

AUGUST 2021



# THATCHAM TOWN FC COMMERCIAL NEWSLETTER

*Sponsorship and Advertising Opportunities during the 2021-22 season*  
[Click Here](#)

## CURRENT TTFC SPONSORS & ADVERTISERS



*For this season the 1st Team will be playing in the 'Pitching In' Isthmian League Division One South-Central. We will be entertaining teams including Binfield, Bracknell and Basingstoke, as well as many from the outskirts of West and South London.*

*Thatcham Town FC is a community club that can put your business in the shop window to those who visit the club. The support of the local people and businesses is very important to a club like ours, and with your support it will help the club progress. Therefore, if you would like more information please contact us for details.*

**Contact: Commercial Manager - Ben Harte**

**Phone: 07535521953**

**Email: [commercialmanager@thatchamtown.com](mailto:commercialmanager@thatchamtown.com)**

**McCARTHY STONE**  
*Life, well lived*



**AP&C**

**A-plan**  
insurance

**01635 874 646**  
[www.aplan.co.uk/thatcham](http://www.aplan.co.uk/thatcham)

## **New sponsors**

- McCarthy & Stone have joined forces with the 1st Team as Kit Sponsors for both the **Home and Away Shirts**
- Butler Signs are assisting us with the manufacturing of our signs - Recently they also came on board as **Match Day Programme Sponsors**
- Apple Print and Creative are sponsoring the entire season's worth of Match Day Tickets as well as printing the **Match Day Programmes**
- A-Plan are a well-known insurance company in the Thatcham area with offices across the UK.

<https://www.thatchamtownfootball.club/>



**You**

# Pricing structure

## *Player, Match Day and Match Ball Sponsorship*

### PLAYER SPONSORSHIP

Sponsor a 1st Team player or management player and have your:

- Name/Company Name acknowledged in all home programmes
- Name/Company Name on our website and receive social media announcements
- £40 with two individual sponsors per player
- £80 with one exclusive sponsor

### Match Day Sponsor

Sponsor any of our league or Cup matches, as well as access to the officials' and sponsors' lounge, your business or group will have:

- Four Complimentary Tickets and seats in the main stand
- Company Logo or group name and write up in the Match day programme
- 2 complimentary drinks per person, to be consumed at any time prior to the match, at half time or after the match
- Food basket per group member with sausages & chips (vegetarian option)
- Advertising before the match and during half time via our stadium announcement system
- \*Additional tickets can be purchased at £30 each up to a maximum of 6\*
- £120 (additional people £30)

### MATCH BALL SPONSOR

Sponsor the match ball at any of our league or Cup matches and as well as access to the officials' and sponsors' lounge, your business/group will have:

- Two Complimentary Tickets and seats in the main stand
- Company Logo or group name in Match day programme
- 2 complimentary drinks per person, to be consumed at any time prior to the match, at half time or after the match
- Advertising before the match & during half time via our stadium announcement
- \*Additional tickets can be purchased at £25 each up to a maximum of 6\*
- £50 (additional people £25)

### Recent Player Sponsorships

Andy G - SJ Wines  
 Brad P - David Cram/Service Master  
 Josh E - Therapists on The High Street  
 Will F - Nigel Manley  
 Eric M - Southcote FC  
 Lamar K - Andy Berry



**Match Day Sponsorship  
 available - please contact  
 Ben Harte to sponsor**

# Pricing structure continued

## PITCH PERIMETER BOARDS

- 8x3ft Metal Dibond Board with company artwork: **2 year deal £500 + VAT**
- 16x3ft Metal Dibond Board with company artwork: **2 year deal £800 + VAT**

This will also include your company logo on our website with a hyperlink to a landing page of your choice. Social Media posts will also promote the new sponsorship, and will be highlighted in the newsletters.

## PROGRAMME ADVERTISING

Thatcham Town FC sells a match day programme in **Full Colour for all 1st Team home games.**

It is a physical copy that contains team information, manager and chairman comments, advertising, interviews, statistics and regularly changing content. It is an effective way to increase the awareness of your business.

Price will be given depending on what game in the season you wish to start at but the larger the page the more cost effective the pricing.

\*The Advertisement can be changed to suit your business needs with prior agreed notice\*



## *Featured Sponsor of the Month....* **AP&C**

Apple Print and Creative is a full service Marketing & Print agency with over 34 years of experience helping our clients sell their products and services.

In-house we boast a strong team of professionals. We cover Account Management, Project Management, Events, Telemarketing, Graphic Design, Planning and Strategy, Development and Technical Build along with a fully staffed Print Engine Room for all our client's events, banners and brochures. We are very proud of what we have here and our clients, and potential clients are always welcome to come and visit us to see us in action.

We capture the attention and grab the chance to promote your business with our Marketing, Design and Printing all under one roof. Despite the youthful looks of many of our staff, their combined experience totals well over 150 years. Balancing this wealth of experience our vibrant creative team bring with them fresh, innovative, new ideas in a fast-moving world.

We work by looking for new and better ways to help our clients promote their business and services. We make things work, no matter your budget.