
WE ARE THE

PITMEN



commercial **brochure**



**We are
the Pitmen**



Message from the Chairman

We would like to give local businesses an opportunity to share in our experience as a thriving non-league semi-professional football club, with a growing youth academy, and as a vibrant and active part of the local community.

We can offer a broad range of opportunities suitable for individuals and businesses both small and large.

Our commercial team would be delighted to hear from you and to develop a package suitable for your needs and budget.

ADVERTISING - advertise to the thousands of fans (including representatives of many prominent local businesses) that pass through Keys Park annually or that log onto our website and various social networks.

HOSPITALITY - entertain your customers, employees, family and friends at weekend or mid-week matches, or hire our modern facilities for conferences, meetings or private parties.

SPONSORSHIP – demonstrate your commitment to the local community by supporting the Club as a whole or which of our specific initiatives that you feel would most enhance the profile of your business or enable you to make the best use of our community links.

Please call the club's commercial team on **01543 422870** or via our e-mail address **commercial@hednesfordtownfc.com** and be assured of a warm and co-operative welcome and a desire to achieve a mutually beneficial outcome.

Steve Price
Club Chairman

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SPONSORSHIP

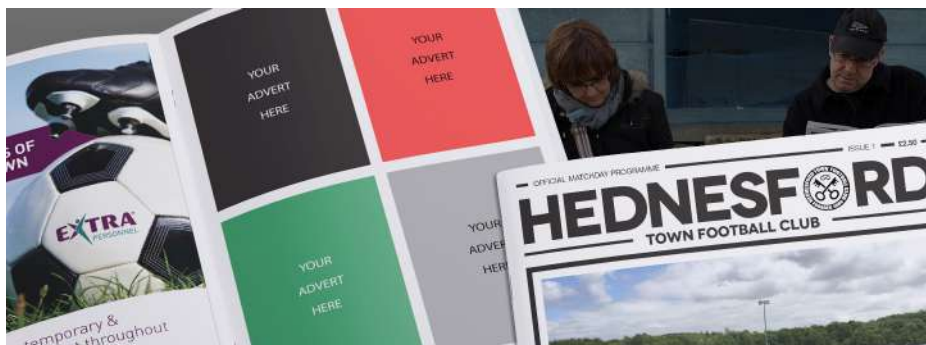
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Matchday Programme

A traditional matchday purchase for fans young and old, up and down the pyramid, the club's matchday programme is the perfect place to get your company seen.



Having been a cornerstone of the matchday experience in every level of football all around the world for the best part of a century, the matchday programme is a proven and long established way of getting your business seen by fans.

Each new season sees the club unveil a new look matchday programme, why not get your business involved?

Single issue advertising

One off advertising is available with pricing per programme dependent on both the size and location of the advertisement.

Entire season advertising

Annual programme advertising packages will see your advert featured in at least 23 issues, with runs in the FA Cup and FA Trophy potentially extending that.

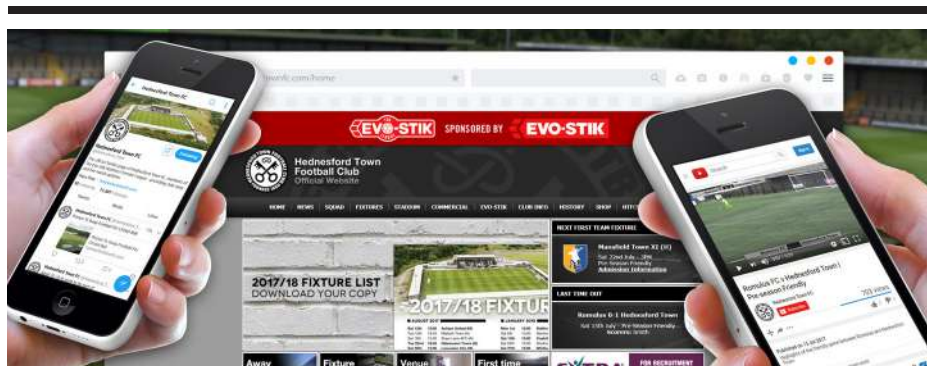
Certain programme advertising packages entitle advertisers to one or two free season tickets

Advert Design Services

If required, our graphic designer can create your advert for you, using details and images you provide.

Web Advertising

The Football Club has a popular web presense with the constantly updated official website backed up by stretches into social media.



Official Club Website - www.hednesfordtownnfc.com

Our official website was relaunched in Feb 2012 and averages around 20,000 visits a month

- Advertising including links to your website.
- Certain website advert packages entitle advertisers to 1 or 2 free season tickets

Price available upon request.

Twitter (@Hednesford_Town)

Provides followers with club news and live match updates

YouTube (HednesfordTownFC)

'HTFCTV' provides match highlights and club related videos

Advertising benefits:

- Acknowledgement of your sponsorship in the match preview on the Official Website
- Acknowledgement during the live matchday updates, including a graphic of your choosing.

Advertising benefits:

- Acknowledgement of your sponsorship in each match preview on the Official Website
- All of that seasons match highlights will feature your logo/ company name

Price on request

Price on request

Pitchside Advertising

A key focal point on matchdays, pitchside adverts are a long proven method of advertising your business, whether large or small.



Pitchside Advertising Board

Seen by both match-going fans as well as readers of local newspapers and visitors to match reports on the club's official website, a pitchside advertising board is a sure fire way to get your company noticed.

Price: £300

Includes production costs.

Discounts are available for multiple boards or multi year packages.

Board Design Services

If required, our graphic designer can create your advertising board for you, using details and images you provide, for an additional fee. Artwork will be sent to you for feedback and any alterations will be made prior to final printing.

Looking for something bigger?

We also offer boards with dimensions larger than our regular ones. Contact our commercial team for more information on these boards and any other queries you may have regarding a pitchside advertising board.

Stadium Advertising

Looking for something slightly different from the norm? Our stadium at Keys Park holds a range of potential alternative advertising opportunities.



If none of those advertising options are for you or your business there are a number of alternative advertising opportunities to be found at Keys Park.

Advertising opportunities around Keys Park include:

Dugouts

Directly in front of the main stand, the dugouts provide two advertising spaces, potentially visible by supporters all around the stadium.

Tunnel

Positioned in the main stand of the stadium, the tunnel is the main focal point as the teams emerge prior to kick-off.

Floodlights

With all four floodlights positioned within the stadium itself, there is ample advertising space that will be visible in all four corners of the stadium.

Turnstiles

The first engagement point for all visiting supporters, with a minimum of 3 open on a matchday.

Price available on request, contact our commercial team for more information and to discuss your requirements.

Venue Hire

The modern facilities at our Keys Park home are perfect for everything from a staff meeting to a wedding reception.



Having a stadium like Keys Park gives us space that can be of benefit to our supporters on matchdays and available for events and functions throughout the year.

We have a number of function rooms available to hire:

Chase Room

The Chase Room (pictured) is capable of hosting for up to 120 people, and is suitable for private functions or conferencing. We can provide a licensed bar. Catering, from a simple buffet to a four course waiter service, can be supplied at an additional cost if required.

Strikers Lounge

A second function room ideal for the smaller function, such as birthday parties.

Executive Lounge / Boardroom

Again a smaller room than the Chase Room or Strikers Bar, however it is ideal for business meetings and smaller parties of guests

Visit www.hednesfordtownfc.com/venue for more information on how to book as well as photos of the rooms.

Matchday Mascot

A day to remember for any youngster, getting to lead The Pitmen onto the pitch and taking part in the pre-match activities.



The position of matchday mascot is the perfect gift for any young Hednesford Town supporter.

As well as meeting the team before leading them out to take part in the pre-match activities, the mascot will receive a souvenir pre-match photograph with the two team captains and the match officials.

Price: £25 (*excl. cost of kit*)

Our team will be happy to help with any enquiries.

E-mail commercial@hednesfordfc.co.uk or contact the commercial office on 01543 422870



Match Sponsorship

Get both your and/or your company's name seen and the VIP treatment on a matchday with our matchday sponsorship opportunities.



Matchday Sponsorship

The Matchday Sponsorship could (on request) include:

- Matchday Programme for each guest
- Pre-match meal
- Centre stand match tickets
- Half-time refreshments
- Access to licensed bar facilities
- Opportunity to choose the Man of the Match
- Group photograph

Advertising benefits:

- Acknowledgement of sponsorship on the official website during the build up to the game
- Acknowledgement of your sponsorship in the Matchday Programme
- Acknowledgement of your sponsorship over the tannoy on the day of the match.

The Matchday Sponsorship package price is flexible to suit your requirements, contact our Commercial team for more information

Match Ball Sponsorship

Get both your and/or your company's name seen and the VIP treatment on a matchday with our matchday sponsorship opportunities.



Match Ball Sponsorship

Suitable for fans & small businesses, Match Ball Sponsor options include:

- Matchday Programme for each guest
- Pre-match meal
- Centre stand match tickets
- Half-time refreshments
- Access to licensed bar facilities
- Opportunity to be photographed with the Man of the Match
- Group photograph

Advertising benefits:

- Acknowledgement of sponsorship on the official website during the build up to the game
- Acknowledgement of your sponsorship in the Matchday Programme
- Acknowledgement of your sponsorship over the tannoy on the day of the match.

The Match Ball Sponsorship package price is flexible to suit your requirements, contact our Commercial team for more information

General Sponsorship

Packages for businesses looking for a number of advertising and sponsorship benefits over the course of the period of your sponsorship.



We have developed packages for sponsors that allow the maximum possible flexibility for businesses to tailor their involvement around their requirements.

Each package enables the sponsor to have advertising, hospitality and sponsorship benefits of a value at least equal to the amount that they invest in their relationship with the Club. Together with a number of complimentary season tickets.

Community Partners **£1,000**

Club Sponsors **£2,000**

Club Patrons **£3,000**

For example, a typical Club Sponsorship package includes two match sponsorships, at least two perimeter boards and a full page ad in the match programmes for the season. The sponsor would also be entitled to four complimentary season tickets.

Multi year packages and other bespoke packages are available on request. Each package includes at least one match sponsorship and two season tickets.

Specific Sponsorship

For individuals and/or businesses that want to be associated with specific aspects of the Football Club's activities, we can be very flexible.



If you are looking to be more specific in your association with the club, the available Sponsorship Opportunities include:

First Team:

First Team Shirt

First Team Tracksuit

First Team Training Kit

Academy Teams:

Youth Project Sponsors

Youth Team Kit

Youth Development Scheme

Facilities:

Stadium Sponsors

Stand Sponsors

Prices for specific sponsorship projects are available on request. Packages include match sponsorship, website and programme advertising and complimentary season tickets.

Player Sponsorship

Sponsor a player during a league season and get your company name seen both off and online throughout that particular campaign.



All members of the first-team squad are available for sponsorship by businesses and supporters alike.

Player Sponsorship Benefits:

- Your name/company logo next to the player on the Player Sponsorship page of every issue of that season's Matchday Programme
- Your name/company logo next to the player on the Squad page of the Official Website - www.hednesfordtownfc.com/squad for the duration of the season.
- Your name/company logo on the sponsored player's individual profile on the Official Website for the duration of the season.

Price: £100 a season

In the event that your sponsored player leaves the football club during your sponsorship, your sponsorship will be moved to an unsponsored player.

Our team will be happy to help with any enquiries. E-mail commercial@hednesfordfc.co.uk or contact us on 01543 422870

Contact Us

If you have any queries about the commercial opportunities featured in this brochure our commercial team will be happy to help you.



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You can also find us at:
www.hednesfordtownfc.com

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On Twitter:
www.twitter.com/Hednesford_Town

