



CORPORATE BROCHURE 2017 - 2018



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3. THE CHAIRMAN

I would like to welcome you to Coalville Town Football Club's corporate brochure for the 2017-2018 campaign. I am sure by now you are ready for the start of the Football Season after several months off!

In this corporate brochure, you can view the packages that we offer, allowing you to choose from a wide range of both traditional and new exciting packages, to entertain your customers, friends, family and future supporters of the club.

Social media is a massive part of the world today, and with that development comes opportunity, and we have a number of options tailored to the digital market. From Twitter sponsorship to YouTube advertising, we feel we have the package for you that will provide a platform for you to enhance your brand.

I firmly believe that the Mander Cruickshank Solicitors Stadium will be the place to be this season for good quality entertainment for all ages, and hopefully winning football. I am confident that our hospitality choices will offer great value for investment during the forthcoming campaign.

Thank you for your ongoing support.





The Mander Cruickshank Solicitors Stadium



5. STAND SPONSORSHIP

A fantastic opportunity to enhance the profile of your business with our Stand Sponsorship package. This will ensure that your corporate identity is seen by thousands of local people throughout the season when attending matches, as well as featuring online in photographs and video clips.

Included in the package:

Stand naming rights granted to your company for a period of two years (or longer).

Press release and media coverage at the launch of the sponsorship to ensure maximum exposure of your brand.

Company branding incorporated into the roof frontage of the stand in high quality long lasting material.

Two pitchside advertising boards.

Corporate partner status with boardroom access for 2 guests for each match throughout the contract period.

Full colour A5 sized advertisement included in every one of our very popular and well read match day programme.

Company logo and link on sponsors section of the official club website and on our popular social media sites.

from as little as £2000 + vat



6. MATCHDAY SPONSORSHIP



The Match Sponsorship package offers individuals and companies the opportunity to treat your most valued clients, staff, guests or friends and look after them in our Directors Suite. As our match sponsor, you are bestowed the opportunity to select the official Coalville Town FC “Man of the Match” and get the opportunity to present the award following the final whistle.

Included in the package:

Access to boardroom for 8 guests with two reserved car parking spaces directly behind our boardroom.

Introductory drinks on your arrival and escorted transfer to your reserved seats.

Complimentary programmes, refreshments throughout your stay in addition to a half time buffet.

Acknowledgement on our stadium PA system and in match report to press.

Presentation of “Man of the Match” award.

Promotional flyers or vouchers for your company handed out to all supporters at the turnstiles.

£240 + vat

(additional guests at £30 + vat per person)

7. MATCH BALL SPONSORSHIP

Our Match Ball Sponsorship package has been tailored to introduce you to the exciting market of football sponsorship. We feel that we can enhance your company's profile through your partnership with the football club. Brand awareness is crucial for companies and we feel that this package is ideal for businesses searching for that stepping stone towards developing their brand. The package allows you the opportunity to entertain guests with first class hospitality at the match, making it an unforgettable occasion for your party.

Included in the package:

Access to boardroom for 2 guests with two reserved car parking spaces directly behind our boardroom.

Introductory drinks on arrival and escorted transfer to reserved seats

Complimentary programmes, refreshments throughout your stay in addition to a half time buffet.

Acknowledgement on stadium PA system and in match report to press

Promotional flyers or vouchers for your company handed out to all supporters at the turnstiles.

£60+vat

(additional guests at £30+vat per person)



8. PROGRAMME SPONSORSHIP



Programme Sponsorship is an affordable package, which allows the chance to entertain your guests with first-class hospitality, giving you great potential for brand awareness. The match day programme is printed in full colour and is a popular purchase from our supporters. This package allows you to have an enjoyable day out whilst enhancing your company's image along the way.

Included in the package:

Access to boardroom for 2 guests with two reserved car parking spaces for your chosen match.

Introductory drinks on arrival and escorted transfer to reserved seats.

Complimentary programmes and half time buffet and refreshments.

Full page colour advert in the match programme for chosen match.

Acknowledgement on stadium PA system.

Promotional flyers or vouchers for your company at turnstiles.

£60+vat

(additional guests at £30+vat per person)

9. ASSOCIATE SPONSORSHIP

Associate Sponsorship gives you the opportunity of making a birthday party or other celebratory day truly special.

Alternatively, if you are a business, it gives you the chance to treat your staff or clients to a unique experience not previously offered by the club.

Associate sponsorship is available for a minimum group of four people.

Included in the package:

Stadium and dressing room tour

Opportunity to meet the players

Complimentary programmes

Presentation of a signed piece of memorabilia

Commemorative photographs

Reserved seats in a covered stand

Reserved car parking

£60+vat per person
(additional guests at £30+vat per person)



10. PERIMETER BOARD ADVERTISING



Perimeter Board advertising at the Mander Cruickshank Solicitors Stadium is a great way to expose your brand to a wide and varied demographic.

Thousands of people pass through the gates at the stadium every year and our matches are video recorded and uploaded onto the internet for eternity. We also have a professional photographer who ensures that action photos often include high visibility shots of our valued sponsors perimeter boards.

Included in the package:

Advertisements are professionally designed and produced in colour

Artwork agreed and signed off prior to manufacture

High quality materials used to ensure durability

2.5ft x 8 ft boards

Price includes design and manufacture - no hidden costs

£300+vat per season
(£500 + vat for two seasons)



12. STADIUM ADVERTISING

Promote your brand in a unique way at the Mander Cruickshank Solicitors Stadium. The landscape at the stadium is forever changing and with it, brings unique sponsorship opportunities to enhance your brand.

Around the stadium we have numerous locations where advertising can be installed ensuring high visibility to our supporters. A Washroom advert is a cost effective way to get your message across in a short, snappy way, catching your target audience at the rare time when they literally have nothing to do but stare straight ahead!

Included in the package:

Copy changes available as and when required

Distribute marketing literature to fans at two matches of your choice

Two complimentary tickets to a league match of your choice

Assistance with design and production available on request

Numerous different size and location positions available - talk to us for more information

£200+vat per season
(£350 + vat for two seasons)



13. MASCOT PACKAGE



Just imagine the thrill of being a child leading The Ravens onto the Mander Cruickshank Solicitors Stadium pitch. That thrill will provide memories that will last a lifetime.

As an official Coalville Town mascot, a youngster will have an unforgettable day or night. From meeting the players in the dressing room, to warming up on the pitch, this package is perfect for birthdays or other special events and not just for the mascot, for the whole family.

Included in the package:

Mascot fitted out with a Coalville Town FC Replica First Team Shirt

Behind the scenes tour of the stadium

Visit the dressing rooms and meet the team

Photographs with a player

Mascot leads the teams onto the pitch

Two adult and two junior tickets as well as two complimentary match day programmes

£150 + vat per mascot

14. KIT SPONSORSHIP

Kit Sponsorship is a great way for your company, organisation, group or individual to gain exposure in a cost effective way and of course, demonstrate your commitment and support of the football club. You can sponsor the home or away kit, or both, and as part of your package you will be invited to an exclusive event at the end of the campaign to hand out awards to the players.

Alternatively, we have a variety of training kits, tracksuits and other sportswear that can also be sponsored. Please contact us to discuss your individual requirements.

Included in the package:

Sponsorship acknowledgement in every match day programme during the season

Six complimentary tickets to up to three matches of your choice

Visit the dressing rooms and meet the team

Distribute your company's promotional literature in a number of different ways

Commemorative photographs of you, the kit and a player of your choice.

£POA



15. PLAYER SPONSORSHIP



Player Sponsorship is a great way for your company, organisation, group or individual to gain exposure in an extremely cost effective way and of course, demonstrate your commitment and support of the football club and the players.

All first team players can be sponsored, however this is a very popular form of sponsorship, and availability is of course limited.

Please contact our club secretary to confirm which players are available to sponsor.

Included in the package:

Sponsorship acknowledgement in every match day programme during the season.

Two complimentary tickets to a league match during the sponsorship period.

Commemorative photograph (provided in digital format) of you with the player of your choice taken when you attend the complimentary match.

£60 + vat

16. PROGRAMME / TEAM SHEET ADVERTISING

Our match day programme continues to provide the perfect platform for companies to reach thousands of people throughout the course of the season. Our publication offers match statistics, exclusive interviews, information about the opposition and much much more. This is a competitive and cost effective way of getting exposure of your company or brand.

Our team sheet is seen by dozens of players, club officials and directors as well as other sponsors, and could provide you with an ideal solution targetting local businessmen and fellow sponsors for your custom.

Included in the package:

Copy changes available throughout the course of the season to enable you to change promotions or offers.

Two complimentary tickets to a match of your choice

Different advert locations and sizes available

Full colour A5 print giving your brand good exposure to supporters

Full Page £150 + vat
Half Page £80 + vat





**TOOL &
PLANT HIRE**

01530 510240 01455 616066

18. FIXTURE CARD SPONSORSHIP



Our fixture card is distributed free of charge to all of our youth teams which include over 400 young people from within the local community. It is also distributed to various local businesses and available from our stadium, to reach as many of our supporters as possible.

Approximately 1,500 fixture cards are printed and distributed and used as a useful point of reference as it lists all of our home and away fixtures throughout the season. Why not make your company the exclusive sponsor for the next batch of cards printed, and reach out to potential customers who usually keep this card in their wallet or purse!

Included in the package:

Your company logo and details printed on a minimum of 1,500 fixture cards.

Two free tickets to attend any home league match during the season.

Assistance with distribution of other marketing materials via our turnstiles at your chosen league match.

£100 + vat

19. MEDIA SPONSORSHIP

Since 2004, Facebook has grown to become the biggest social media platform in the world with over 1.19 billion monthly active users on the site. The club has an active Facebook site which allows us to link our sponsors to posts so supporters can navigate to your page at the click of a button.

Since 2006, Twitter has grown to have 307 million monthly active users. Our twitter feed is very active and posts live updates throughout each and every league and cup match. We believe that sponsoring our official Twitter page (with 6,500 current followers) is an attractive proposition for any forward thinking company.

Included in the package:

Branding on cover photo

Link to your business via static bio

Opportunities to run competitions for our supporters

Use of our crest on your own social media pages and link between the two

Two tweets or posts a week from our account promoting and linking to your business

£POA



20. PITCH HIRE



We are delighted to offer a limited number of opportunities throughout the season for you to hire and use the pitch at the Mander Cruickshank Solicitors Stadium. You will get changed in our state of the art dressing rooms, line up in the tunnel and enter the pitch for a game of football.

Your friends and family are welcome to share the day, and cheer you on from the stands.

The package includes a three hour time slot, to include a 90 minute match.

Included in the package:

3 hour hire (90 minute match)

Goals, corner flags, nets included

Use of home and away changing rooms

Opportunity for guests to watch (maximum 200)

Free Parking

Post-match buffet/refreshments (additional cost)



£POA

21. YOUTH PARTY PACKAGES

Why not celebrate your football mad child's birthday by playing football with friends here at the Mander Cruickshank Solicitors Stadium. We can cater for specific requirements, and provide a football coach to help get the party started. Medals and trophies will be supplied.

Included in the package:

2 hour hire (includes warm ups, skills coaching, match and then food with award ceremony)

All equipment provided

Tour of stadium and facilities available at request

Free ticket for each child to attend a First Team match free of charge

Free Parking

*£11.49 Food + Football

*£14.99 Food, Football + gift

*£17.99 Food, Football + T-shirt

*price per child (minimum 10)



22. BOARDROOM HIRE



The facilities at the Mander Cruickshank Solicitors Stadium are available for hire and will suit many different business needs.

We have a new (built 2016) boardroom with kitchen facilities adjacent. This has easy access for people with disabilities including a disabled toilet.

We are able to provide a buffet lunch with hot and/or cold food if you require it.

We also have a larger room with bar facilities for larger gatherings.

Included in the package:

Flexible hire arrangement with hot or cold buffet available if required.

Tour of stadium and facilities available at request

Free Parking

23. GUARDS OF HONOUR

We invite local groups of children to welcome the Ravens and their rivals onto the home pitch on match day. If you have a group of children wanting to be the “Guards of Honour” then please get in contact.

Imagine how excited your group of children will be to meet the players, run onto the pitch, and shake hands with the officials and players before taking their seats to watch the game.

Included in the package:

Free entry to the match for all children who form the “Guards of Honour”

Two adult tickets to the match for accompanying adults.

Free Parking

£POA





COALVILLE TOWN FOOTBALL CLUB

The Mander Cruickshank Solicitors Stadium

Owen Street

Coalville

LE67 3DA

www.coalvilletownfc.co.uk