



Generations Together
- Football United

2023/24

SPONSORSHIP & ADVERTISING

OPPORTUNITIES

A proud member of the United Counties Football League



United Counties
Football League



GREAT TRADITION

Yaxley FC are one of Peterborough's oldest and well known football clubs. The iconic Cuckoos side has a long history around the city.

With a Step 5 men's football team, a Tier 6 ladies' team and thriving youth teams from under 8s to under 18s, the club prides itself on being a real community hub. We also have some of the best facilities around including a 3G all-weather pitch, floodlights, undercover seating and a clubhouse with a fully licensed bar. We are extensively used for club matches, charity matches and events, local league cup finals, tournaments, weekly soccer schools, training and development sessions, business events, parties and social functions.

Plus, with affiliations to the Football Association and professional clubs such as Norwich City FC, the club has a solid foundation to build from. With your support and investment, we can continue that growth and develop further within our local, ever growing community.





CAPTIVE AUDIENCE

OUR SPONSORSHIP AND ADVERTISING OPPORTUNITIES ARE FOCUSED ON DELIVERING LONG-TERM OBJECTIVES, GROWING AWARENESS AND BUILDING RELATIONSHIPS.

Following feedback from those connected to our club, we have created packages to suit any budget, to ensure you maximise the benefits of being associated with one of the areas most decorated football clubs, situated in a rapidly expanding area of Peterborough.

Choose from a selection of traditional and innovative advertising and sponsorship options that cater for both local and national brands.

SOCIAL MEDIA COVERAGE

PROMOTE YOUR BRAND TO OUR EVER GROWING SOCIAL MEDIA COMMUNITY

Associate your business with a well-known, non-league football brand based in Peterborough, through a targeted campaign that will garner more brand exposure and equity than you find anywhere else, by becoming our Social Media sponsor.

Interact with our fans and be part of the conversation through our engaging social media channels. Our digital platforms create an opportunity to create stories, videos, advertorial or plain adverts promoting the partnership, including reciprocal links to the sponsors website and promotional materials.

Social Media sponsorship will place your business on at least three posts across all platforms each week.

£950 per year



WEBSITE SPONSOR

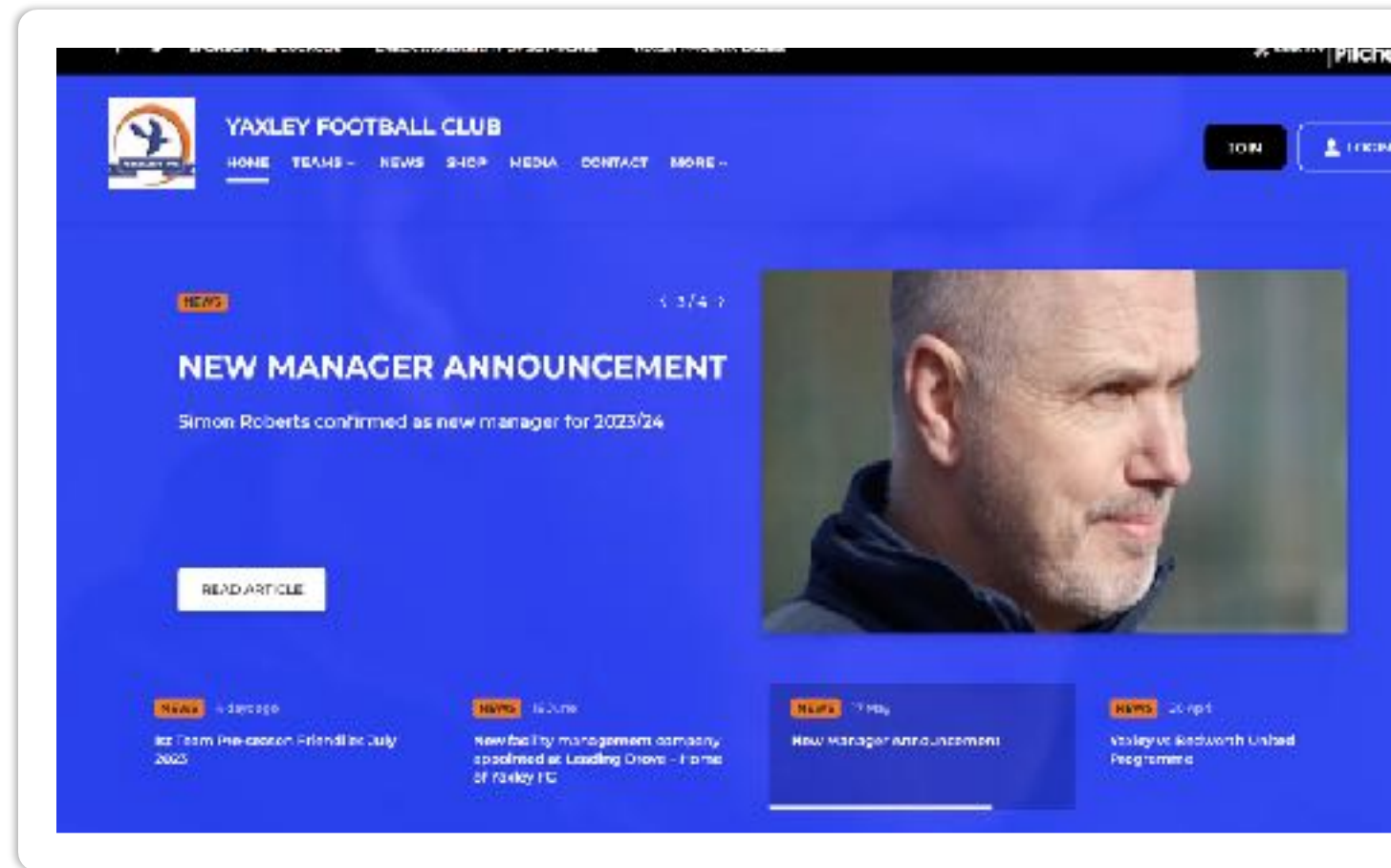
WWW.PITCHERO.COM/CLUBS/YAXLEYFOOTBALLCLUB

Our official website is an invaluable tool for the club to communicate with its fan base. Updated regularly on all things Yaxley FC, it is an ideal advertising platform for businesses looking to raise their profile and promote their services within the community.

The high volume web traffic on both desktop and mobile devices creates opportunity for reciprocal links to the sponsors website and promotional materials, increasing the potential for visits to your website.

Your company logo along with a brief description will also be included on our sponsors page, along with a business profile post across our social media channels.

£60 per year





MATCH DAY AND MATCH BALL SPONSORSHIPS

These bumper packages are the perfect opportunity to gain maximum exposure on match days and across a variety of marketing channels. Available to any supporter, business or group, we can create the perfect package for you.

Benefits of our Match Day and Match Ball sponsorships:

- VIP treatment by our commercial team
- Alcoholic and soft drink options
- Buffet
- Hot food option
- Free programme
- Half time cash prize raffle entry
- Programme feature
- Photographs of your day
- Coverage across social media
- Half price entry to a future match



- Match Day package - From £79 (for 2)**
- Match Ball package - From £59 (for 2)**

PLAYER SPONSORSHIP

PROMOTE YOUR BUSINESS ACROSS MULTIPLE CHANNELS

Our player sponsorship package is designed to give you access to a variety of marketing channels at the same time, spreading the reach of your brand.

Benefits of sponsoring a Yaxley FC player includes:

- Company name and web link on the sponsors page of our club website.
- Company name and web link on the player profile page on our club website next to your chosen player for the season.
- Company name and logo in all our programmes at every home game.
- Company name and logo on any club related social media/news/programme content relating to the player.
- Two free tickets to a game for a meet and greet plus a photo opportunity with your chosen player to present their match shirt.
- Social Media showcase across all our platforms.

£50



STADIUM ADVERTISING BOARDS

Our stadium advertising boards are proven to be effective in getting your business message across.

Visible at all home fixtures involving the mens senior team, our youth teams from under 8s to under 18s, the Yaxley Phoenix Ladies, local Peterborough league teams, plus all the training nights and various midweek coaching events that take place using our great facilities. On top of this, we are regularly used for various local league cup finals and tournaments.

First Year Cost: £325

(This price includes production and fixing of the boards around the ground)

Second Year/Renewal Cost: £200*

*If your artwork changes and needs to be replaced, a price will be agreed with you for additional production of a new board/fixing.



MATCH PROGRAMME ADVERTISING

Purchased by a considerable proportion of both home and away fans, our programme comes packed with regular profiles on our sponsors, players and staff, local business features, plus all the latest news, views, and information from The Cuckoos.

Advertising in our programme lasts for a full 12 months from the first date of insertion.

Full Page (Prime Position) - £250
Inside Front, Inside Back or Back Cover)

Full Page - £200

Half Page - £120

Quarter Page - £75



THANK YOU

We really appreciate your time taken to read our opportunities pack. If you would really like to get involved and see what we can do for you, please contact: **Simon Warby (Commercial Manager)** on 07493 440470 or email: simon_warby@sky.com

