



MERSTHAM FOOTBALL CLUB

EST. 1892



BRANDING & SPONSORSHIP 24/25

www.mersthamfc.com



SUCCESSES ON & 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 12,000 followers and counting across all our 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 which shows with our gates increasing each season.

SPONSORSHIP PACKAGES

All prices are subject to VAT.

Stadium Naming Rights

Other than perhaps the main shirt sponsor, it doesn't get more prestigious than this.

We are offering a hugely exciting opportunity for a sponsor to have a community club ground named after them. This truly has to be one of the most prominent positions we have to offer.

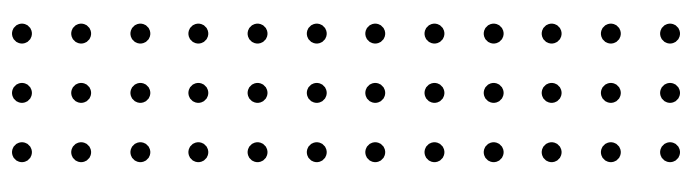
In addition to naming the stadium, you will also receive the following benefits:

- 4 Complimentary season tickets to every home league game, with boardroom hospitality.
- Complimentary match programmes.
- A whole page advert in match day programmes with as many changes as you wish.
- A prominent advert with links to your website and company logo on our website.

Price:

SOLD

Please discuss for duration and further details.



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.



Shirt Sponsorship

When it comes to sponsorship, one of the most prestigious opportunities is that of the main shirt sponsor.

There is no escaping your branding if it's all over our players! On social media, YouTube channels, throughout our imagery, it's pretty much everywhere.

In addition to your logo being on our shirts, you will also receive the following benefits:

- 2 Complimentary season tickets to every home league game, with boardroom hospitality.
- Complimentary match programmes.
- A whole page advert in our match day programmes with as many changes as you wish.
- A prominent advert with links to your website and company logo on our website.

Price:

To Be Discussed

Please discuss for duration and further details.



Merstham TV Sponsorship

Another great place for visibility of your branding is our Merstham TV platform.

Your logo will feature on all our match highlight and pre/post match interview videos that will be uploaded to our YouTube channel, and posted up all over our social media platforms.

If that isn't enough, your name will also cover our TV gantry for all our spectators to see at each match. You will also receive a whole page advert in our match day programmes.



Price:

Merstham TV £3000

Please discuss for duration and further details.



Tracksuit Sponsorship

We are offering the opportunity for a Sponsor to appear on all Tracksuits that are worn by all our First Team players, to and from all matches, in our very popular clubhouse after all home matches, and the clubhouses of our opponents.

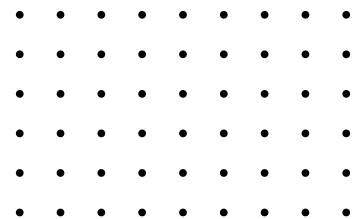
As sponsor, your logo will appear on the back of each tracksuit top and the back of our rain jackets. Plus a chance to chose which colour the tracksuits will be to match your companies brand - a subtle yet highly effective form of advertising.

Literally, walking 'bill-boards'

Price:

SOLD

Sponsorship duration: 2 years.
Please discuss for further details.



Stand Sponsorship

Fancy having your company name & branding across one or more of our stands?

Premium advertising space, with signage included along with the following additional benefits:

- 2 Complimentary season tickets to every home league game.
- Complimentary match programmes.
- A whole page advert in our match day programmes with as many changes as you wish.



Price:

Main Stand £3500

Albury 'Community' Stand £3000

Church End **SOLD**

Please discuss for duration and further details.



Mascot Sponsorship

Why not sponsor our very own much-loved club mascots?

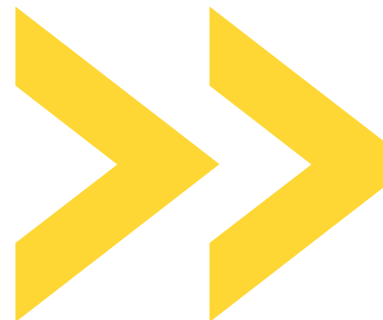
Bumblebee Bob & Bobbette love to buzz around. From the famous Epsom Downs Mascot Race on August Bank Holiday Monday, to other events including many Community events around the local area. Plus of course, they love to show up at our matches, and they certainly love their photos being taken!

This is a huge opportunity for a sponsor to get involved in a fun branding opportunity, with lots of exposure at our matches and events.

Price:

Bumblebee Bob & Bumblebee Bobbette £750

Please discuss for duration and further details.





Advertising Boards

With a large ground, we have plenty of space for advertising. This could be around our pitch, in our Fanzone (which includes our Tea Bar and outside Bar), or on our match day programme hut. Your company logo and details will have premium space with maximum visibility on hard-wearing, long lasting signs.

Prices:

8ft by 2ft Pitchside Board

Site can be chosen by you subject to availability.

- **First Year** £350
- **Second Year +** £250

2ft by 1ft Fanzone/Programme Hut

The perfect place to be seen by our home and visiting supporters!

- **First Year** £100
- **Second Year +** £75

OTHER SPONSORSHIP OPPORTUNITIES



Fanzone

It's the place to be on a match day! Have your branding all around our Fanzone area which is located behind the main stand.

Price: £1200



Website

With the increase in our gates, hits to our website are increasing all the time. As the sponsor of the club website, your company will receive prominent exposure on the home page with links to your website.

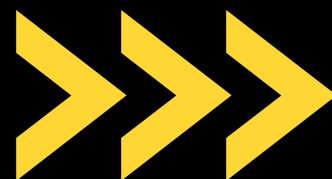
Price: £1000



Dugouts

The dugouts are one of the most prominent features in our stadium - the perfect place to have your logo above!

Price: £800



Programme Advertising

Programme advertising starts from just £35. Programme adverts are valid for one season for all league and Cup matches:

Whole Page £440

Half Page £295

Quarter Page £150

Logo page £35

Player Sponsorship

You could sponsor your favourite player or management staff.

Sponsorship includes:

- Name in programme, on our website and a thank you on our social media platforms.
- A picture with your player.
- A signed match worn shirt.
- 2 complimentary match tickets to a match of your choice, plus boardroom hospitality.

Price: £125



Match Sponsorship

Sponsor a home game and receive the following benefits:

- Your name / company name in the programme.
- 2 free tickets and programmes.
- Match day announcements and name on match board .
- Complimentary refreshments in Boardroom prior to match, half- time and full-time.
- The opportunity to select Player of the Match and present them with a trophy after the game, with the picture being posted on our social media platforms, with a shout-out.

Price: £95

Match Ball Sponsorship

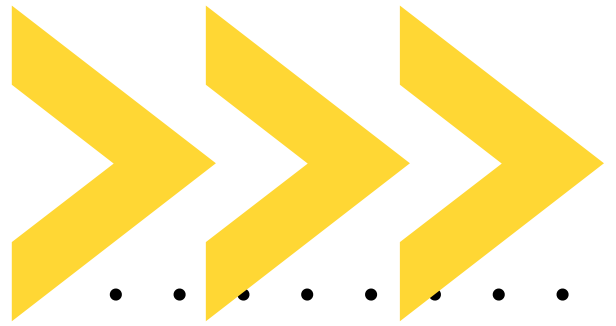
Sponsor a match ball at a home game and receive the following benefits:

- Your name / company name in the programme.
- 2 free tickets and programmes.
- Complimentary refreshments in Boardroom prior to match, half- time and full-time.

Price: £70



ROOM HIRE



Why Hire at Merstham FC?

- Perfect for off-site meetings.
- Close to M25/M23 for easy access.
- Board room table and soft seating available for a more relaxed meeting.
- Smart, picturesque setting for groups of up to 20 people.

Standard Facilities

- Kitchen with tea and coffee making facility.
- Flip chart.
- Wi-Fi/printer.
- Additional tables/seating.
- Car park and plenty of off-street car parking available.

For something different, why not consider hiring our first team dressing room too for a team talk!

Price

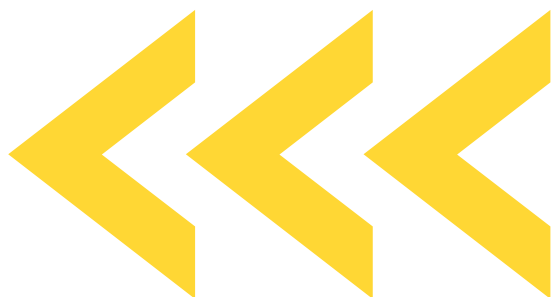
Standard commercial rate: **£30 per hour** (Boardroom only).

Price based upon a 9-5pm day. Price for use of First Team dressing room on application.

Charities and Not for Profit organisations: **£20 per hour**.



CONTACT US

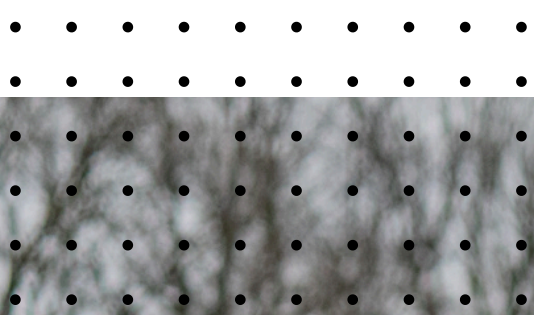


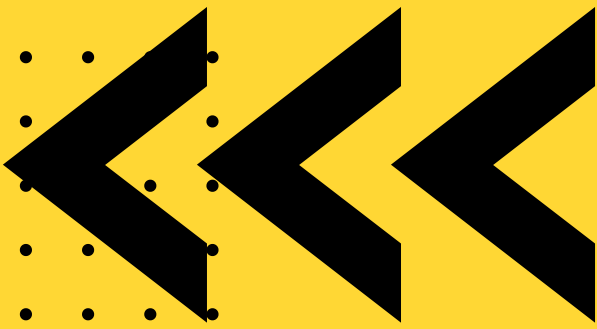
For further information or to discuss different opportunities, please contact:

CHRIS PULLEN

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