



CHESTER FOOTBALL CLUB
COMMERCIAL BROCHURE 2024/25
OUR CITY, OUR COMMUNITY, OUR CLUB





WELCOME TO OUR CLUB

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 our Youth Academy setup. Also our Women's First Team – who have just completed their first full season playing at the Deva Stadium – plus our Development Squad and Under 18's side.

Plus there's our thriving Community Trust who have seen their £2 Million Community Sports Hub in Blacon provide opportunities for all over the past two years since opening.

We are committed to financial sustainability and continuing to progress on and off the pitch and the support of our Commercial Partners is integral to continuing our story.

Whether you're a business, an organisation or a passionate supporter, every single person can make a huge difference at Chester FC.

Please enjoy our 2024/25 Commercial Brochure!

Chester Football Club.



PERIMETER ADVERTISING

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

This is a simple yet highly effective way of reaching out to our supporter base. This is your opportunity for our 2,100+ average home crowds to see your board on a weekly basis, plus gain exposure through match pictures as well as on our match highlight packages on Chester FC TV.

Premium Groundboard (16ft) - £1000+VAT

Standard Groundboard (8ft) - £500+VAT

Interested? Email albert.davies@chesterfc.com



STADIUM AND STAND SPONSORSHIP

Becoming the Official Naming Rights Partner for our Stadium or a Stand Sponsor is a high-profile opportunity for a local or national company to engage with the community through our fan-owned club and grow their brand through the Deva Stadium.

The package will be specifically tailored to your needs but typically includes:

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

The Deva Stadium has been our home since 1992 and has a capacity in excess of 5,000. In addition to at least 23 home matches each season, the stadium and car park area hosts a range of community and corporate events and boasts two large function rooms, the Cestrian Bar and Gary Talbot Legends Lounge.

As our naming rights partner, you will create fantastic exposure for your business and promote your brand to local, regional and national audiences through a positive association with a club that is proud to be different: 100% supporter-owned and committed to making a real difference in our community.

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

Get in touch with us today! Please contact Albert Davies, General Manager, on 01244 371376 or email albert.davies@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 a variety of Matchday Sponsorship opportunities for you in 2024/25 at Chester FC!

Match Sponsorship: £995+VAT (minimum eight people)

- 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: £450+VAT (minimum five people)

- 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: £295+VAT (minimum three people)

- 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



Interested? Email albert.davies@chesterfc.com



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: £64.50pp*

- 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? Email jan.tunncliffe@chesterfc.com to book!



PLAYER SPONSORSHIP

Whether it's advertising your brand, or just pitching in with a few mates to support the club – sponsor a member of our First Team Squad for 2024/25!

With the introduction of a brand new third kit this season, there's now three opportunities to sponsor your favourite player!

Player Sponsorship: £200+VAT

- A mention in our Matchday Programme for every home league game in the season
- Mentioned on your players' profile on our Club Website
- Featured on goal graphics, as well as a Social Media thank you all our player sponsors during the season
- An invite to an exclusive event at the end of the season where you can collect your matchworn replica shirt

Interested? Email albert.davies@chesterfc.com



DIGITAL MEDIA AND PROGRAMME ADVERTISING

Our Digital Media platforms continue to evolve and our audience continues to grow. With our numbers ever growing, this is a brilliant time to tap into our online supporter base and get maximum value for your investment!

- 52k+ followers on  X
- 14k+ followers on  Instagram
- 4k+ subscribers on  YouTube
- More than half a million listens on  Spotify
- 21k downloads on  The Seals Podcast
- + much, much more!



We also still have Programme Advertising available in The Cestrian for 2024/25. This is a handy platform to further connect with Chester FC guests, supporters, visiting fans and corporate clients across the season!

Full Page Programme Ad for Season: £1000+VAT

Half Page Programme Ad for Season: £550+VAT

**Like what you see above and interested in a bespoke package for your brand?
Email albert.davies@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, The Cestrian 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!



Interested? Email albert.davies@chesterfc.com to discuss in more detail or to arrange a viewing at the Deva.



ACADEMY SPONSORSHIP

Support the Blues and play your part in backing our stars of the future!

Academy Sponsorship is another great way to back the club, be it as a business looking to give back in the community by partnering up with one of our Junior Sides, or a supporter than wants to sponsor one of our Under 19 scholar players, we have plenty of options for you.

ACADEMY PLAYER SPONSORSHIP: £50+VAT

As a Youth Team player sponsor you will be entitled to the following...

- Your name/company name in Matchday programmes
- Your name/company name on chesterfc.com
- A social media thank you on X (Twitter) and Instagram

Plus, sponsoring a YT player enters you into a prize draw with the chance to win unique prizes!



Interested? Email albert.davies@chesterfc.com for more information!

YOUTH TEAM & SCHOLARS SPONSOR: £5,000+VAT

Sponsoring our full-time scholars and youth team is a great way to gain exposure for your brand and contribute to the development of our young players.

With an Under 19s team playing in the National League Alliance North Division on Wednesday afternoons, and Under 18s in action every Sunday, your sponsorship would include...

- Your company logo on the home, away and GK kits of two teams
- A feature on our club website and social media channels announcing the partnership
- Article in our matchday programme announcing the partnership
- Social media posts across the season from the Chester FC Academy account promoting your business
- An advertising board at the King George V Sports Hub where the Academy are based

Interested? Email albert.davies@chesterfc.com for more information!



CHESTER FC WOMEN

Chester FC Women are pleased to be offering commercial opportunities for the 2024/25 season, enabling sponsors to show their support for women's sport and help our women's team progress!

Currently playing in the sixth tier of the women's football pyramid, the Blues made the move to the Deva Stadium for home matches 12 months ago and have averaged strong crowds - with more than 120 season ticket holders.

We have a range of sponsorship packages available across our three teams for businesses who want to promote their brand and reach new audiences in the women's game.

- **Training Kit Sponsor - £1,000+VAT** (Your branding will feature on training tops worn both home and away all season and also shown via matchday photography. Plus an initial social media announcement and two social media thank you messages from CFCW's accounts during the season.)
- **Exclusive Pitchside Advertising - £500+VAT** (This limited offer gives four companies the opportunity to promote their brand on pitchside advertising wedges, which will be displayed during all CFCW home matches over the season. Plus an initial social media thank you message.)
- **Mascot Sponsor - £750+VAT** (Your company will sponsor our mascots for the season, with a local girls' team walking out with the players at every home game during the season. This includes a social media thank you message during each home matchday.)
- **Match Sponsor - £200+VAT** (This offer gives companies the opportunity to promote their brand at a selected fixture and choose the player of the match. Your brand will feature on social media on the day, plus shoutouts via our PA system throughout the afternoon.)
- **Player Sponsor - £100+VAT** (Sponsor a CFCW player for the season. Your name will appear next to your chosen player's name on the club's website chesterfc.com, and in all men's matchday programmes during the season. Plus you'll receive a thank you message on social media company name will feature on your player's goal graphic every time they score.)

Interested in any of the above or even a bespoke package?

Email albert.davies@chesterfc.com!





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