



# CHESTER FOOTBALL CLUB

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## 2022/23 COMMERCIAL BROCHURE



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



COMMERCIAL BROCHURE

# WELCOME

**Chester Football Club are delighted to present our Commercial Opportunities for 2022/23.**

We are a fan-owned club with community at the heart of everything we do. We are committed to sustainability and proud to be different.

The support of our commercial partners is integral to our story and together we can achieve success on and off the pitch. Partnering with our club allows you to engage with our passionate and loyal fanbase, demonstrates your commitment to the community and grow awareness of your brand locally.

Whatever your goals or budget, we want to bring incredible value to your investment.

The 2022/23 season is a new start for Chester Football Club, and we'd love for you to join our journey and make it a successful campaign together.

The City Fans United Board of Directors.



**CITY FANS UNITED**  
**Owners of Chester Football Club**



## SPONSORSHIP

# STADIUM AND 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 sponsorship.

Now into our 30th year at the Deva Stadium, our home has a capacity in excess of 5,000 and hosts at least 23 matches each season – alongside community and corporate events.

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

Email [commercial@chesterfc.com](mailto:commercial@chesterfc.com) to discuss your partnership with us!



**Each package is 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 our socials; also on TV, radio, print and digital
- ◇ Regular advertising and promotion on club website, programme and match highlights
- ◇ Access to club's players and other assets to activate your sponsorship, including matchday tickets and hospitality



ADVERTISING

# PERIMETER ADVERTISING

**Promote your company and show your support of our club with a pitchside advertising board at the Deva Stadium!**

This is highly effective way to reach a captive audience of supporters both watching the game live and viewing match highlights on Chester FC TV. Your brand will also gain coverage across the local, regional and national media as well as our thriving social channels.

**Premium board (16ft x 2.5ft): £800+VAT**

**Standard board (8ft x 2.5ft): £450+VAT**





HOSPITALITY

# MATCHDAY HOSPITALITY

The perfect way to entertain guests or clients, our matchday hospitality at Chester FC offers you a fantastic day out!

## Match Day Hospitality includes:

- ◇ Delicious 2 course meal
- ◇ Behind the scenes stadium tour
- ◇ Matchday programme and teamsheet
- ◇ Reserved matchday parking
- ◇ Complimentary half-time tea and coffee
- ◇ Premium seats in the East stand





SPONSORSHIP

# MATCH SPONSORSHIP

**Promote your brand or bring a group of friends for an extra special matchday down the Deva.**

All of what you see on Page 4, PLUS your sponsorship will see you receive a signed memento, as well as the match sponsor presenting the Man of the Match award!

Your name on our commercial page of every programme across the season, as well as thank you shoutouts over the PA system at your chosen match and on the teamsheets. Maximum value for money!

**Match day hospitality for 8 people including:**

- ◇ Delicious 2 course meal with free drink
- ◇ Behind the scenes stadium tour
- ◇ Matchday programme and teamsheet
- ◇ Reserved matchday parking
- ◇ Complimentary half-time tea and coffee
- ◇ Premium seats in the East stand
- ◇ Signed home shirt in display frame
- ◇ Opportunity to pick the Man of the Match!
- ◇ Promotion in programme and over tannoy
- ◇ Promotion on official club Twitter page
- ◇ Promotion on official club website in Match Preview



**Match Day  
Sponsor  
£995 +VAT**



SPONSORSHIP

# ADDITIONAL SPONSORSHIP PACKAGES

## Match Ball Sponsor £650 + VAT

Match day hospitality for 5 people including:

- ◇ Delicious 2 course meal with free drink
- ◇ Behind the scenes stadium tour
- ◇ Matchday programme and teamsheet
- ◇ Reserved matchday parking
- ◇ Complimentary half-time tea and coffee
- ◇ Premium seats in the East stand
- ◇ Signed match ball in display frame
- ◇ Promotion in programme and over tannoy
- ◇ Promotion on official club Twitter page
- ◇ Promotion on club website in Match Preview

## Match Programme Sponsor £395 + VAT

Match day hospitality for 3 people including:

- ◇ Delicious 2 course meal with free drink
- ◇ Behind the scenes stadium tour
- ◇ Matchday programme and teamsheet
- ◇ Reserved matchday parking
- ◇ Complimentary half-time tea and coffee
- ◇ Premium seats in the East stand
- ◇ Signed match programme in display frame
- ◇ Promotion in programme and over tannoy
- ◇ Promotion on official club Twitter page
- ◇ Promotion on club website in Match Preview



SPONSORSHIP

## KIT SPONSORSHIP

**Unique opportunities to build awareness of your brand through our kit and club apparel worn by players and staff.**

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

We have also welcomed Precision Facades onto our club kits in the 2021/22 campaign, as well as our Academy proudly carrying Swettenham Chemists' name on their shirts.

Each package is bespoke to your requirements and can be teamed with additional benefits and advertising; including hospitality, ticketing, groundboards and programme adverts.



Kit sponsorship ensures fantastic exposure for your brand across the 2022/23 campaign and we are pleased to offer the following...

**Shorts Sponsor: £5,000 +VAT**

**Training Wear Sponsor: £5,000 +VAT**

**Ball Person Tracksuits Sponsor: £2,000 +VAT**



SPONSORSHIP

# PLAYER SPONSORSHIP

## First team sponsorship

Whether it's advertising your brand, or just pitching in with a few mates to support your favourite player – sponsor a member of our squad for 2022/23!

Your name(s) 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.

You will also be able to claim your sponsor players match worn shirt at the end of the season to keep as a memento!

**First team player/staff sponsor £200 + VAT**

## Academy sponsorship

You can also look to the future and support one of our Academy players or teams for the season!

Chester FC is proud to have one of the most respected academies in the non-league pyramid, having produced 20 first team players, including several who have progressed to Premier League and EFL clubs.

Supporting one of our teams or an individual is a brilliant way to promote your brand and play your part in supporting and developing our stars of the future.

**Sponsor an academy player £100 + VAT**

**Sponsor an academy team £750 + VAT**



ADVERTISING

# PROGRAMME AND WEBSITE ADVERTISING

The Cestrian Programme is our official matchday programme with more than 14,000 copies read per season in both print form on a matchday, and via our online shop in both digital and print.

Programme advertising provides a handy platform to connect with Chester FC supporters, visiting fans, club sponsors and corporate guests across the season.

## Website advertising

Website advertising on **chesterfc.com** is a fast, flexible and effective way of promoting your business to our supporters and visiting fans – with the opportunity to feature prominently on our site and introduce a package tailored to your needs.

Our Official Website receives 200,000 visits annually. Website Banner. **£1,000 +VAT** for season or email **commercial@chesterfc.com** for an additional tailored package.



**Full Page Programme Ad £900 +VAT**

**Half Page Programme Ad £550 +VAT**



PARTNERSHIP

# MEDIA PARTNERSHIP OPPORTUNITIES

**4M+**

Average Twitter impressions per month

**46,200**

Followers on Twitter

**2.65M**

Reach this season on Facebook

**8,700**

followers on Instagram,

**20%** increase over last year  
(club's highest growing channel of engagement)

**459,000**

average impression on Twitter on a matchday during 2021/22

**385,981**

listens since 2017 launch of Seals Live Audio Commentary

**7,300**

downloads of The Seals Podcast since February 2021 launch

**170,000**

Annual website visits to ChesterFC.com

**2,500**

subscribers on YouTube, with **3,000+** average views on match highlights



PARTNERSHIP

# MEDIA PARTNERSHIP OPPORTUNITIES



## Chester FC's media outlets are on the rise 24/7.

With millions of impressions per month on Twitter, free audio commentary with hundreds of thousands of listeners since its launch and our podcast reaching different countries and continents – this is an innovative way of partnering with the club and getting maximum exposure.

**Social Media Partner £4,000 +VAT**

**Seals Podcast Sponsor £3,000 +VAT**

**Chester FC TV Sponsor £2,000 +VAT**

**Teamsheet Sponsor £1,000 +VAT**



**Matchday partner  
£2,000 +VAT**

**Seals Live Ad Space £100+VAT | Away Day Info Sponsor £200+VAT**



FACILITIES

## VENUE HIRE

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

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

The Gary Talbot Legends Lounge offers seating for up to 100 guests with bar and kitchen facilities, while the Blues Bar is perfect for parties with the same facilities as well as a dancefloor. We also have our Boardroom, which 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, internet access and food/drink to ensure your event is a huge success.



The car park can also be hired for large outdoors events and activities. Previous usage includes driving tuition, car boot sales, drive-in cinema, circus and film crew locations.

Interested? Email [commercial@chesterfc.com](mailto:commercial@chesterfc.com) to discuss your event or arrange a viewing at the Deva.