstham FC and visit our ground every week.

Advertising and sponsorship at Merstham Football Club can capture the footballing commercial market both local and nationally with a vast amount of advertising and sponsorship opportunities which are detailed within this brochure. Through social media Merstham FC is now reaching out to over 10,000 Twitter followers and as well as across our other official social media avenues. Semi-professional football is both affordable and a great experience for spectators who quickly enjoy watching high quality non-league football.





## OFFICIAL CLUB PARTNERSHIPS

We have some fantastic partnership opportunities at Merstham Football Club and the worldflow Stadium. These can be bespoke packages to suit your company's requirements, including shirts, tracksuits, stadium, and youth sponsorship. We can offer these sponsorships over one or two-year deals which gives your company long term exposure at a competitive price.



Please contact us for further information to discuss how your company can benefit from these high-profile sponsorships and how it can be bespoke to your requirements.

We would welcome the chance to discuss these opportunities in more detail. If you or anyone else at from your company would like to attend any of our forthcoming fixtures as our guest to enjoy the match day experience, we would be delighted to host you in our boardroom.



## PLAYER SPONSORSHIP

You could sponsor your favourite 'Merstham' player or coaching staff for as little as £50 + vat for the whole season.

Package includes:

- Picture of your sponsored player and company logo in every home match day programme and on Official Website.
- Social Media shout outs and endorsements on our official website, Twitter, Instagram and Facebook Pages, reaching out to our 10,000 followers across social media.

## PITCHSIDE AND GROUND ADVERTISING BOARDS

Pitch side advertising is a great way to get your company name seen by our supporters and your customers.

Ground and Perimeter Board advertising starts from £250 includes:

- Site can be chosen by you subject to availability.
- Social Media shout outs and endorsements on our official website, Twitter, Instagram and Facebook Pages, reaching out to 10,000 followers across our social media.

**Your company name could be here too!**



We also have some great sites for advertising with prices starting at £100 for a 2m x 1m board.



## MERSTHAM FC TV SPONSORSHIP

Every Merstham home game will have a combination of pre- and post-match interviews, plus edited highlights of the match, including all the goals, professionally recorded. These will be sent out on our Twitter feed and on YouTube after every home game, and selected away games, to our 10,000+ followers. We will also be posting the package on our website for our supporters to view at their leisure. A sponsor logo and short intro/slogan if required will appear before and after each highlight package. We are seeking either a sole sponsor, or up to 4 joint sponsors for the season:

**Merstham TV Sole Sponsor** - £2,500

**Merstham TV Joint Sponsors** - £650 each to a maximum of 4 sponsors

## PROGRAMME ADVERTISING

Programme advertising starts from just £35.

Programme adverts are valid for one season for all friendlies, league and Cup matches:

**Whole Page** - £440.00

**Half Page** - £295.00

**Quarter Page** - £150.00

**Logo page** - £35.00

We also have the opportunity for team sheet, ticket and season ticket sponsorship, website banners with prices starting from £100.00 for the whole season.

## MATCHDAY EXPERIENCES

Packages can be tailored to your requirements to include tickets for games and match day sponsorship. Match day Sponsorship and experiences start from £50 includes:

**Match sponsorship** - £95

Benefits include: 2 match tickets and entry to the boardroom; match day announcements and match sponsor board; inclusion in match day programme and presentation of the Man of the Match Award after the game.

**Match ball sponsor** - £75

Benefits include: 2 match tickets and entry to the boardroom; inclusion in match day programme.

**Mascot Package** - £50.00 per mascot

Benefits include: Mention in match day programme; walk out with the teams; photo with captains/players and a ticket for the match for guardian/parent

## 2022/23 SEASON TICKETS

Support your Local Community Football Club for only £99 Adults & £59 Concessions.

Merstham Football Club will always put our supporters and community first, and strongly believe that football should always be affordable FOR ALL.

Download your 2022/23 Season Ticket form online  
[www.mersthamfc.com/seasontickets](http://www.mersthamfc.com/seasontickets)

## CONTACT US

For further information or to discuss different opportunities, please contact:

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Or via

**FACEBOOK**

/MersthamFootballClub

**TWITTER**

@MersthamFC1892

**INSTAGRAM**

@mersthamfootballclub

**Official Website**

[www.mersthamfc.com](http://www.mersthamfc.com)

