



2023/2024

WORCESTER CITY FC

Partnership & Sponsorship Brochure



INTRODUCTION

Worcester City Football Club was born in 1902 and celebrated its 120th birthday during the 2022/2023 season.

Based at County Sports Ground on Claines Lane, we look ahead to the 2023/2024 season with excitement as we head into our first season in the Hellenic League Premier following The FA's decision to move us laterally from the Midland Football League.

This means we will have three Worcestershire v Herefordshire derbies against Hereford Pegasus, Hereford Lads Club and Westfields. It also will see us with some closer to home derbies against Pershore Town and Worcester Raiders.



WHY WORCESTER CITY?

History, Identity, Engagement

120+ YEARS OF HISTORY



ALMOST 10,000 FANS
PREDICTED TO ATTEND
WCFC HOME GAMES IN
23/24 SEASON



1,000,000+
YOUTUBE CHANNEL
VIEWS



292,899 WEBSITE
PAGE VIEWS IN LAST
YEAR



15,000+
TWITTER
FOLLOWERS



5000
FACEBOOK
FOLLOWERS



3,500+
INSTAGRAM
FOLLOWERS

We would like to extend a massive thank you to all those who sponsored us during the previous season and continue to support the Club ahead of the new season.

KEY COMMERCIAL PARTNER

£1200-1500+VAT

Your company will receive the benefit of both physical advertising at Claines Lane for all home Worcester

City FC games and any other game hosted by the WFA and social media advertising via your association to a particular player.

The package includes:

- Match Sponsor (which includes match ball and Programme sponsor for 1 home league game) where you will be the only business associated with that particular game*
- Player/Coach Sponsor where your company details will be linked to them in all matchday programmes and web profiles. This will also extend to social media shoutouts
- Full Page Programme Advert
- 2 x Hospitality Tickets to the Raiders game in our upstairs hospitality suite with a balcony view over the pitch
- 8 x Match Tickets to any other league game throughout the season*
- Pitchside advertising board or double advertising board

*Excluding Raiders Fixture

For more information, please contact us at

E: commercial@worcestercityfc.org | T: 01905 23003



SEASONAL BALL SPONSOR

£400+VAT

This sponsorship enables the first team to have a supply of both training and match balls for the new season.

A seasonal ball sponsor would get all of the benefits a match day ball sponsor would receive, including:

- Your company logo or message on the programme cover of every league and cup match
- Official match ball sponsor for the season and will be read out over the tannoy at every home game
- Your company logo or name on the website for the entire season
- x6 tickets over the course of the season to any match or matches you would like, with refreshments prior to kick off and at half time in the board room
- Match ball signed by the entire squad for show in the media and also at your company premises
- On the chosen matches you attend we will ask you to pick the Man of The Match who will be entered into the Player of the Month vote
- Free onsite parking included

**For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905
23003**



PLAYER SPONSORSHIP

£120+VAT

**Sponsor your favourite player for the coming season,
The benefits for doing so are as follows:**

- Your name or logo and your player's name in the matchday programme for every home game during the season
- Your name or logo next to your player's profile on the clubs website
- Should your chosen player be voted player of the month, you will be given the opportunity to present the player a bottle of fizz and our new player of the month trophy on the pitch at the next scheduled home game
- You will receive your sponsored player's shirt at the end of the season (this will be the players most used number throughout the season)

**For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003**



PITCH SIDE ADVERTISING

FROM £350+VAT (3ft X 13ft)

1 year - £350+VAT

2 year - £550+VAT

Multi Year - contact for details

You can maximise coverage of your business with a pitchside advertising board which will be on display during all Worcester City FC matches and matches hosted by the Worcestershire FA.

The benefits of having a pitchside advertising board (made from correx) are as follows:

- Key advertising for your company or product
- Coverage on YouTube channels
- Press coverage
- You will be listed on our website as a sponsor with company profile and backlinks to your website.
- Up to x4 tickets to a match of your choice, including pre-match and half time refreshments,

(free onsite parking at this match also included)

**For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003**



PROGRAMME ADVERTISING

from £100+VAT

Programme adverts are seen by thousands of people throughout the season, this gives companies and organisations in Worcester, the opportunity to feature in the match day programme for the whole season.

Prices as follows:

(Price includes all league and cup games, where a full programme is produced)

FULL PAGE
£300+VAT

HALF PAGE
150+VAT

BUSINESS CARD
£120+VAT

QUARTER PAGE
£100+VAT

For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003



MATCH PROGRAMME SPONSOR

£50+VAT

MATCH BALL SPONSOR

£50+VAT

- Company logo or message on the programme cover
- x4 tickets to that particular match plus free onsite parking included and pre-match and half time refreshments in the board room
- Match programme signed by the squad
- You pick Man of the Match and the chosen player goes into a vote for Player of the Month

TEAMSHEET SPONSOR

£150+VAT

- Company logo or message on the teamsheets
- x4 tickets over the course of the season to a match(es) of your choice
- Pre-match and half time refreshments in the board room
- Free onsite parking included

You will also be listed on our website as a sponsor with company profile and backlinks to your website.

For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003



SOCIAL MEDIA PARTNER

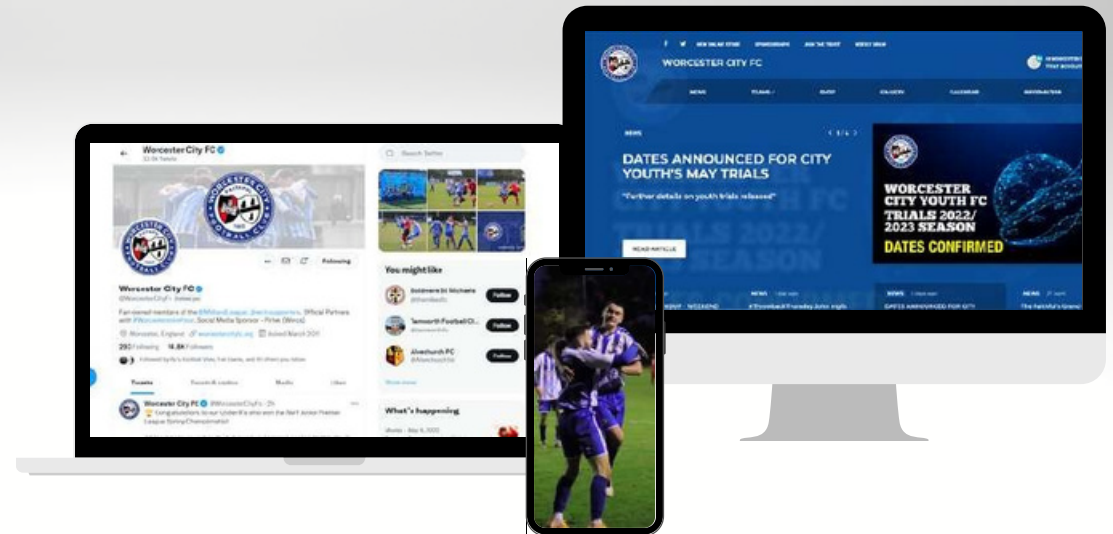
£500+VAT (Exclusivity available POA)

With over 4,600 followers on Facebook and over 12,000 followers on Twitter, why not sponsor our social media sites for the coming season.

We can mention you on matchdays as being a social media sponsor, as well as providing links to your website that any interested followers can access from our pages.

You will also be listed on our website as a sponsor with company profile and backlinks to your website.

**For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003**



WCFCTV PARTNER

£250+VAT

Sponsor the Club's YouTube TV channel where match highlights and interviews are broadcast on a weekly basis.

Our YouTube channel has over 1,300 subscribers and most highlights are viewed from anywhere between 300 and 1,000 times weekly.

Your company will be pride and place displayed on the opening & closing credits in addition to being included on the live stream on the TV into the club bar.

Finally, your company name will be included on both the matchday team sheets and on Twitter matchday commentary graphics.

For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003



MATCHDAY HOSPITALITY

£30+VAT per head

PRE MATCH

Hot Food - Pie and Chips
(Choice of Balti, Chicken or Steak Pies from
our suppliers Narraways Butchers in St Johns)

Match entry

Complimentary programme for each guest

- Complimentary teamsheet for each guest

Onsite parking is included

Held in our upstairs hospitality room

HALF TIME

Tea and Coffee with biscuits will be available

FULL TIME

Complimentary drink from downstairs bar (this can
be provided at half time if preferred)

For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003





For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003

WE ARE PLEASED TO RELEASE DETAILS OF OUR AVAILABLE SPONSORSHIPS AND ADVERTISING OPPORTUNITIES AHEAD OF THE NEW SEASON AND WOULD BE HAPPY TO DISCUSS THESE OPPORTUNITIES WITH YOU IN FURTHER DETAIL.

THANKYOU TO OUR CURRENT SPONSORS FOR THE 2023/24 SEASON.



www.worcestercityfc.org





For more information, please contact us at
E: commercial@worcestercityfc.org | T: 01905 23003



www.worcestercityfc.org

