

HARROGATE TOWN AFC

2023/24 COMMERCIAL BROCHURE



INTRODUCTION



HARROGATE TOWN FOOTBALL CLUB PLAY IN SKYBET LEAGUE TWO, THE FOURTH TIER OF ENGLISH FOOTBALL, HAVING WON PROMOTION FROM THE NATIONAL LEAGUE IN AUGUST 2020. THIS BROCHURE DETAILS VARIOUS OPPORTUNITIES FOR YOUR COMPANY TO BECOME A CLUB SPONSOR.

IN THE LAST SEASON OVER 61,000 PEOPLE WATCHED FIRST TEAM FOOTBALL AT THE ENVIROVENT STADIUM, OUR HOME GROUND.

SUCCESS ON THE FIELD OVER THE LAST 5 YEARS HAS BROUGHT SOME MEMORABLE MOMENTS INCLUDING THE 2020/2021 SEASON'S WEMBLEY WIN AND PROMOTION TO THE EFL. THIS SUCCESS IS COMPLIMENTED BY A DEDICATED APPROACH TO CUSTOMER SERVICE AND TAILORING OUR COMMERCIAL PACKAGES TO MEET YOUR NEEDS.

YEAR-ON-YEAR MATCH CROWDS INCREASE AND EFL FOOTBALL WILL ADD TO THAT MOMENTUM AS WELL AS THE LEAP IN SOCIAL MEDIA HITS ACROSS ALL THE CHANNELS. ALL OUR MATCHES WILL BE HIGHLIGHTED ON ITV4, SKY SPORTS, AVAILABLE ON A NATION WIDE STREAMING SERVICE AND BE COVERED BY LOCAL AND NATIONAL PRESS.

#PROUDTOBETOWN



TOWN STATS



97,000+

SOCIAL MEDIA FOLLOWING

22.5M

**TWITTER IMPRESSIONS
(OVER LAST 12 MONTHS)**

5,000+

**MATCHDAY PROGRAMMES SOLD
(LAST SEASON)**

55,884

**TOTAL HOME ATTENDANCE
2022/23 SEASON**

394,884

**WEBSITE VISITORS
(LAST 12 MONTHS)**



IN STADIUM BRANDING



ADVERTISING BOARDS



A POPULAR WAY TO ENGAGE YOUR BRAND WITH OUR LOYAL SUPPORTERS, EXTERNAL VISITORS AND TV AUDIENCES

BENEFIT FROM BRAND EXPOSURE TO OVER 55,000 ANNUAL VISITORS TO THE ENVIROVENT STADIUM AND BOOSTED BY MEDIA COVERAGE FROM ORGANISATIONS SUCH AS SKY SPORTS

OUR PITCHSIDE, CROWD FACING, BACK OF STAND AND ELEVATED STAND ADVERTISING PACKAGES PROVIDE A COST EFFECTIVE WAY TO MAKE A REWARDING ASSOCIATION WITH NORTH YORKSHIRE'S LEADING PROFESSIONAL FOOTBALL CLUB

THE ADVERTISING PACKAGES INCLUDE

- **PITCH OR CROWD FACING LOCATION**
- **NATIONAL TV EXPOSURE**
- **LOGO PROUDLY DISPLAYED IN ALL MATCH PROGRAMMES**
- **OPPORTUNITIES TO PROVIDE EXCLUSIVE OFFERS & DISCOUNTS TO 500 SEASON TICKET HOLDERS AND SUPPORTERS CLUB MEMBERS**
- **NETWORKING OPPORTUNITIES WITH FELLOW SPONSORS AND PARTNERS**



STAND SPONSORSHIP





STAND SPONSORSHIP



THIS PACKAGE OFFERS YOUR BRAND TO BECOME A MAIN STAND SPONSOR AT THE ENVIROVENT STADIUM

YOUR COMPANY AND BRANDING WILL BE PROUDLY DISPLAYED IN PROMINENT POSITIONS TO ENSURE YOU ARE AT THE FOREFRONT OF EVERY VISITORS' MIND,

THIS WILL BE SUPPORTED BY WEEKLY TV COVERAGE FROM THE LIKES OF SKY SPORTS AND ITV 4 (HIGHLIGHTS SHOW)

THIS PACKAGE INCLUDES

- **COMPANY NAME AND LOGO CENTRAL ACROSS THE TOP OF THE STAND**
- **COMPANY NAME FEATURING ON ALL STADIUM SIGNAGE (BOTH WITHIN THE GROUND AND ONLINE)**
- **FOUR SEASON TICKETS AND CORPORATE PASSES**
- **PRE-MATCH HOSPITALITY FOR UP TO 8 PEOPLE FOR A SKYBET LEAGUE TWO MATCH**

LED SCOREBOARD



LED SCOREBOARD



A PERFECTLY POSITIONED 4 X 3 METRE DIGITAL SCREEN, FOR THE CLOCK AND SCORE, AN OPPORTUNITY TO SHOWCASE YOUR BUSINESS ON A KEY FOCAL POINT ON MATCH DAY

ADVERTISING PACKAGES FOR PRE-MATCH, HALF-TIME AND IN-GAME ARE AVAILABLE TO PURCHASE

IN-GAME PACKAGES INCLUDE

- **INTERVAL PACKAGES SUCH AS GOAL SPONSORSHIP (YOUR LOGO WILL APPEAR WITH OUR HOME GOAL GRAPHICS)**
- **CORNER SPONSORSHIP (YOUR LOGO WILL APPEAR UNTIL THE CORNER IS TAKEN)**
- **SUBSTITUTE SPONSORSHIP (YOUR LOGO WILL APPEAR WITH THE SUBSTITUTE GRAPHIC ON SCREEN)**

PRE-MATCH / HALF-TIME PACKAGES INCLUDE

- **60 SECONDS OF SCREEN TIME PER GAME, CAN BE SPLIT IN TO 6 LOTS OF 10 SECOND STATIC IMAGE ADVERTS OR VIDEO.**

MATCHDAY PROGRAMME



WWW.HARROGATETOWN AFC.COM

MATCHDAY PROGRAMME



OUR MATCH DAY PROGRAMME IS COLLECTED BY SUPPORTERS, DISTRIBUTED TO ALL OUR CORPORATE GUESTS AND PUTS YOUR COMPANY BRAND AT THE FOREFRONT AT ALL SKYBET LEAGUE TWO MATCHES.

WITH OVER 5,000 ISSUES SOLD LAST SEASON, THESE PACKAGES PRESENT A FANTASTIC OPPORTUNITY TO GIVE YOUR BRAND EXPOSURE

FULL AND HALF PAGE ADVERTS AVAILABLE.



MATCHDAY HOSPITALITY



WWW.HARROGATETOWN AFC.COM

MATCHDAY HOSPITALITY



THE CLUB'S MATCHDAY HOSPITALITY PACKAGES ALLOW YOU AND YOUR GUESTS TO ENJOY A SKYBET LEAGUE TWO MATCH IN STYLE.

THESE PACKAGES INCLUDE

- **RESERVED SEATS IN THE CORPORATE STAND WHICH ALSO ALLOWS YOU ACCESS TO THE SUITE THROUGHOUT THE MATCH**
- **SPONSORS LOUNGE TICKET**
- **COMPLIMENTARY DRINK ON ARRIVAL**
- **WINE WITH MEAL**
- **MATCH TICKET IN PRIME CENTRAL SEATS**
- **RESTAURANT QUALITY PRE-MATCH MEAL**
- **TEA/COFFEE, CAKES AND A SELECTION OF CHEESE AT HALF TIME**
- **SPONSORS BAR ACCESS THROUGHOUT**
- **Q&A WITH OUR FIRST TEAM MANAGER, SIMON WEAVER**
- **COMPLIMENTARY MATCHDAY PROGRAMME & TEAM SHEET FOR EACH GUEST**
- **RESERVED CAR PARKING AVAILABLE UPON REQUEST**

MATCHDAY SPONSORSHIP



[WWW.HARROGATETOWN AFC.COM](http://www.harrogatetownafc.com)

MATCHDAY SPONSORSHIP



OUR CORPORATE MATCHDAY SPONSORSHIP PACKAGE PUTS YOUR COMPANY AT THE HEART OF OUR MATCHDAY. YOU AND YOUR GUESTS WILL ENJOY PRE-MATCH HOSPITALITY IN THE CORPORATE SUITE, MATCH SEATS IN THE CORPORATE STAND WHILST BENEFITTING FROM HIGH PROFILE BRAND EXPOSURE TO A SUPPORTIVE CAPTIVE AUDIENCE.

YOUR ROLE CONTINUES DURING THE MATCH WITH THE OPPORTUNITY TO CHOOSE AND PRESENT THE MAN OF THE MATCH AWARD.

WE ARE DELIGHTED TO OFFER PACKAGES FOR CORPORATE PARTNERS AS WELL AS INDIVIDUAL SUPPORTERS WHO WANT TO ENJOY THE GAME IN A RELAXED AND COMFORTABLE ENVIRONMENT.

THESE PACKAGES INCLUDE

- **A PRE-MATCH MEAL FOR UP TO 8 PEOPLE IN THE EXERCISE.CO.UK EXECUTIVE SUITE**
- **RESERVED SEATS IN THE MAIN STAND, UNDERCOVER AND CLOSE TO THE HALF-WAY LINE,**
- **ACCESS TO THE HOSPITALITY SUITE THROUGHOUT THE MATCH**
- **COMPLIMENTARY DRINK ON ARRIVAL FOR EACH GUEST**
- **A DRINKS PACKAGE**
- **COMPLIMENTARY MATCHDAY PROGRAMME AND TEAM SHEET FOR EACH GUEST**
- **PRE-ORDERED HALF TIME REFRESHMENTS SERVED AT YOUR TABLE**
- **TEA, COFFEE, CAKES AND SELECTION OF CHEESE SERVED AT HALF-TIME**
- **ENJOY THE PRE-MATCH BUILD UP INCLUDING AN INTERVIEW WITH THE FIRST TEAM MANAGER, SIMON WEAVER**
- **YOU AND YOUR GUESTS CHOOSE THE HARROGATE TOWN MAN OF THE MATCH**
- **PRESENTATION OF THE MAN OF THE MATCH AWARD AND COMMEMORATIVE PHOTOGRAPH ON THE PITCH**
- **PRE-MATCH SOCIAL MEDIA SHOUT-OUT**
- **FULL PAGE ADVERT IN THE MATCH DAY PROGRAMME**
- **COMPANY LOGO ON THE FRONT PAGE OF THE MATCH DAY PROGRAMME & ON THE BIG SCREEN**
- **PA ANNOUNCEMENTS PROMOTING AND THANKING YOU FOR YOUR SPONSORSHIP**
- **RESERVED PARKING CLOSE TO THE STADIUM**



MATCH BALL SPONSORSHIP



MATCH BALL SPONSORSHIP



IN PLAYING YOUR ROLE ON MATCHDAY, YOU DON'T GET MUCH CLOSER TO THE ACTION THAN YOU DO WITH OUR MATCH BALL SPONSORSHIP.

WHILE BEING AT THE HEART OF THE ACTION ON THE FIELD, YOUR COMPANY TO TAKE CENTRE STAGE AS YOU BENEFIT FROM HIGH LEVELS OF BRAND EXPOSURE

THE ADVERTISING PACKAGES INCLUDE

- A PRE-MATCH MEAL FOR UP TO 4 PEOPLE IN THE CORPORATE SUITE
- RESERVED SEATS IN THE CORPORATE STAND WHICH ALSO ALLOWS YOU ACCESS TO THE SUITE THROUGHOUT THE MATCH
- COMPLIMENTARY MATCHDAY PROGRAMME AND TEAM SHEET FOR EACH GUEST
- PRE-ORDERED HALF TIME REFRESHMENTS SERVED AT YOUR TABLE
- TEA, COFFEE, CAKES AND SELECTION OF CHEESE SERVED AT HALF-TIME
- ENJOY THE PRE-MATCH BUILD UP INCLUDING AN INTERVIEW WITH THE FIRST TEAM MANAGER, SIMON WEAVER
- PRE-MATCH SOCIAL MEDIA SHOUT-OUT
- FULL PAGE ADVERT IN THE MATCH DAY PROGRAMME
- COMPANY LOGO ON THE FRONT PAGE OF THE MATCH DAY PROGRAMME
- PRESENTATION OF THE SIGNED MATCH BALL POST MATCH & COMMEMORATIVE PHOTO ON THE PITCH
- PA ANNOUNCEMENTS PROMOTING AND THANKING YOU FOR YOUR SPONSORSHIP
- RESERVED PARKING CLOSE TO THE STADIUM



DIGITAL & ONLINE SPONSORSHIP



DIGITAL & ONLINE SPONSORSHIP



WITH A STRONG DIGITAL FOOTPRINT, HTAFC HAS A SELECTION OF UNIQUE DIGITAL SPONSORSHIP PACKAGES TO MEET YOUR BUSINESS NEEDS

WEBSITE SPONSOR

- OUR NEW AND IMPROVED WEBSITE AVERAGES 119,000 UNIQUE PAGE VISITS EVERY MONTH
- AS OUR MAIN WEBSITE SPONSOR YOUR COMPANY NAME AND LOGO WILL BE PROUDLY DISPLAYED FOR ALL OUR VISITORS TO SEE
- WE WILL ALSO INCLUDE A LINK DIRECTLY TO YOUR OWN WEBSITE
- AS WELL AS OUR MAIN WEBSITE SPONSOR, WE ALSO OFFER SPONSORSHIP OPTIONS FOR OUR SUB SECTIONS WITHIN THE WEBSITE

DIGITAL NEWSLETTER SPONSOR

- WITH A REACH OF OVER 5,500, OUR MONTHLY NEWSLETTER PRESENTS A FANTASTIC OPPORTUNITY FOR YOUR BUSINESS TO REACH THE HEART OF THE LOCAL COMMUNITY
- DISTRIBUTED ELECTRONICALLY, EACH EDITION WILL INCLUDE YOUR COMPANY LOGO AND LINKS DIRECTLY TO YOUR WEBSITE



SOCIAL MEDIA SPONSOR



WITH A COMBINED FOLLOWING OF CLOSE TO 100,000, SOCIAL MEDIA SPONSORSHIP COULD BE THE PERFECT OPPORTUNITY FOR YOUR BRANDING TO REACH A WIDER AUDIENCE ON A CONSISTENT BASIS.

A BREAKDOWN OF OUR SOCIAL MEDIA FOLLOWING:

34,600 - TWITTER

13,000 - FACEBOOK

25,700 - INSTAGRAM

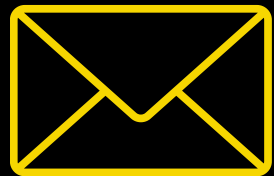
16,900 - TIKTOK

3,137 - LINKEDIN

4,420 - YOUTUBE

THESE PACKAGES INCLUDE THE OPPORTUNITY TO HAVE YOUR PROMOTIONAL MATERIAL SHARED ON OUR PLATFORMS

CONTACT US



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WANT TO KNOW MORE? FOLLOW US ON FACEBOOK & TWITTER



***FIGURES CORRECT AS OF JUNE 2023**

WWW.HARROGATETOWNAFC.COM