



OUR CITY OUR COMMUNITY, OUR CLUB

**COMMERCIAL  
BROCHURE**

**2025/26**







# THIS IS CHESTER FOOTBALL CLUB. THIS IS OUR STORY.

In 2010, Chester Football Club rose from the ashes of Chester City FC and reformed as a 100% fan-owned club with the motto: 'Our City, Our Community, Our Club.'

Three promotions in three seasons followed, and to this day we are proud to still be fan powered and community driven with our supporters at the heart of everything we do.

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 here at Chester FC.

Please enjoy our 2025/26 Commercial Brochure!

**Chester Football Club.**



# Perimeter Advertising

Promote your business and show your support for Chester FC at the Deva Stadium!

## Perimeter Advertising

A simple yet highly effective way to reach our dedicated supporter base. With average home crowds of over 2,200, your pitchside board will be seen every Men's and Women's matchday throughout the season. Beyond the stadium, your board will gain digital exposure as it features in matchday photography, appears in our Chester FC TV highlight packages, and be visible during live streamed fixtures on DAZN, giving your company extended reach both locally and digitally. Plus, all board sponsor can have their photo taken with their board to promote their brand across our social channels!

Premium Groundboard (16ft) - £1,000+VAT

Standard Groundboard (8ft) - £500+VAT

Interested? Email [albert.davies@chesterfc.com](mailto:albert.davies@chesterfc.com).



## Scoreboard Advertising

Elevate your presence and connect with our passionate fanbase with scoreboard advertising at Chester FC. Central to the matchday experience, the scoreboard commands attention with every goal, substitution, and key moment, offering a prime opportunity to reach our loyal supporters.

By partnering with Chester FC, brands gain access to a dedicated audience, enhancing visibility and recognition in an exciting, high-energy environment.

If you're interested in a bespoke package for your brand, please contact [albert.davies@chesterfc.com](mailto:albert.davies@chesterfc.com)



# Stadium and Stand Sponsorship

Be a part of Chester FC history by becoming the Official Naming Rights Partner - or sponsoring a stand - at the Deva Stadium.

Sponsoring our stadium or one of its stands offers a unique, high-profile opportunity for a business to align with the values of a proud, supporter-owned football club. Whether you're a national brand or a local business, this is your chance to engage with our passionate community and make a lasting impression both regionally and beyond.

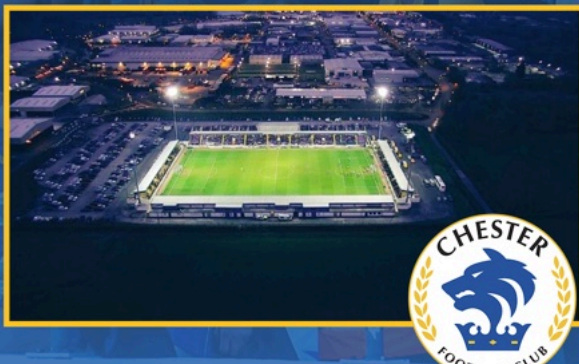
As our Official Naming Rights Partner or a Stand Sponsor, your bespoke sponsorship package will be tailored to suit your goals however typically includes:

- The opportunity to rename the stadium or stand
- Prominent branding and signage throughout the ground
- Extensive media coverage across radio, print, and digital outlets
- Advertising and promotion via our club website, matchday programme, live streams, and match highlights
- Access to club assets and players for sponsorship activation
- Matchday tickets and corporate hospitality

Since opening in 1992, the Deva Stadium has been our home. In addition to hosting a minimum of 23 Men's home games each season, the stadium and car park area is also used year-round to host corporate and community events, with two excellent function spaces: The Cestrian Bar and The Gary Talbot Legends Lounge.

Partnering with Chester FC means more than just exposure - it's an opportunity to associate your business with a club built on strong community values.

With flexible terms, a bespoke package and great opportunities to drive engagement and sales, stadium/stand 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](mailto:albert.davies@chesterfc.com).



# Match, Ball and Programme Sponsor

Whether you're looking to promote your business or enjoy a special day out with friends or family, Chester FC offers a range of matchday sponsorship packages to suit every occasion.

## Match Sponsorship – £1,000 + VAT (Minimum 8 guests)

- Enjoy a delicious two-course meal
- Receive a free welcome drink on arrival
- Complimentary half-time tea, coffee and biscuits
- Acknowledgment and branding on the Chester FC website and matchday programme
- Public announcement over the stadium PA system
- Premium seating in the East Stand
- Complimentary match programme and teamsheet
- A signed replica shirt to commemorate your day
- Plus: you select the official Chester FC Player of the Match!



## Ball Sponsorship – £500 + VAT (Minimum 5 guests)

- Two-course meal
- Complimentary half-time refreshments
- Coverage on the club website and in the programme
- PA system recognition
- East Stand premium seating
- Complimentary matchday programme and teamsheet
- Take home a signed match ball as a memento



## Programme Sponsorship – £300 + VAT (Minimum 3 guests)

- Two-course meal
- Complimentary half-time tea, coffee and biscuits
- Branding and acknowledgment on the website and programme
- Announcement via PA system
- Premium East Stand seats
- Complimentary programme and teamsheet
- Receive a framed, signed matchday programme as your memento



**Interested in booking your matchday experience?**

Email [albert.davies@chesterfc.com](mailto:albert.davies@chesterfc.com) today to secure your preferred fixture!



# Matchday Hospitality

Enjoy matchdays in style at the Deva Stadium with Match Hospitality – perfect for entertaining clients, hosting guests, or treating family and friends to a memorable day out.

**Match Hospitality – £64.50 per person\***  
**Delicious two-course meal**

- Complimentary half-time tea, coffee, and biscuits
  - Free matchday programme and teamsheet
  - Pre-match Stadium tour
  - Pre-match briefing from Manager Calum McIntyre
  - Premium seating in the East Stand
- + There's discounted rates available for Season Ticket Holders and Legends Lounge Members.

To book your matchday experience, email [jan.tunncliffe@chesterfc.com](mailto:jan.tunncliffe@chesterfc.com).



# Player Sponsorship

Show your support for your favourite Chester FC player during the 2025/26 season with Player Sponsorship! Whether you're backing the club as a business or chipping in with friends, this is a great option to support the Blues commercially. With our popular third kit still available this season, there are three shirts per player available to sponsor, giving you more chances to get involved and show your backing for our 2025/26 First Team Squad!

## Player Sponsorship - £200 + VAT

- Your name or business listed in every home league Matchday Programme
- Recognition on your chosen player's profile on our Club Website
- Featured on goal graphics and included in a special thank you post on Chester FC social media channels
- Invitation to an exclusive end-of-season event, where you'll receive your player's matchworn replica shirt and get the chance to meet the squad!

To sponsor a player, email [albert.davies@chesterfc.com](mailto:albert.davies@chesterfc.com)!





# Digital Media and Programme Advertising

Reach our dedicated fanbase and connect with a passionate community of supporters, both online and in print.

Chester FC's digital platforms continue to expand, making this the perfect time to showcase your brand to thousands of engaged followers. With strong reach across social media, video content, podcasts and live commentary, your business can gain valuable exposure in front of a loyal and active audience.

- 54k+ followers on X
- 18k+ followers on Instagram
- 4.5k+ followers on Youtube
- 750k+ listens on Seals Live
- 30k downloads across 88 countries on The Seals podcast

We also still have Programme Advertising available in The Cestrian for 2025/26. 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](mailto: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](mailto:albert.davies@chesterfc.com) to discuss in more detail or to arrange a viewing at the Deva.





# Academy Sponsorship

Support the future of Chester FC and play your part in backing the next generation of Blues stars. Our Academy Sponsorship packages offer a fantastic opportunity for businesses and individuals to make a meaningful impact, whether you're a company committed to giving back to the community, or a supporter looking to back one of our young talents.

## Academy Player Sponsorship – £50 + VAT

- Sponsor an Under-19 scholar for the 2025/26 season and receive:
- Your name or company listed in every home Matchday Programme
- Recognition on the player's profile on [chesterfc.com](http://chesterfc.com)
- A social media thank you message via the club's official X (Twitter) and Instagram accounts
- Automatic entry into an exclusive prize draw for a chance to win unique Chester FC prizes



## Youth Team & Scholars Sponsor – £5,000 + VAT

Showcase your brand while making a lasting contribution to our full-time scholars and Youth Team setup.

Our Under-19s compete in the National League Alliance North Division on Wednesdays, and our Under-18s are in action on Sundays - your business can play a key role in their journey.

Your sponsorship would include:

- Your company logo on the home, away, and goalkeeper kits of both teams
- A dedicated feature on our club website and social media channels announcing the partnership
- Coverage in the Chester FC matchday programme
- An advertising board at the King George V Sports Hub, the Academy's home ground

**Interested? Please email [albert.davies@chesterfc.com](mailto:albert.davies@chesterfc.com) for more information!**



# Women's Sponsorship

Show your support and help continue to grow Chester FC and women's football! Now playing in the sixth tier of the women's football pyramid, Chester FC Women are heading into their third season playing at the Deva Stadium, last season drawing strong crowds and gaining over 130 season ticket holders.

**We offer a variety of sponsorship packages designed to promote your brand while supporting women's sport and engaging with a growing audience across our three teams.**

- **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 with your brand featuring on social media on the day)
- **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](http://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](mailto:albert.davies@chesterfc.com)!**





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