



Harlow Town F.C. Sponsorship Packages

**ACHIEVE VICTORY  
TOGETHER**



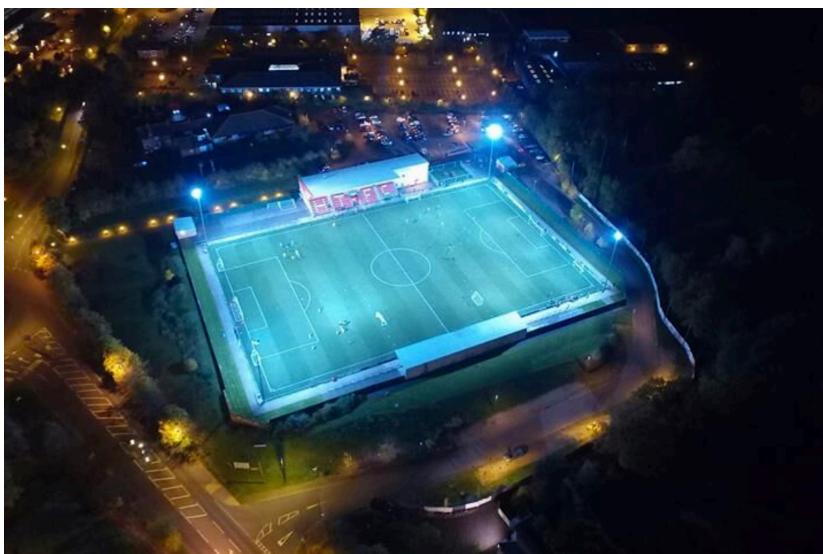


**LET'S MAKE IT  
HAPPEN!**



# WHO WE ARE

Harlow Town FC First Team currently play in the BetVictor Isthmian League South Central Division, at Step 4 of the non-league pyramid. Our ladies team currently play in the Eastern Region Premier Division which is the 5th tier of the Women's football pyramid. Our Home ground is the Harlow Arena where we provide our players, supporters & sponsors with incredible facilities. We have hosted famous faces at The Harlow Arena such as the League of their own cast as well as filming programs such as Harrys Hero's.



LET US **HELP** YOU!





# HISTORY



The club was originally formed in 1879, playing its first match in October of that year against Saffron Walden Town. It is one of the oldest clubs in the County of Essex. In those early days the club, just known as Harlow, played friendly matches against local opposition until the formation of East Herts League in 1896. As with most clubs around this time Harlow had their fair share of amalgamations with other local clubs, and was known as Harlow & Burnt Mill before later becoming Harlow Town.

The Club made a name for itself in season 1979-80 with a terrific F.A.Cup run, which saw the club progress to the fourth round proper, having started out in the preliminary round. Wins against Lowestoft, Hornchurch, Bury Town, Harwich & Parkeston, Margate, Leytonstone-Ilford, Southend United and finally Leicester City, gave the club a fourth round tie away to Watford. The BBC "Match of the Day" cameras were at Vicarage Road as Harlow eventually bowed out of the competition, although they went down fighting, losing 4-3 to Graham Taylor's side.

Since that time Harlow have appeared in the Competition proper on four further occasions, the last of which was last season when Macclesfield Town finished the club's dream with a 2-0 win at Barrows Farm in the first round. The ladies also made it through the first round proper in the 2017-2018 season narrowly losing out after extra time to Luton Town.



GET  
IN!





# SPONSORS CLUB

## PURPOSE

Club 79 is an exclusive members only club within Harlow Town Football Club. Complimentary membership is given to all our sponsors who qualify and is our platform to help the businesses that sponsor our football club network together and provide them with access to exclusive benefits to help them build, develop and grow.



## CLUB 79 EXCLUSIVE BENEFITS

- ◆ Membership card
- ◆ Access to sponsor club benefits
- ◆ Invitation to sponsor launch event at beginning of the season
- ◆ Invitation to quarterly sponsor network meeting
- ◆ 2 VIP Season tickets
- ◆ Access to directors lounge before, during and after game
- ◆ Access to directors lounge benefits;
  - ▶ Complimentary drink
  - ▶ Complimentary finger buffet
  - ▶ Complimentary Tea & Coffee
  - ▶ Complimentary program
- ◆ Invitation to 5 Breakfast events
- ◆ Use of club meeting room facilities 5 times throughout the season
- ◆ Discounted use of club facilities;
  - ▶ Pitch Hire
  - ▶ Marquee Hire
  - ▶ Event Planning
- ◆ Club 79 Exclusive events





## PACK 1 – MATCH BALL SPONSORSHIP

Price £150 + VAT

### CONTENTS OF PACKAGE

- ◆ 5 social media shoutouts in the week leading up to the game
- ◆ Quarter page program advert
- ◆ Brand exposure to 14000 + followers & 250 spectators (on average)

### SPONSOR BENEFITS

- ◆ Brand exposure to 14000 + followers & 250 spectators (on average)
- ◆ Two Hospitality match tickets in Directors Lounge
- ◆ Match Ball Presentation photo

### ADDITIONAL INFO

- ◆ Price is per match

## PACK 2 – MATCH DAY SPONSORSHIP

Price £150 + VAT

### CONTENTS OF PACKAGE

- ◆ Sponsor pays to sponsor a specific match
- ◆ 5 social media shoutouts in the week leading up to the game
- ◆ Quarter page program advert
- ◆ Brand exposure to 14000 + followers & 250 spectators (on average)

### SPONSOR BENEFITS

- ◆ Brand exposure to 14000 + followers & 250 spectators (on average)
- ◆ Four Hospitality tickets in Directors Lounge
- ◆ Centre circle photo before kick-off

### ADDITIONAL INFO

- ◆ Price is per match





## PACK 3 – INDIVIDUAL PLAYER SPONSORSHIP

Price £150 + VAT

### CONTENTS OF PACKAGE

- ◆ 10 photos of player posted on social media each month with sponsor logo on
- ◆ Up to 100 photos per season
- ◆ Brand exposure to our followers( 14000+ across all social media channels)
- ◆ Potential for pick up business within the community

### SPONSOR BENEFITS

- ◆ Brand exposure to 14000+ people across social media platforms
- ◆ Photo of shirt presentation with chosen player
- ◆ Invitation to quarterly sponsors events
- ◆ Invitation to breakfast meetings

## PACK 4 – MASCOT PACK

### CONTENTS OF PACKAGE

- ◆ Company sponsors both Harry & Harriet the hawk.
- ◆ Company logo displayed on front & back of our mascots shirt

### SPONSOR BENEFITS

- ◆ Visible to all visitors to the club on match days ( average 250 people for men's games & 50+ for women's games.
- ◆ Club 79 Exclusive benefits
- ◆ Photos with mascots can be shared on social media

Package	Team	Price
4.1	Mens first team	£500+VAT
4.2	Ladies first team	£400+VAT

# PACK 5 – MATCH DAY PROGRAM

Prices:

Package	Advert size	Advert cost
5.1	Quarter page	£195+VAT
5.2	Half page	£250 + VAT
5.3	Full Page	£400+ VAT
5.4	Double Page	£500 + VAT

## CONTENTS OF PACKAGE

- ◆ Advert in match day programs

## ADDITIONAL INFO

- ◆ Price is for season

## SPONSOR BENEFITS

- ◆ Brand exposure to all attending the match (average 200 at Men's games & 50+ at ladies)
- ◆ Brand exposure to all sponsors – Program is emailed to all sponsors
- ◆ Invitation to quarterly sponsors events
- ◆ Invitation to breakfast meetings



LET US **HELP** YOU!





## PACK 6 – ADVERTISING BOARDS

Prices:

Package	Advertising board size	Price	Club 79 benefits
6.1	6ft x 3ft	£310 + VAT	<ul style="list-style-type: none"> <li>• Invitation to quarterly sponsors events</li> <li>• Invitation to breakfast meetings</li> </ul>
6.2	12ft x 3ft	£620+ VAT	Club 79 Exclusive benefits
6.3	18ft x 3ft	£930 + VAT	Club 79 Exclusive benefits
6.4	18ft x ft Roadside	£3895+VAT	Club 79 Exclusive benefits
6.5	Jack chapman stand XL advertising board	£2000+ VAT	Club 79 Exclusive benefits

### CONTENTS OF PACKAGE

- ◆ Advertising board around the pitch/ stadium

### SPONSOR BENEFITS

- ◆ Visible to everyone who plays on the pitch, pitch is in use 7 days a week
- ◆ Visible to 80,000 + visitors each season

- ◆ Boards can be seen in both photos & videos shared across all social media channels for all senior games.

- ◆ Club 79 Exclusive benefits where applicable

### ADDITIONAL INFO

- ◆ Price is for the season



# PACK 7 – LOGO BOARDS

Prices:

Package	Team	Price
7.1	Mens First Team	£500+ VAT
7.2	Ladies First Team	£400+ VAT

## CONTENTS OF PACKAGE

- ◆ Logo displayed on our interview backing board

## SPONSOR BENEFITS

- ◆ Minimum of 3 interviews done per game
- ◆ Interviews shared on social media and visible to 14000+ followers
- ◆ Club 79 Exclusive benefits

## ADDITIONAL INFO

- ◆ Max 10 logos on boards
- ◆ Price is per logo for the season



LET US **HELP** YOU!





# PACK 8 – VENUE SPONSORSHIP

Prices:

Package	Room/ Space	Price	Benefits
8.1	Harlow Arena	£10,000 + VAT	<ul style="list-style-type: none"> <li>▶ 80000+ visitors each year</li> <li>▶ Change of address visible to everyone who googles the arena and or visits it</li> </ul>
8.2	Main Stand	£5295 + VAT	<ul style="list-style-type: none"> <li>▶ 80k + visitors per year</li> </ul>
8.3	The Sponsors Lounge	£2500 + VAT	<ul style="list-style-type: none"> <li>▶ Direct access to all sponsors who attend matches</li> </ul>
8.4	The Sports Lounge	£2195 + VAT	<ul style="list-style-type: none"> <li>▶ 80k+ visitors each year</li> <li>▶ Multiple matches played every day</li> </ul>

## CONTENTS OF PACKAGE

- ◆ Sponsorship of specific rooms/ spaces within the HTFC Arena.
- ◆ Bespoke signage displayed at entrance to rooms and within rooms where possible

## SPONSOR BENEFITS

- ◆ See benefits column of table
- ◆ Club 79 Exclusive membership benefits

## ADDITIONAL INFO

- ◆ Price is per space per season



# PACK 9 – TEAM SPONSORSHIP

Prices:

Package	Team	Price
9.1	Men's First team Home	£5000+VAT
9.2	Men's First Team Away	£4500+VAT
9.3	Women's First Team Home	£4000+ VAT
9.4	Women's First Team Away	£2000+ VAT
9.5	Men's Reserves Team Home	£4000 + VAT
9.6	Men's Reserves Team Away	£2000 + VAT
9.7	Team Tracksuit/ Team	£2500 + VAT
9.8	Team training kit/ bibs	£1000 + VAT
9.9	Men's first team sleeve sponsor	£1000 + VAT
9.10	Ladies First Team Sleeve Sponsor	£1000 + VAT

## CONTENTS OF PACKAGE

- ◆ Logo displayed on garment for duration of season

## SPONSOR BENEFITS

- ◆ Visible to spectators attending games
- ◆ Photographers at games, photos shared across all social media profiles & website

- ◆ Games videoed and videos uploaded to YouTube

- ◆ Highlight videos shared across all social media channels

- ◆ Club 79 Exclusive Benefits

## ADDITIONAL INFO

- ◆ Price is per season



LET US **HELP** YOU!





# PACK 10 – TECHNICAL SPONSORSHIP/ PARTNER

## CONTENTS OF PACKAGE

- ◆ Exchange of services for advertising space/ brand exposure

## SPONSOR BENEFITS

- ◆ Club 79 Membership benefits
- ◆ Brand exposure

## ADDITIONAL INFO

- ◆ Exchange of services is for the season only





**LET'S  
MAKE IT  
HAPPEN**





**HARLOW TOWN**  
**FOOTBALL CLUB**

The McCullochs Arena | The McCullochs Arena | Elizabeth Way | Harlow | Essex | CM19 5BE  
01279 443 196