

THE CLUB AND COMMERCIAL OPPORTUNITIES FOR THE 22/23 SEASON



To know more about the opportunities featured here
please contact Clare Keeble on 07712 208921 or
email her at COMMERCIAL@DULWICHHAMLETFC.CO.UK

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A nighttime photograph of a football match. In the foreground, a player in a blue kit is running on a green pitch. In the background, a large crowd is seated in the stands of a stadium. The stadium building is illuminated, and a sign above the entrance reads "Tunney Jones Stand". The text "THE CLUB" is overlaid in large white letters across the bottom half of the image. There are pink geometric shapes in the top corners.

THE CLUB



A UNIQUE FOOTBALL
CLUB IN A LEAFY CORNER
OF SOUTH LONDON,
STRIVING TO

**DO THE
RIGHT
THING**

OUR STORIED PAST

129 years of football
in East Dulwich.

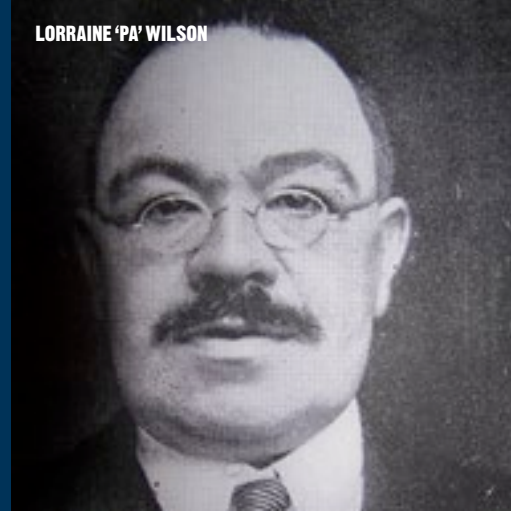
Formed in 1893 by Lorraine 'Pa' Wilson, The Hamlet have always been a non-league team, residing for decades in the Isthmian League.

The amateur champions of England three times in the mid 30's and have on occasion played famous opposition, Ajax in 1911 and the Nigerian national side in 1948.

Our most revered player ever would have to be Edgar Kail who rejected approaches to sign for professional clubs to stay at The Hamlet, going on to play and score for England.



LORRAINE 'PA' WILSON



EDGAR KAIL



THE HAMLET SQUAD, 1990





OUR RECENT HISTORY

**Successes, struggles,
and a lot of support.**

The Hamlet's recent on-pitch history has been marked by two promotions, in 2013 and 2018, meaning that today we play in the National League South.

The latter took place in the same calendar year as the successful and much publicised campaign to save the club from losing its home, Champion Hill.

Since 2013 attendances at The Hamlet have boomed and now regularly exceed 3,000. We are the best supported team never to have played league football.



**MONDAY 7TH
MAY 2018:
WINNERS!**

On a blistering hot day we won promotion to the National League South by penalty shoot-out, and a chant which lasted 30 minutes - "...allez-allez-allez..."



MONDAY 7TH MAY 2018: AFTERS

After a victory which gained us promotion, a roundabout in East Dulwich, notable for its palm tree, became a place of congregation for the fans, players and management of Dulwich Hamlet. And so, Goose Green roundabout was renamed 'Promotion Roundabout'.



FRIDAY 8TH NOVEMBER 2019: THE FA CUP

Having won some tough matches in the non-league rounds, Dulwich Hamlet qualified for the 1st round of the FA Cup.

This match, and the live appearance on the BBC, led to a celebration of support and local pride, the focal point of the 19/20 season.

On that wet Friday night in south London a loss on the pitch felt like a win for the club's community.



21/22: OUR FESTIVAL OF FOOTBALL

A complete season of ups, downs and record breaking support.

The men's team is now a regular feature of the National League South, in 21/22 achieving our highest ever season-end position, with the women's team having reached the London Senior Cup final.

With record-breaking attendances for both teams, supporters revel in our unique match-day experience while sipping drinks served from three bars and enjoying the quality street food on offer.

2021/22 also saw us become the focus of a TV documetary, *Save Our Beautiful Game*, following ex-Hamlet player (and England international) Peter Crouch's work to nurture non-league football.



OUR LEVEL PLAYING FIELD

**The Dulwich Hamlet
Women's team.**

In the summer of 2019 the previously independent women's team A.F.C. Phoenix became the Dulwich Hamlet Women's team.

Now with three seasons behind them as The Hamlet the women's team have thrived with new players recruited and an ever growing fan base - we're the best supported women's team at our level.

The women's team have brought a new energy and enthusiasm to the club, now it's time to win some cups and climb the leagues.





THE FUTURE

Plans approved, survival ensured, we're now looking to the future.

In July 2020 Dulwich Hamlet was granted planning permission to rebuild Champion Hill stadium, on a site just behind the existing ground.

The planning application was supported by over 2,000 public statements.

The new 4,000 capacity stadium will feature an all-weather 3G pitch, training facilities, a gym, bar and kitchen, squash courts and LED flood-lighting.

The Hamlet is set to carry on into a successful future on the pitch whilst enriching the local community, by providing excellent facilities to local sporting clubs and schools.

WE STAND WITH THEM FOR GOOD

Dulwich Hamlet Football Club is proud to be at the centre of our community.

We pride ourselves in 'doing the right thing' and ensuring that Champion Hill is a place for everyone to enjoy football. Saturday and Sunday afternoons are for everyone and a simple message of everyone is welcome is what makes our club so special.

Throughout the season we use our match days to raise awareness about important issues within our community. These can sometimes be national campaigns or ones that are more localised to our area.

In the 2021/22 season, we raised over £3500

for Shelter through the #NoHomeKit campaign as well as being one of the first clubs to sign up to The Big Step's anti gambling campaign.

In recent years, we have been rewarded with national recognition for our community work. In 2019, we were named the FSA's community club of the year. This was then added to with Football V Homophobia's Non League Club of the year award in 2022.

Our community work doesn't just stop with charity fundraising and awareness. We are proud

to offer free community tickets to local schools and youth groups for every home game. A highlight of any match day is seeing our young fans walk out with the players at the start of the match. We don't think you can put a price on this type of experience - so we don't. All our mascots are completely free of charge - igniting the Dulwich Hamlet passion in the fans of our future.

Dulwich Hamlet Football Club is more than just a football club. It's a family. It's a community. It's something you could be part of.





THE MORAL VICTORY

Our support is diverse, creative and massive

Visiting supporters often comment on how friendly we are. That's fine by us.

We are a diverse, welcoming community of supporters and together we have created an atmosphere uniquely friendly in the footballing world.

Within the ground, diversity and tolerance are actively promoted, *everyone* is welcome, literally "we don't care which side you play for".

The club house is used on non-match days with supporters running the hugely successful Dulwich Hamlet Comedy Club as well as live music nights.





SPONSORSHIP OPPORTUNITIES

KIT BRANDING	17
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22/23 season



MEN'S KIT

17

BENEFITS

SEEN BY...

Fans at all games	80,000
Online views of all games	90,000
Total replica shirts worn	1000+

REGULARLY VIEWED BY...

Instagram followers	15,300
YouTube subscribers	5,367
Facebook friends	10,004

ALSO FEATURED IN...

National press
Local press
Online media

PRICES

BACK OF SHIRT
£8,000

SLEEVE
£6,000

FRONT OF SHIRT
£30,000

BACK OF SHORTS
£4,000



Prices are exclusive of VAT.

Kit designs shown are from 21/22 season.
Kit shown is the home kit for men and women.

WOMEN'S KIT

BENEFITS

SEEN BY...

Fans at all games	6,000
Online views of all games	12,000
Total replica shirts worn	1000+

REGULARLY VIEWED BY...

Instagram followers	15,300
YouTube subscribers	5,367
Facebook friends	10,004

ALSO FEATURED IN...

National press
Local press
Online media

PRICES

BACK OF SHIRT
£6,000

SLEEVE
£4,000

FRONT OF SHIRT
£10,000

BACK OF SHORTS
£2,000



Prices are exclusive of VAT.

Kit designs shown are from 21/22 season.
Kit shown is the away kit for men and women.

PLAYERS' TRAINING & TRAVEL KIT

In the coming season the apparel worn by the players and coaching staff when travelling, at training sessions and pitch-side during matches.

Players will wear blue with coaches and staff wearing black - display of sponsor branding is the same across playing staff and coach kit.

This high-quality kit includes: a Backpack, Training jersey, Sweatshirt, Shorts, Training leggings, Hooded jacket, Polo shirt and Raincoat.

PRICE: £15,000



MEDIA ENDORSEMENT

DULWICH HAMLET TV ON YOUTUBE:

Views	145,000
Watch time (hours)	10,000
Subscribers	5,367

TWITTER

Followers	32,000
Impressions	27 MILLION

FACEBOOK

Friends	10,004
Impressions	2.5 MILLION

INSTAGRAM

Followers	15,300
Accounts reached	160,000

TIKTOK

Followers	15,000
Likes	245,000
Video views	7 MILLION

WEBSITE

Page views	350,000
Unique visits	196,132

PRICES:

DHFC TV: £15,000

DHFC RADIO: £3,000

DHFC WEBSITE: £6,000



Prices are exclusive of VAT.

STADIUM OUTDOOR SPACES

PRICES:

**PITCHSIDE, 3 X 0.73M
EACH £1,000**



BENEFITS

SEEN BY...

Fans at home games	65,000
Online views of home game highlights	70,000
Distinct individuals attending home games	30,000

**BEHIND GOAL BANNERS
X6 @ THE EAST END,
X4 @ WEST END
£2,500 (PER BANNER)**



ALSO FEATURED IN...

National press
Local press
Online media

**'TOILETS OPPOSITE'
STAND
£12,000**

**TOMMY JOVER
MAIN STAND
£25,000**



Banner prices are exclusive of VAT.
Production costs are additional,
quoted upon request.

STADIUM OUTDOOR SPACES

BENEFITS

SEEN BY...

Fans at home games	65,000
Online views of home game highlights	70,000
Distinct individuals attending home games	30,000

ALSO FEATURED IN...

National press
Local press
Online media

PRICES:

OUTSIDE BAR BANNERS

Our new outside bar has slim, long side panels which are available for sponsorship.

**£10,000 FOR ENTIRE SPACE,
BOTH FRONT AND SIDE.**

**£2,000 FOR SINGLE PANELS
(PLUS PRODUCTION)**

DUGOUT CANOPIES X2, HOME AND AWAY

These 6x2m spaces are situated directly in front of the seated crowd.

£3,000 EACH
(Plus production)

Front panel 30 x 0.45m
(made of five 6 x 0.45m panels,
sponsorship can be for full space,
groups of panels or individual ones)

Side panel 3 x 0.45m



PROGRAMME ADVERTISING

BENEFITS

Matchday programmes are published for every home game throughout the season.

SEEN BY...

Readers of the matchday programme **10,000**

INCLUDING...

Distinct readership of the programme **5,000**

MEN'S PRICES

FULL PAGE = £500
HALF PAGE = £300
BACK COVER = £1,000

WOMEN'S PRICES

FULL PAGE = £250
HALF PAGE = £100
BACK COVER = £500

Prices are exclusive of VAT.



SPONSOR A PLAYER

Owning your own team might be a bit pricey but you can sponsor a player.

All players available for sponsorship, both men and women.

BENEFITS INCLUDE...

Replica shirt signed by the player you've sponsored

Pre-match announcement and listing in programme.

PRICE: £150

Price is inclusive of VAT.



SPONSOR YOUR OWN MATCH

If you, your family, friends or colleagues want to have a day feeling more like part of the of the team our match sponsorship package is just the ticket.

BENEFITS INCLUDE...

Four tickets with boardroom access and reserved seating

Hospitality - food and drinks after the match.

Programme and pre-match announcement.

MEN'S PRICE: £300

WOMEN'S PRICE: £150

Up to four extra tickets can be added @ £75.00 per head, subject to available space.

Prices are inclusive of VAT.



MATCH BALL SPONSOR

The next time you see an opposing goalie picking the ball out of the net you can claim responsibility having paid for the ball!

BENEFITS INCLUDE...

Two tickets and the option for younger fans to lead the teams out

A match ball signed by the first team

Programme and pre-match announcement.

MEN'S PRICE: £120
WOMEN'S PRICE: £75

Prices are inclusive of VAT.





Dulwich Hamlet Football Club



22/23 season



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