

# REACH BA11

PARTNERSHIP PRICING  
2022/23



# JOIN US TO BE PART OF OUR BA11 COMMUNITY AND GROW YOUR BUSINESS

Whether that's perimeter boards, programme advertising or matchday sponsorship. Together, we can create the perfect way to reach a huge audience within Frome and the South of England.

We are looking for ambitious partners to generate mutually beneficial partnerships and advertising opportunities. We have a rapidly growing fanbase and huge social media following, as we continue to build something special in Somerset.



**WE ARE EXPECTING 15,000 PEOPLE TO COME THROUGH OUR GATES THIS COMING SEASON**



**OUR AVERAGE CROWD LAST SEASON WAS 550. THE HIGHEST IN THE LEAGUE.**



**OUR AUDIENCE IS 70% MALE TO 30% FEMALE. WITH OVER 300 U16 SEASON TICKETS SOLD LAST YEAR.**



**WE HAVE OVER 2.4K FACEBOOK FOLLOWERS & OUR AVERAGE POST REACH IS 8K PEOPLE PER MONTH.**



**OUR TWITTER FOLLOWING IS 8,400 AND GROWING**



**WE ARE PROJECTING OVER 180K ONLINE VISITS TO OUR WEBSITE THIS SEASON**

KIT OPPORTUNITIES	1yr	3yr
<b>Front of shirt sponsor</b> Company logo on front of home and away shirts 10 complimentary tickets per game/matchday hospitality	£4,500	3,500 per season
<b>Back of shirt sponsor</b> Company logo on back of home and away shirts 10 complimentary tickets per game/matchday hospitality	£3,500	£3,000 per season
<b>Training wear sponsor</b> Company logo on training / warm up shirts 5 complimentary tickets per game/matchday hospitality	£2,000	£1,800 per season

**TO DISCUSS SPONSORSHIP AND ADVERTISING WITH FROME TOWN AFC  
WE COULD HELP YOUR COMPANY BE SEEN. PLEASE CONTACT US  
AT [COMMERCIAL@FROMETOWNAFC.CO.UK](mailto:COMMERCIAL@FROMETOWNAFC.CO.UK)**

STADIUM OPPORTUNITIES		1yr	3yr
<b>Stadium naming rights</b> Named rights on all Club publications, website, league and media releases. 10 complimentary tickets per game, reserved seats & matchday hospitality. Name on stadium signage & perimeter board.		n/a	£5,000 per season
<b>Stand naming rights</b> Named stand (3 available) 10 complimentary tickets per game, reserved seats & matchday hospitality		n/a	£3,500 per season
<b>Mega-board (Above shop signage)</b> Large sponsorship board running length of the club shop		£1,000	£800 per season
<b>Perimeter boards</b> Pitchside boards approx 2m x 1m		£200 + production	

MATCHDAY OPPORTUNITIES	
<b>Match sponsorship</b> 10 complimentary tickets per game/matchday hospitality	£250 per game
<b>Matchball sponsorship</b> 4 complimentary tickets per game/matchday hospitality	£100 per game
<b>Programme sponsorship</b> Logo on front of every matchday programme Full page advert in programme 10 complimentary tickets	£1,000
<b>Programme advert</b> In all printed/digital programmes 10 complimentary tickets (full) / 5 tickets (half)	£300 - full page £150 - half page

PLAYER SPONSORSHIPS		1yr
<b>Player / management sponsorship</b> Name or company name alongside player name on our website and in match programme. As well as a social media thank you. You will receive the players shirt and a photo at the end of the season.		£85 - home £65 - away £135 - both £65 - management

ONLINE OPPORTUNITIES		1yr
<b>Digital sponsor</b> Logo on all match graphics, all social media graphics all videos and all highlights Plus 10 complimentary tickets		£2,500
<b>News article sponsor</b> Advert on every news story, match report and update posted on our websites		£100 per month

**NOTE: All prices stated do not include VAT.**



## DON'T MISS OUT

We're open to discussing any ideas (however creative) to help support your business. So if it's a product demo, prize draw or even performance. Get it touch and we'll see what we can achieve together.

### Did you know:

We play across Somerset and the South of England. So we are perfect for companies looking to expand across the South of England.

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