



2021/2022 Season

Hednesford Town FC Commercial Brochure

Club Advertisement Packages

We have developed packages for Advertisers that allow the maximum possible flexibility for businesses to tailor their involvement around their requirements. Each package enables You to have advertising, hospitality and other benefits of a value at least equal to the amount that they invest in their relationship with the Club.



Community Partners £950+ VAT

One ground Light blue board and a half page ad in the match programmes for the season together with 2 complimentary season tickets

Club Advocate £1,750 + VAT

Two ground Light blue boards and a full page ad in the match programmes for the season together with 4 complimentary season tickets

Club Patrons £2,500 + VAT

Two Royal Blue boards and a full page ad in the match programmes for the season together with 4 complimentary season tickets, reserved stand seats & 1 match in the executive suite (up to 12 people)*

* League game to be agreed, subject to availability, additional people can be added to suite @ extra cost

Match Day Sponsorship

Match sponsorship packages for the hospitality at Hednesford Town FC can be tailored to your requirements. It is ideal for entertaining clients or as a staff incentive, while it can be just the treat for fan celebrating a birthday or other special occasion.

Match sponsorship includes

Private & Exclusive Use of executive suite & Bar,
Reserved parking, admission
& reserved seats in the sponsors area.

Access from 3 hours before Kick-off and for 3 Hours after.
Welcome Drink (Beer, Wine or Soft Drink).

Cold Buffet.

Half time tea & coffee.

Sponsorship announcements over the PA system.

Selection of man of the match
with presentation photograph.

Match Sponsorship £450 + VAT includes up to 12 People

Match Sponsorship £550 + VAT includes up to 16 People

Match Sponsorship £650 + VAT includes up to 20 People



Stand Naming Rights

How would you like a stand named after your company at Keys Park

All 4 stands are available for consideration.

Stand Main Advertiser entitles you to

- Four season tickets
- Stand Signage Across Top of Whole Stand for full season
- Stand naming rights
- Acknowledgement in programme and on our website
- 20% discount on match sponsorship packages

Price =

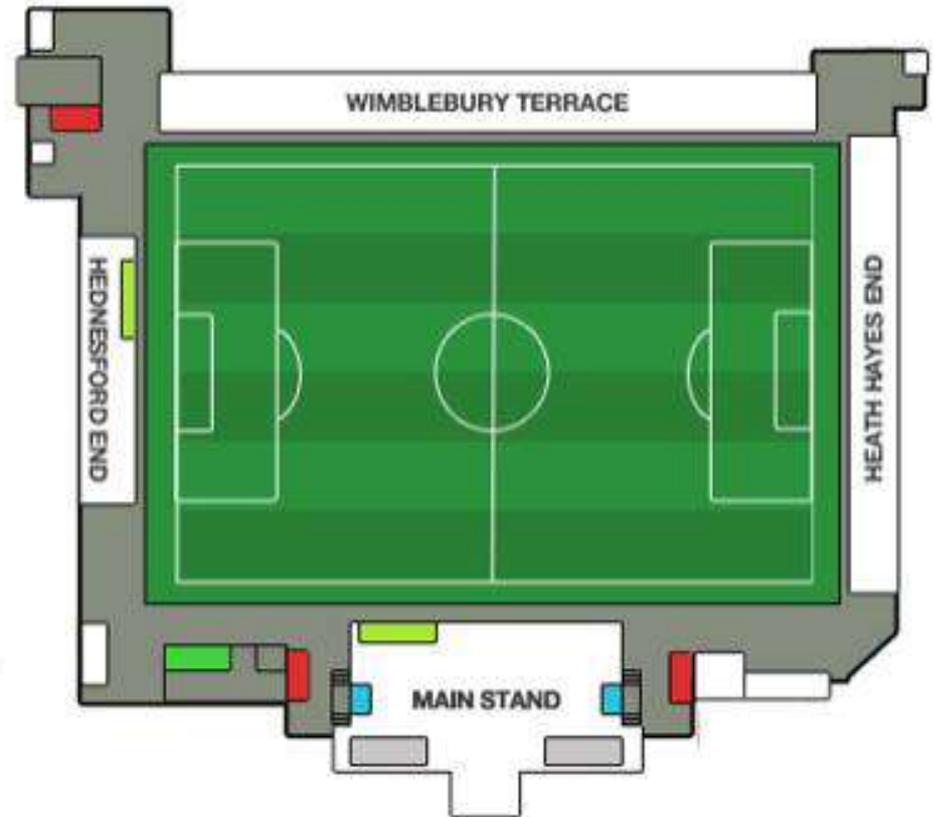
£7,000+VAT Hednesford End

£9,000+VAT Heath Hayes End

£14,000+VAT Wemblebury Terrace

£19,000+VAT Main Stand

Discounts offered for multiple seasons taken.



Advertising Boards

Pitch perimeter and stadium advertising boards at Keys Park consistently prove to be a cost effective way of reaching up to 6,000 supporters per game, within the stadium.

With the club's exposure in local, national media, social media and broadcast service your company name can be associated with the success of Hednesford own FC nationwide.

Ground advertising entitles you to two Match tickets to any league game of your choice.

Standard Board Dimensions do differ However they are typically in the region of **360cm x 60cm**

(Pricing reflects the changes in dimensions)

Please refer to our board map on the following page for exact locations around our ground.

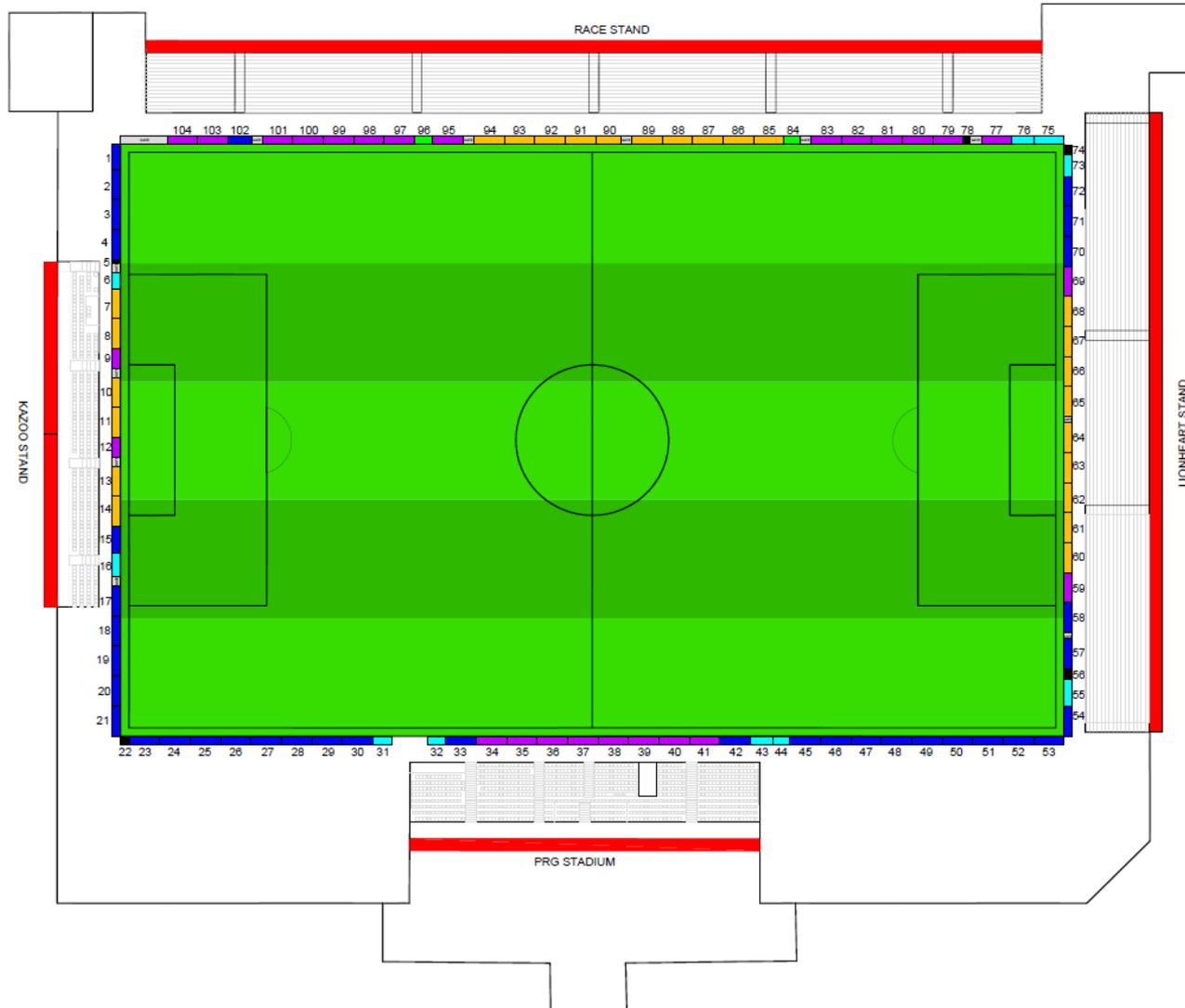
The colour scheme below indicates the prices per season.

KEY:

	£300
	£350
	£400
	£450
	£500

All prices are subject to Vat

Advertising Board Location Map



Online Advertising

Get noticed with 24hr advertising on Hednesford Town FC website. Packed with information, this is the essential site for everything going on at Keys Park, for supporters and the local community to who want to catch up with team news, match reports, competitions and events.

We have a number of available slots per season which come complete with a link to your company's website. you can purchase as many slots as you wish to keep your brand in front of your target audience for longer.

Official Club Website – www.hednesfordtownfc.com

Our combined digital media outlets averages around 30,000+ visits a month.

Price £150 +VAT per Advert/clickable link for 12 months

Twitter (@Hednesford Town)

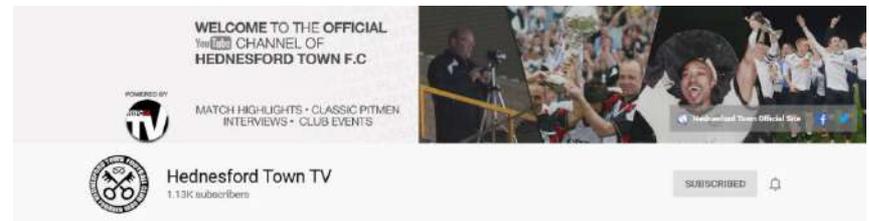
Provides over 14,000 followers with club news and live Match Updates

Price: £50+VAT per tweet during match's

HEDNESFORD TOWN FC - TV GAME SPONSER

We have an opportunity you to sponsor our match day highlights on YouTube, each game is filmed and loaded to our channel is normally viewed by all its subscribers.

Price: £150+VAT to sponsor the highlights package and for acknowledgement to appear at the kick off half time & end of the game footage uploaded to our channel.



Match Day Mascots

Match day mascots

Do you have a son or daughter who would be proud to run out with the team as Match Day Mascot with the Pitmen.

The package, which includes a pre-match photograph with the team captain, makes a super treat whether it's for a birthday, Christmas or a reward for a personal achievement.

Each package includes:

- Player introduction + leading the team out onto the pitch
- Tour of changing room area
- Admission, 2 adult stand seats + 1 child
- Mention in programme
- Complimentary programme
- Car park Pass.

**MATCH DAY MASCOTS - TOTAL COST - £50
(20% discount will also be provided in advance for a purchase of a full home kit for your child, which must be purchased in advance and worn on the day for photos)**



Player Sponsorship

Player sponsorship

Do you want to sponsor a player by having them as your business brand ambassador at our club advertising your business, or do you want to be a personal ambassador for your favourite pitmen

Each sponsorship includes:

Your name/company logo next to the player on the Player Sponsorship page of each issue of that season's Match day Programme

Your name/company logo next to the player on the Squad page of the Official Website.

Your name/company logo on the sponsored player's profile on the Official Website.

Photograph with the player

PLAYER SPONSORSHIP PER SEASON - £75 PLUS VAT



Youth Team Sponsorship

Youth Team Sponsorship

Do you want to sponsor one of our many Youth teams by having them wear your business brand on their team kit advertising your business. This includes all age ranges up to U18s (including boys and girls teams).

Each sponsorship includes:

Your name/company logo next to the team on the academy team webpage on the official website.

Your name/company logo on the kit of the team for the season.

Your name/company logo used when the team is mentioned in any press articles and publications.

Complimentary photograph of the team wearing your kit.

Main Sponsor

(Front of Shirt): £1,295 inc VAT per team

Rear Sponsor

(Top Back of Shirt): £650 inc VAT per team

Rear Sponsor

(Back of Shorts): £250 inc VAT per team

Academy Team Sponsorship

Academy Team Sponsorship

Do you want to sponsor one of our three Academy teams by having them wear your business brand on their team kit advertising your business.

Each sponsorship includes:

Your name/company logo next to the team on the academy team webpage on the official website.

Your name/company logo on the kit of the team for the season.

Your name/company logo used when the team is mentioned in any press articles and publications.

Complimentary photograph of the team wearing your kit.

Main Sponsor

(Front of Shirt): £3,750 inc VAT per team

Rear Sponsor

(Top Back of Shirt): £1,950 inc VAT per team

Rear Sponsor

(Back of Shorts): £950 inc VAT per team

Veterans Team Sponsorship

Veterans Team Sponsorship

Do you want to sponsor our Veterans team by having them wear your business brand on their team kit advertising your business.

Each sponsorship includes:

Your name/company logo next to the team on the Veterans team webpage on the official website.

Your name/company logo on the kit of the team for the season.

Your name/company logo used when the team is mentioned in any press articles and publications.

Complimentary photograph of the team wearing your kit.

Main Sponsor

(Front of Shirt): £1,495 +VAT

Rear Sponsor

(Top Back of Shirt): £950 +VAT

Rear Sponsor

(Back of Shorts): £450 +VAT

Under 23's Team Sponsorship

U23's Team Sponsorship

Do you want to sponsor our U23's team by having them wear your business brand on their team kit advertising your business.

You could find yourself and your brand on TV should we have a great run in the FA cup. What better way to gain public exposure.

Each sponsorship includes:

Your name/company logo next to the team on the first team webpage on the official website.

Your name/company logo on the kit of the team for the season.

Your name/company logo used when the team is mentioned in any press articles and publications.

Complimentary photograph of the team wearing your kit.

Main Sponsor

(Front of Shirt): £3,750 +VAT

Rear Sponsor

(Top Back of Shirt): £1,950 +VAT

Rear Sponsor

(Back of Shorts): £950 +VAT

First Team Sponsorship

First Team Sponsorship

Do you want to sponsor our First team by having them wear you business brand on the their team kit advertising your business.

You could find yourself and your brand on TV should we have a great run in the FA cup. What better way to gain public exposure.

Each sponsorship includes:

Your name/company logo next to the team on the first team webpage on the official website.

Your name/company logo on the kit of the team for the season.

Your name/company logo used when the team is mentioned in any press articles and publications.

Complimentary photograph of the team wearing your kit.

Main Sponsor

(Front of Shirt): £9,950 +VAT

Rear Sponsor

(Top Back of Shirt): SOLD

Rear Sponsor

(Back of Shorts): £3,950 +VAT

Programme advertising

Programme advertising

Do you want to advertise in our programme, a full season normally sees a minimum of 20 Publications.

programme full page
£150 plus vat per season

programme half page
£130 plus vat per season

programme one third
£110 plus vat per season

Programme quarter page
£90 plus vat per season



Venue / Room Hire

Chase Suite

The Clubs newly refurbished Chase Suite is available for hire during the day and in evenings (not during Selected times on match days) It is the perfect setting for :

Weddings, Parties, Functions, Quizzes, Business Meeting, Business Interviews, Wakes, Funerals,

Capacity 180
STARTING FROM £250 PLUS VAT (room only)



Strikers Bar

The clubs newly refurbished Strikers Bar is available for hire during the day and in evenings (not during match time) It is the perfect setting for :

Weddings, Parties, Functions, Quizzes, Business Meeting, Business Interviews, Wakes, Funerals,

STARTING FROM £150 PLUS VAT (room only)

Catering, DJ Packages, entertainers available on request



All Enquires to:
sales@hednesfordtownfc.com

Keys Park Stadium,
Keys Park Road,
Hednesford,
Staffordshire,
WS12 2DZ
