



2024-25

**CHESTER FOOTBALL CLUB MID-SEASON
COMMERCIAL BROCHURE 2024/25**
OUR CITY, OUR COMMUNITY, OUR CLUB





OUR CLUB
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.

With opportunities to sponsor us as we reach the 'business' end of the 2024/25 campaign, and also savings to be made on longer-term commitments, there's something to interest all businesses in our Mid-Season Commercial Brochure!

Chester Football Club.





SCOREBOARD ADVERTISING

Scoreboard advertising at Chester FC offers a way for businesses to gain visibility and connect with our passionate fanbase. The scoreboard, central to the matchday experience, captures attention with every goal, substitution and key moment. By partnering with Chester FC, brands can utilise this platform to reach a dedicated audience, showcase their logo or message, and enhance brand recognition in a vibrant, engaging environment. Various options are available, providing flexibility to suit different budgets and marketing objectives.

Official Scoreboard Sponsor- £3,000+VAT (Recognised as official sponsor, logo on holding screen before and after match, plus shown in game and at half time plus physical signage around scoreboard)

Goal Sponsor- £1,500+VAT (Your company name/logo on the screen every time a goal is scored)

Substitute Sponsor- £1,000+VAT (Your company name/logo is displayed on the screen every time a substitution is made)

Advertising Slots- £500+VAT (Your company name/logo/ad to run before match and at half time, for the FULL Season)

Advertising Slot Per Fixture- £250+VAT (Your company name/logo/ad to run before match and at half time, for one fixture)

Interested? Please 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 at the Deva Stadium.

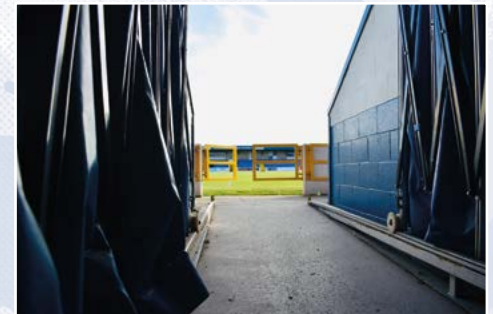
The package will be specifically tailored to your needs but typically includes:

- 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 in a full 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.





DIGITAL MEDIA AND PROGRAMME ADVERTISING

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

- 53k+ followers on X
- 16k+ followers on Instagram
- 4k+ subscribers on YouTube
- More than half a million listens on Seals Live
- 21k downloads on The Seals Podcast
- + much, much more!

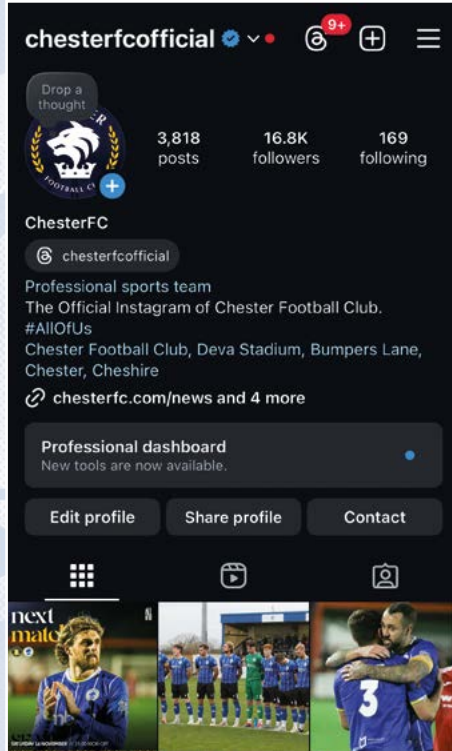
We also still have Programme Advertising available in The Cestrian for 2024/25. This is a handy platform to further connect with Chester FC guests, supporters, visiting fans and corporate clients across the season!

Full Page Programme Ad for Half-Season and 2025/26 season: £1350+VAT

Half Page Programme Ad for Half-Season and 2025/26 season: £725+VAT

Like what you see above and interested in a bespoke package for your brand? Email albert.davies@chesterfc.com.

Please get in touch directly for prices if you're interested in a short-term commitment until May 2025!



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. Through sponsoring our advertising boards, we provide free installation and free design. 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.

We have a great opportunity for your business to promote your company for the remaining half of this season and the 2025/26 season, which represents a saving on usual full season prices!

Premium Groundboard (16ft) - £1400 + VAT

Standard Groundboard (8ft) - £750 + VAT

Interested? Please email albert.davies@chesterfc.com. Please get in touch directly for prices if you're interested in a short-term commitment until May 2025.





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