



# Chester Football Club

Commercial Opportunities 2021/22

**OUR CITY, OUR COMMUNITY, OUR CLUB**

# Welcome



A supporter-owned football club at the heart of our community

We are delighted to present our commercial brochure for 2021/22.

Chester FC is a club that is proud to be different with a strong community ethos, a commitment to sustainability and 100% owned and run by our fans.

This promises to be an exciting season as we prepare for the return of crowds to the Deva Stadium and there is genuine optimism we can continue the progress made on and off the pitch.

The support of our commercial partners is so important to achieving our ambitions and helps you to engage with our loyal supporters and the community, grow awareness of your brand and drive sales.

Whatever your goals or budget, we will work with you to ensure your relationship with our club delivers mutual benefits and maximum return for your investment.

**Andrew Morris**  
Chairman





# Kit Sponsorship

Unique opportunities to build awareness of your brand through featuring on the kit worn by players and staff

MBNA have been our principal partner and front of shirt sponsor since 2010 with their branding featuring on both the home and away shirts, worn by the players and fans.

Last season we welcomed Precision Facades as sleeve and rear of shirt sponsor while our Academy proudly carries Swettenham Chemists' name on its shirts.

Each package is bespoke to your requirements and can be teamed with additional benefits including hospitality, perimeter boards and programme adverts.

Kit sponsorship ensures fantastic exposure for your brand throughout the season and for 2021/22 we are pleased to present the following:

## Shorts

£5,000 +VAT

## Training Wear

£5,000 +VAT

## Ball Person Tracksuits

£2,000 +VAT



# Stadium & Stand Sponsorship

Unrivalled exposure for your business and promote your brand to local, regional and national audiences

Becoming the naming rights partner for the Deva Stadium or one of our four stands provides so much more than traditional sponsorships.

Our home since 1992, the Deva Stadium has a capacity in excess of 5000 and hosts at least 21 matches each season alongside community and corporate events.

With flexible terms, a bespoke package and great opportunities to drive engagement and sales, stadium sponsorship offers exceptional value and maximum return.

Each package is specifically tailored to your needs but will include:

- Rename the stadium or stand to a name of your choosing
- Prominent branding and signage across the ground or stand
- Extensive media coverage on TV, radio, print and digital
- Advertising and promotion on club website, programme and match highlights
- Access to the club's players and other assets to activate your sponsorship including match tickets and hospitality

**Contact [commercial@chesterfc.com](mailto:commercial@chesterfc.com) to discover more about stadium sponsorship opportunities**



# Perimeter Advertising



Promote your company's support of our club with a pitchside advertising board at the Deva Stadium

This is a highly effective way to reach a captive audience of supporters both watching the game live and viewing match highlights, as well as gaining coverage across local, regional, national and social media.

## Premium board (16ft)

From £600 +VAT

## Standard board (8ft)

From £350 +VAT

Prices include installation. We offer a free graphic design service and production costs £100 +VAT for a standard board or £200 +VAT for a premium board if required.



# Matchday Hospitality

A perfect way to entertain guests or clients, matchday hospitality at Chester FC offers a fantastic day out

## Your Matchday Experience

- Hospitality in the Gary Talbot Legends Lounge
- Behind the scenes tour
- Delicious two-course meal
- Matchday programme and teamsheet
- The best seats in the house to watch the game
- Complimentary teas and coffees
- Match sponsor presents the Man of the Match award
- Each sponsor will receive a signed memento

## Match sponsor

From £695 +VAT (six people)

## Ball sponsor

£375 +VAT (four people)

## Programme sponsor

£295 +VAT (three people)

## Hospitality bookings

£35 for season ticket holders

£49 for non-season ticket holders



# Player Sponsorship



Advertise your business or pitch in with a few mates to sponsor a member of our 2021/22 squad

Your name or company logo will be displayed alongside your favourite player throughout the season on social media, in the matchday programme and on the official club website.

Choose from your favourite player's home or away shirt and at the end of the campaign you will be presented with your chosen player's signed match worn shirt to keep as a memento.

## Home or Away

£180 +VAT



# Academy Sponsorship



Support the future and sponsor one of our academy players or teams

Chester FC is proud to have one of the most respected academies in non-league football having produced 18 first team players, including several who have progressed to Premier League and EFL clubs.

The Academy provides a pathway for talented youngsters from our community to play for the club and has achieved huge success in the FA Youth Cup and National League Alliance Cup.

Sponsoring one of our teams or an individual player is a brilliant way to promote your brand and play your part in developing the next generation of Chester FC players.

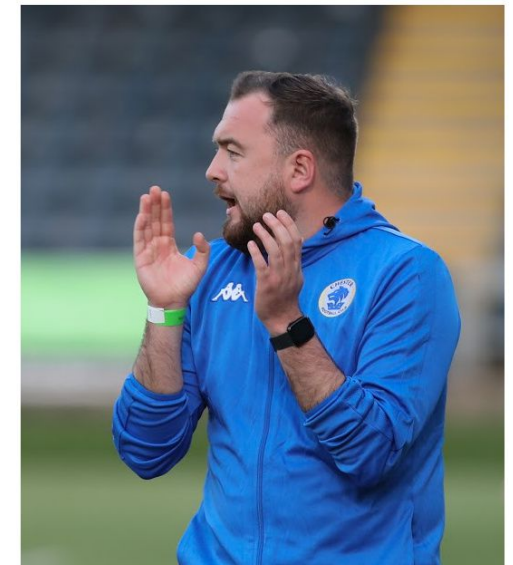


## Player Sponsorship

£100 +VAT

## Team Sponsorship

From £750 +VAT





# Advertising



## Programme

*The Cestrian* is our official matchday programme with 14000 copies read per season in digital and print. Programme advertising provides a fantastic platform to connect with Chester FC supporters, visiting fans, club sponsors and corporate guests throughout the season.

### Half page advert for the season

£550 +VAT

### Full page advert for the season

£900 +VAT

## Website

Website advertising is fast, flexible and effective, enabling you to promote your business to Chester FC supporters with a range of advert sizes, changeable campaign artwork and a direct link to your company's website.

Our official website [chesterfc.com](http://chesterfc.com) receives 200000 visits annually and we have a strong social media audience with 43000 Twitter followers, 15000 likes on Facebook and 6000 followers on Instagram, alongside our own Seals Live audio commentary service and Chester FC TV channel on YouTube.



# Venue Hire



Whether for business or pleasure, we can accommodate your event in the unique setting of the Deva Stadium

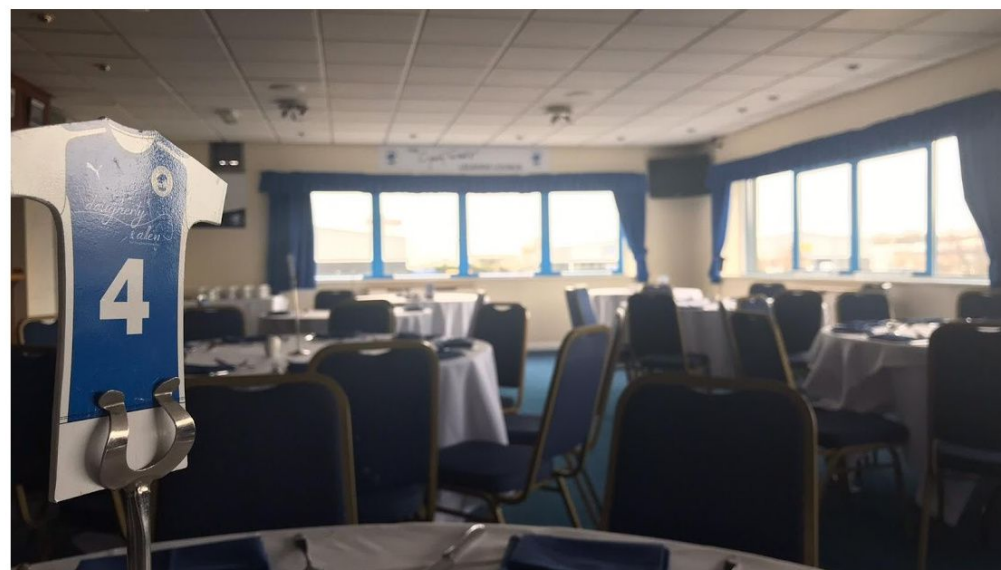
We have three flexible spaces available for private hire on non-matchdays for a range of events such as conferences, training days, workshops, meetings, weddings, birthdays, christenings and funerals..

The Gary Talbot Legends Lounge offers seating for up to 100 guests with bar and kitchen facilities, the Blues Bar is perfect for parties with a bar, kitchen and dance floor, while the Board Room provides a more intimate setting for smaller events of up to 16 guests.

The stadium benefits from ample car parking with a range of catering options to choose from, while our team can arrange flip charts, projectors, screens and internet access to ensure your event is a success.

The car park can be hired for large outdoor events and activities with previous uses including driving tuition, car boot sales, drive-in cinema, circus and film crew locations.

Contact [commercial@chesterfc.com](mailto:commercial@chesterfc.com) to discuss your event or arrange a viewing.



# Our Club



Promote your business to our fan base and become part of the special Chester FC family

Supporter-owned since 2010, the bond between club and fans at Chester FC is quite unique and never has this been more true than during the past 12 months as we have overcome the challenges of the pandemic.

The passion of our supporters is unmatched. The fans are the lifeblood of our club and follow their team home and away in great numbers with an average attendance of 2046 in 2019/20.

Whether watching live at the Deva Stadium or following the action on match streams, Seals Live commentaries and Chester FC TV highlights, our supporters are the 12th man on the pitch.

This is our club and becoming one of our commercial partners allows you to experience and benefit from this passion and loyalty, helping you build awareness of your brand, increase sales and grow your network.

 **43000+**  
Twitter followers

 **7000+**  
Instagram followers

 **15000+**  
Facebook likes

 **398000+**  
YouTube views



# Our Community



Using the power of sport and appeal of Chester FC to improve the lives of local people

Chester FC Community Trust is the club's official charity and delivers a range of coaching, education, health and inclusion projects to people of all ages and abilities.

We are passionate about the difference we can make through inspiring young people, promoting more active lifestyles and bringing people together, helping to create healthier, stronger communities.

Work commences this year on a £1.8m community sports hub in Blacon that will become our new home, creating opportunities for us to support more people in new ways and much needed facilities for local clubs and teams.

To learn more about the work the Community Trust does locally visit [community.chesterfc.com](https://community.chesterfc.com).





## **Chester Football Club**

Deva Stadium, Bumpers Lane, Chester CH1 4LT  
commercial@chesterfc.com | [www.chesterfc.com](http://www.chesterfc.com) | 01244 371376