



**CHESTER FOOTBALL CLUB**  
**2023/24 COMMERCIAL BROCHURE**  
**OUR CITY, OUR COMMUNITY, OUR CLUB**





## WELCOME

### Chester Football Club are delighted to present our Commercial Brochure for 2023/24.

Our story is a unique one. We rose from the ashes of Chester City FC and reformed as a fan-owned club in 2010 with the motto: 'Our City, Our Community, Our Club.'

Three promotions in three seasons followed, and we are proud to still be a fan-led and community established football club living within our means - with our supporters at the heart of everything we do.

We take great pride in our Men's First Team and Youth Academy, as well as Women's First Team, Development Squad and Under 18's side. There's also our thriving Community Trust who have seen their £2 Million Community Sports Hub open in the past year.

We are committed to financial sustainability and continue to grow both on and off the pitch - particularly after a hugely progressive 12 months which saw a 36% increase in matchday attendances!

The support of our Commercial Partners is integral to continuing our story. Our Principal Sponsors, MBNA, are now entering their 14th season with the club and are a prime example that long-term support and being a part of our story is paramount to our success.

Whether you're a business, an organisation or a passionate supporter, every commercial partner makes a huge difference at Chester FC.

We'd love for you to join us on our journey!

### Chester FC Board of Directors





## PERIMETER ADVERTISING

**Promote your company and show your support for the Blues with a pitchside advertising board at the Deva Stadium!**

This is a simple yet highly effective way of reaching out to our supporter base. With opportunities for our 2,000+ average home attendance to see your board on a weekly basis, there's also exposure through match pictures – as well as on our match highlight packages on Chester FC TV.

**Premium Groundboard (16ft) - £900+VAT**

**Standard Groundboard (8ft) - £500+VAT**

Interested? ✉ [georgina.slawinski@chesterfc.com](mailto:georgina.slawinski@chesterfc.com)



## STADIUM AND STAND SPONSORSHIP

**Becoming the naming rights partner for the Deva Stadium or one of our Stands provides so much more than traditional sponsorship.**

The Deva has been home to the Blues for more than 30 years now, has a capacity in excess of 5,000 and hosts at least 23 matches each season – not to mention a plethora of corporate and commercial events.

We are proud to have developed long-term, progressive partnerships with the likes of Swettenham Chemists and Precision Facades, who both now sponsor a Stand at the Deva.

**Every package is bespoke and works around what benefits your business but will include...**

- Rename the Stadium or Stand to a name relevant to your business
- Prominent branding and signage across the Stadium/Stand
- Extensive media coverage on our thriving social channels, as well as being featured in the local and national media via TV, radio, print and digital outlets
- Regular advertising across our club channels such as ChesterFC.com, Matchday Programmes, Match Highlights and more
- Access to the Club's players and staff to activate your sponsorship, including match tickets and hospitality

Interested? ✉ [georgina.slawinski@chesterfc.com](mailto:georgina.slawinski@chesterfc.com)





## MATCH, BALL AND PROGRAMME SPONSORSHIP

Whether it's promoting your brand to our audience, or simply getting together with a group of friends or family to celebrate, we have ample Sponsorship opportunities for you in 2023/24 on Matchdays down at the Deva!

### Match Sponsorship: £995+VAT (Hospitality for eight guests)

- Delicious two-course meal, courtesy of Olive Tree Catering
- A free drink on arrival
- Complimentary half time tea, coffee and biscuits
- Promotion on Club Website and Match Programme
- Promotion over PA system
- Premium East Stand seats to watch the match
- Complimentary Match Programme and Teamsheet
- Signed replica shirt as memento
- Pick the Chester FC Player of the Match!



### Ball Sponsorship: £420+VAT (Hospitality for five guests)

- Delicious two-course meal, courtesy of Olive Tree Catering
- Complimentary half time tea, coffee and biscuits
- Promotion on Club Website and Match Programme
- Promotion over PA system
- Premium East Stand seats to watch the match
- Complimentary Match Programme and Teamsheet
- Signed ball as memento



### Programme Sponsorship: £250+VAT (Hospitality for three guests)

- Delicious two-course meal, courtesy of Olive Tree Catering
- Complimentary half time tea, coffee and biscuits
- Promotion on Club Website and Match Programme
- Promotion over PA system
- Premium East Stand seats to watch the match
- Complimentary Match Programme and Teamsheet
- Match Programme in signed display frame as memento



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## MATCHDAY HOSPITALITY

Match Hospitality at the Deva Stadium is the perfect way to entertain guests or clients, or even just to watch the match in style for a family/friends day out!

### Match Hospitality: £59.50pp\*

- Delicious two-course meal, courtesy of Olive Tree Catering
- Complimentary half time tea, coffee and biscuits
- Complimentary Match Programme and Teamsheet
- Premium East Stand seats to watch the match

\* plus, there's discounted prices for Season Ticket holders and Legends Lounge members!

Interested? ✉ [georgina.slawinski@chesterfc.com](mailto:georgina.slawinski@chesterfc.com)







### About Seals Live

Seals Live is the home of your matchday commentary for Chester FC.

**767**

Followers

**495.3K**

Total Listens

<https://sealslive.mixlr.com>

<https://twitter.com/SealsLive>

<https://www.chesterfc.com/>





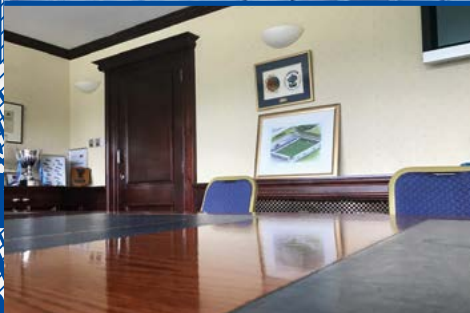
## VENUE HIRE

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

With ample space in the Car Park and opportunities to host in the Legends Lounge, Blues Bar and Boardroom, there's flexibility available on non matchdays for your event. We've had driving tuition, car boot sales, drive-in cinemas, TV advertising and much more on site – and we'd love to welcome you and host your event!

**WHATEVER YOUR GOALS OR BUDGET,  
WE'D LOVE FOR YOU TO BE A PART OF...**

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



Interested? ✉ [georgina.slawinski@chesterfc.com](mailto:georgina.slawinski@chesterfc.com) to discuss in more detail or to arrange a viewing at the Deva.







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