

# BEDFORD TOWN FOOTBALL CLUB





#### BEDFORD TOWN FC

#### SPONSORSHIP & ADVERTISING PACKAGES



Bedford Town Football Club is situated on the eastern side of Bedford conveniently located close to the A421, A6, M1 and A1 trunk roads, providing excellent routes for major towns and only 50 miles from London.

Nicknamed The Eagles, Bedford Town are a charter standard club and the premier football club in the town of Bedford. After a title winning 21/22 season, the club currently play in the Southern League Premier Central - the 7th tier of English football - one tier below the national league system.

We are committed to the football community and we strive to help, encourage and develop as many local players through our very well-run progressive youth system. We encourage individuals to be proud to wear our club badge and be involved in their hometown team.

We would like to thank our fantastic sponsors, new and old, who have helped the Club move forward in a positive direction in the last four years. We still have many sponsorship & advertising packages availabl for 2022/23 season.

If you're loking to get behind the team and help propel us throgun the non-league system, read on to find out how you can get involved in so many different ways.

All sponsorship packages in this brochure are included on our club website and included on the media backdrop to be seen in all post-match interviews





## STADIUM NAMING RIGHTS PACKAGE

EPOA

Your company's name will be incorporated into the traditional stadium name and be exposed to all football press & media outlets.

Full logo-branding on the exterior of the stadium to welcome fans to the new home of Bedford Town FC. Four perimeter banners to be positioned pitchside in premium exposure spots. Stadium name & company logo will be featured on all official club communications, club website, matchday programme, google search, social media, media interview backdrop and the Eagles TV YouTube channel.

You will receive four season tickets for each season to be used at all home league matches, plus four tables in the David Taylor hospitality suite to be used throughout the season.

The ultimate package to enable a business from the local community to become part of the town's footballing future.





- Get in among the action with pitchside advertising at The Eyrie. Perimeter advertising surrounds the entire pitch and is our most popular sponsorship package at just £425 p/annum. Renewal for years two and three onwards are £300 p/annum. Discount applied to multiple banners.
- For even higher exposure, we have elevated boards above the south stand (shed end), regularly snapped in photos in and around the goalmouth action. Elevated boards priced at £1,000 p/annum and £800 p/annum to renew.
- Be the pride of The Eyrie with north and east stand sponsorship. From £3,500 p/annum your company logo and branding will span across the entire 40 foot north or east stand. £3,000 renewal fee.

(All pitchside advertising fees include design and manufacture costs)

PITCHSIDE ADVERTISING PACKAGES

FR(0)M £42/5



FROM £350

#### DUGOUT SPONSOR

Promote your brand or business all year round, printed across the interior and exterior of the pitchside dugouts. Home and away management teams dugouts will be emblazoned with your logo for just £1,375 p/annum.

#### TUNNEL SPONSOR

Add a touch of class where the Eagles enter the fray. We are looking for businesses to sponsor our new pending extractable tunnel.

The tunnel gives an added level of privacy as the players prepare to walk out for kick-off. All eyes will be on your brand as the teams step out onto the Eyrie pitch. £1,375 p/annum.

GOAL POST SPONSOR

Also new for the 2022/23 season, our brand new Forza Stadium goalpost stanchions are in a prime location for exposing your brand. Each goal's two stanchions are protected by a padded cover. We will print your company logo on all the pads for just £750 p/annum.

#### MARQUEE SPONSORSHIP

组。750

Our marquee is erected all year round and situated on the east part of the ground next to our clubhouse. Thousands of spectators pass through the marquee every week.

Your brand will be positioned on the front of the marquee, which is used not only on matchdays, but for a multitude of private functions throughout the year, including but not limited to, parties, weddings and shows.

£1,750 per annum.



Welcome to BEDFORD TO WN FOOTBALL CLV

SP. DNSORSHIP & ADVERTISING & ADVERTISING

Bedford Town F.C





#### MATCH KIT SPONSORSHIP

Match kit sponsorship is one of the most prominent forms of advertising. A tried and trusted method of increasing brand awareness, generating exposure and offering a huge amount of goodwill in return.

FROM £1,000

UKLAND

From as little as £1,000 per season, you can advertise your company or brand on various areas of our adidas match kit, brand new for the 2022-23 season. Have your company logo across the following areas of the kit, a worn by the team, home and away, as well as hundreds of our spectators each week:

- MAIN SHIRT SPONSOR\* £12,000 p/a
- REAR SHIRT SPONSOR (BETWEEN SHOULDERS) \*\* £5,250 p/a
- REAR SHIRT SPONSOR (LOWER BACK) \*\* \$4,500 p/a
- SLEEVE SPONSOR £4,250 p/a
- SHORTS SPONSOR £2,250 p/a
- TRAINING & TRAVEL KIT SPONSOR \$6,500 p/a
- KIT AND EQUIPMENT SPONSOR From £1,000 p/a

\* Available from 2024/25 \*\* Available from 2023/24

PLAYER SPONSORSHP 经125 Show your support to an individual, by sponsoring a player of your choice or member of the backroom staff for £125 per season.

Your name or brand will be printed below the player profile in every matchday programme, plus the player profile our the club website.

You will also receive regular exposure on our website and social media accounts throughout the season when the player(s) score, receive man of the match, or any other exposure.

Furthermore, you'll receive a 2022/23 squad photo signed by your sponsored individual.



All prices excl. VAT

© BEDFORD TOWN FOOTBALL CLUB L

SOCIAL MEDIA FOLLOWERS:







8,500+

5,000+ 3,000+

MATCH SPONSORSHIP PACKAGE E225

With the rise in the online presence of the club, why not advertise your business on a matchday AND to our 16,000 social media followers, whilst enjoying a day out at The Eyrie?

Your company name will be mentioned on the stadium PA before & during the game and we'll print a full-page company advertisement for you in the matchday programme, plus your company logo on the front cover.

You'll also get the privilege of choosing the man of the match and presenting them with their prize keg of Bedford Brewhouse & Kitchen home-brewed beer. A photo with the presentation will also be published to our social media accounts. In addition, your name or company logo will also be published on our social media matchday graphics and seen by 16,000

followers.

## WHATS INCLUDED?

COMPANY LOGO ON ONLINE MATCHDAY GRAPHICS (EXAMPLE PICTURED)

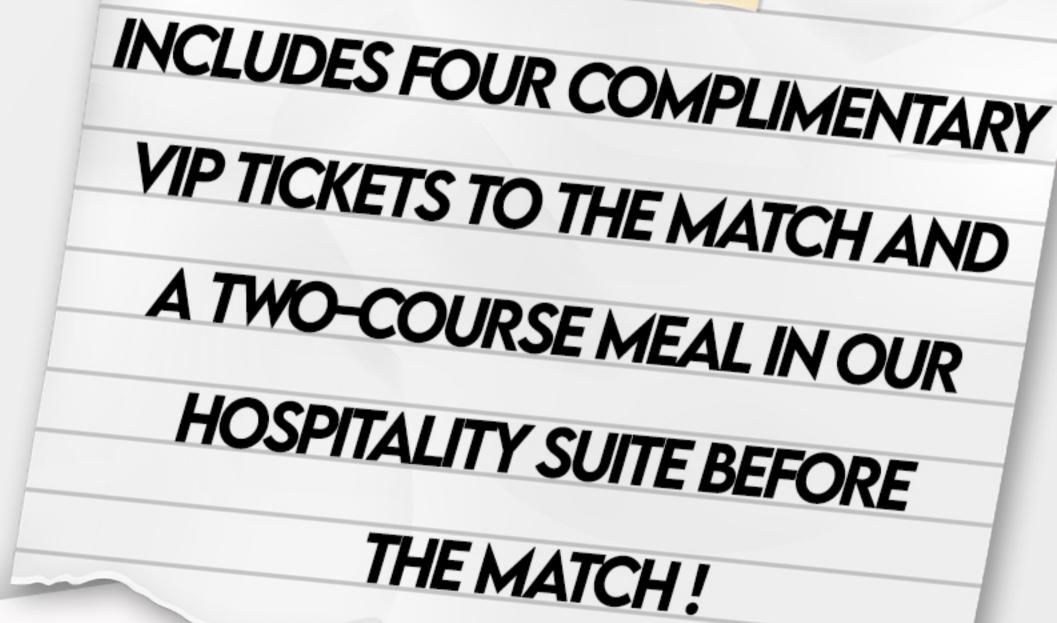
FULL PAGE PROGRAMME AD PLUS FRONT COVER LOGO

COMPANY OR NAME MENTIONED ON STADIUM PA

CHOOSE M.O.M. & PRESENT PRIZE AFTER THE GAME

PHOTO TAKEN WITH THE M.O.M. ON SOCIAL MEDIA

FOUR VIP TICKETS & TWO-COURSE MEAL IN HOSPITALITY SUITE





For less than our matchday sponsorship you can purchase the man of the match package where you'll receive two general admission tickets to a match of your choice.

After the game, you'll be able to present our oficial man of the match prize to the player you choose. A photo of you presenting the man of the match award will also be published to our social media accounts.

Furthermore, your company will also receive a half page advertisement in the match day programme for the fixture (optional).

TURNSTILE NOTICEBOARD ADVERTISING

Our noticeboards are located before the entrance to our turnstiles where thousands of fans walk past each week on matchdays and in a conveniently prominent position for visitors outside of matchdays.

The noticeboards are around 1.2m x 0.7m in size. Prices for ad space here for the entire season start at £900 plus annum. This can be spread out over 4 quarterly payments if necessary.

SEASON CARD SPONSORSHIP

The Eagles Season card is the easiest way for supporters to guarantee entry to every home

league fixture.

Your branding will be printed on the front or rear of every single season card, purchased and used by hundreds of fans every week.

- 4 x 2.5 cm advert £200 per annum
  - 4 x 5 cm advert £350 per anum
- 8 x 5 cm advert £600 per annum

ALL SEASON CARD SPONSORS WILL

ALSO RECEIVE HOSPITALITY TICKETS

FOR UP TO THREE GUESTS AT ANY

ONE SATURDAY LEAGUE GAME

IN THE DAVID TAYLOR SUITE

Bedford Town F.C

Season Ticket 2021/22

11





branded YouTube channel, **Eagles TV**, publishes match highlights and interviews shared across our social media channels each week to an audience upwards of 16,000 followers.

Our newly re-

With the rise in popularity of social media, many fans of non-league football are taking to websites such as YouTube to watch highlights of games, interviews & anything else club related.

There are a number of ways you can advertise your brand, from lower third graphics on screen during the highlights, half-time/full-time video adverts or even by sponsoring the entire YouTube channel. See below for all available options.

© BEDFORD TOWN FOOTBALL CLUB LIMITED 2022

## MONTABE PACKAGES:

#### **EAGLES TV SPONSOR**

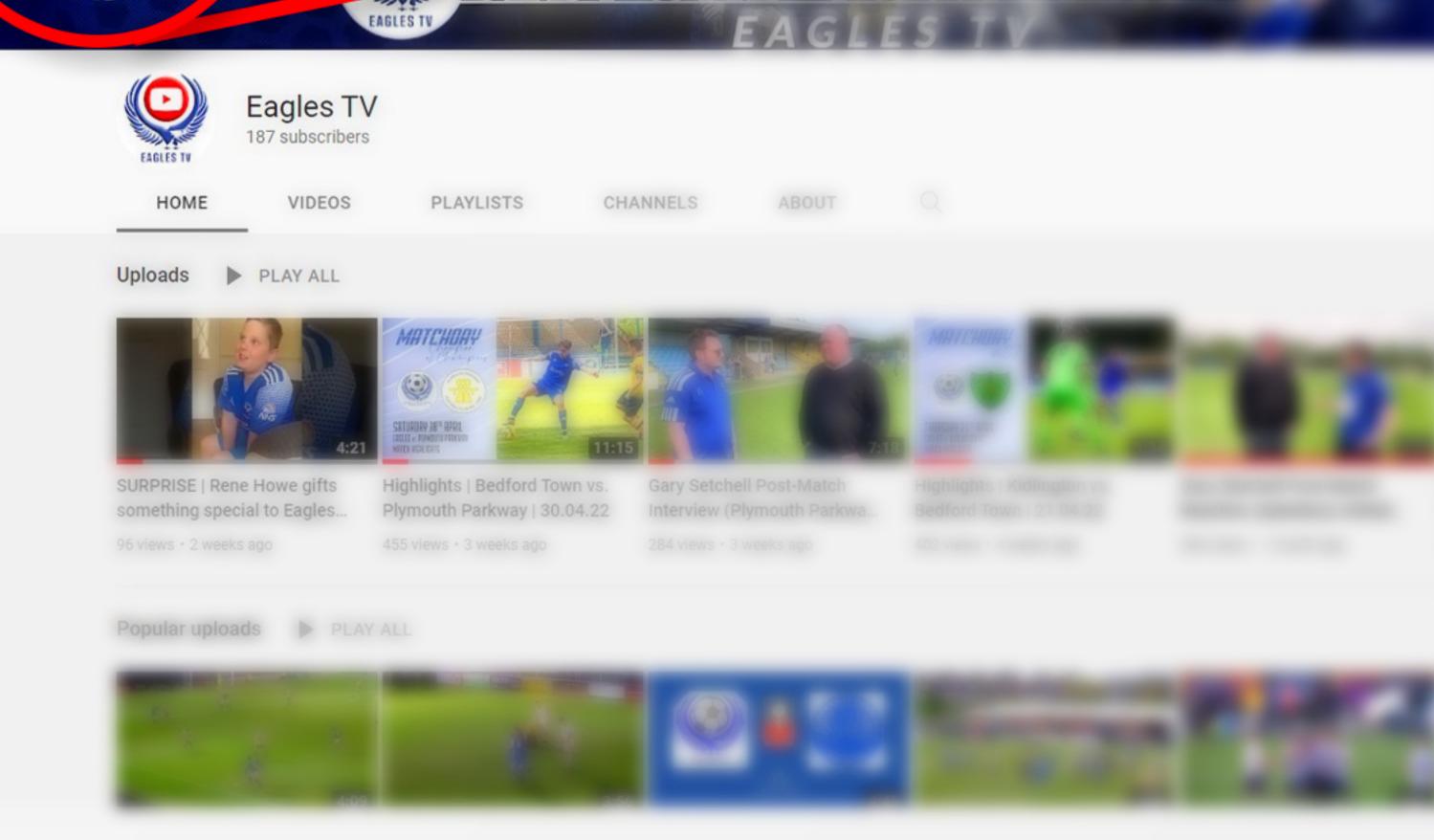
The ultimate online exposure. Your company logo will be advertised on the Eagles TV YouTube channel banner, as well as all thumbnails, intros, video descriptions & script.

Throw your marketing net out, not just to Eagles fans & viewers, but the entire non-league football world.

This package applies to all content on the Eagles TV channel and not just the video highlights for the 42 league matches.

£3,000 P/A









#### LOWER THIRD ADVERTISING

Have your company logo embedded into the lower corner of all video highlights on our YouTube channel. We'll turn your logo into a watermark for viewers to see for the duration of the match highlights.

This package applies to all 42 league matches. At less than £30 per game it's fantastic value for your exposure.

#### VIDEO COMMERCIAL ADVERTISING D

Got a video advertisement you'd like us to play during our match highlights video? Purchase a video advertisement slot in the match highlights videos for all 42 league matches on the channel.

Your commercial slot is fully-flexible and the content shown can be changed as many times throughout the season (subject to approval from BTFC).

\* PRE-GAME \* HALF-TIME \* FULL-TIME \*

Your commercial will run before the match highlights video begins

£2,250 P/A

Your commercial at half-time during the match highlights video

£1,950 P/A

Your commercial after full-time during the match highlights video

£1,700 P/A

#### MATCHDAY PROGRAMME ADVERTISING

FROM £150



Have a colour advertisement in every copy of our matchday programme, 'The Eagles Review' throughout the 22-23 season.

Our programmes are A5 sized and purchased by hundreds of fans each week. From as little as £150 per season, we can offer various sized ad spaces depending on your budget.

- 210mm x 297m double page spread
- FALL PAGE £500
  210mm x 149m advertisement
- 3/4 PAGE £350 135mm x 140mm advertisement
- HALF PAGE £275

  135mm x 93mm advertisement
- QUARTER PAGE £150

67mm x 93mm advertisement



#### MASCOT EXPERIENCE DAYS

and safe.

Each week, we have hundreds of junior eagles fans attend matches at The Eyrie. Their passion and excitement is inspiring and gives the team that push they need to succeed.

From as little as £40, you can bring your little loved ones behind the scenes to meet the team, interact with the players, receive a matchday programme signed by the squad, warm up with the team and walk out with them before kick-off.

In addition, you'll see their face light up when they interact with our club mascot, Eyrie the Eagle! Our mascot staff are experienced in youth football from grassroots level, all the way through to the football league. They all hold DBS certification and are fully compliant with safeguarding and emergency first aid to ensure that your little ones' day at The Eyrie is fun



storey

OTHER WAYS TO

GETINVOLVED

GG SOMETIMES WATCHING FROM THE STANDS JUST ISN'T ENOUGH! 99

15

### OTHER WAYS TOGET INVOLVED

# BEDFORD TOWN FC. 4541H DEVELOPMENT

Have you got a 'Junior Eagle' in your family that is hungry to play exciting football and be a part of a special, family-friendly club?

Bedford Town FC Youth Development (BTFC YD) has been a long-established club within the local community. The youth section of the club was first established back in 1989 and then re-established themselves in 2017 under the current club's name, we are associated to the Beds FA and we hold the FA Charted Standard Club accreditation.

BTFC YD has a strong and growing youth set up with over 26 youth teams ranging from U7s to U23s for the 2022/23 season, offering opportunities for the local youth players to come and enjoy their football in an environment that is built on fun and a no-fear football philosophy designed to bring out the best in our young-sters. Improved individual and collective performance are at the heart of everything we do. Yes, we want to win but not at all costs.

We want and aim to develop our players to win in style and take the ups and downs of sport in their stride and recognise it as a valuable learning experience as well as a fun thing to do. We have two fantastic facilities, Kingsfield and Fiona Way to play out of and call our home.

Our youth development club and senior club are proud to be part of the 'One Town, One Community, One Club' philosophy.

30 Our youth development club and senior club are proud to be part of the 'One Town, One Community, One Club' philosophy.





The youth players are coached by FA qualified coaches from Level 1 up to UEFA B all of whom hold experience and knowledge from playing careers themselves in local and regional football. All coaches are fully compliant and have DBS checks along with Emergency First Aid and Safeguarding to ensure a safe but fun environment to be in to develop and enjoy the game.

As with all grassroots football our coaches are volunteers who put everything into their role to make a change and ensure a positive impact on the youth players and local community.

BTFC YD is the place where all young players should aspire to join and be part of which offers fantastic opportunities to play at the highest levels of youth football and offers a pathway to senior football.

FOR ALL BTFC YOUTH DEVELOPMENT ENQUIRIES GET IN TOUCH WITH DOM ESPOSITO AT BTFCYD@GMAIL.COM

ONETOWN

ONE COMMUNITY

ONECLUB

Bedford Town F.C

#### JOIN DUR JOLUNIEERS

Sure, football clubs require revenue from advertising, sponsorship and other commercial areas. But one of the most crucial parts of the operations of a football club is its pool of hard-working and loyal volunteers, without whom the club would collapse.

Here at Bedford Town Football Club, we are lucky enough to have a team of volunteers who give up their time for the betterment of the club. Have you always wanted to invest in a football club but never had the available funds to do so? The investment of your spare time is equally important to us.

Whether you're a a dab hand with tools and willing to offer your services to the maintenance department, or you've got a keen eye for video production & social media, or maybe you're a jack of all trades, there's something for everyone at Bedford Town.



"WITHOUT VOLUNTEERS, NON LEAGUE FOOTBALL DOESN'T EXIST"... THE ONE PHRASE THAT IS UNIVERSALLY AGREED.

I AM A VOLUNTEER AT BEDFORD TOWN. MY JOB DESCRIPTION? ANY-THING, EVERYTHING AND A LOT MORE BESIDES.

WHAT ARE THE BENEFITS? FRIENDSHIPS, INCLUSION, JOB SATISFACTION
AND A LOT OF LAUGHS!!

IF YOU ARE THINKING ABOUT VOLUNTEERING, DON'T THINK. JUST DO IT.

I GUARANTEE YOU WON'T REGRET IT."

- IAN CHANDLER, KIT MANAGER



HAVE MANY MEMORIES OF MY CHILDHOOD, GROWING UP
WATCHING MY HOMETOWN SIDE ROCKET THROUGH THE LOWER LEVELS
OF NON-LEAGUE, AS THE TOWN RESTORED A FOOTBALL SIDE IT COULD BE PROUD OF.

HAVING BEEN INVOLVED WITH THE SUPPORTER'S CLUB SINCE 2004, I WAS ASKED TO COVER THE FORMER CLUB SECRETARY FOR A MONTH WHILE HE WAS ON SICK LEAVE IN 2012. HERE WE ARE A DECADE LATER WITH ME STILL IN THE SAME ROLE.

100% OF MY JOB ROLE IS VOLUNTARY, AND A LOT OF PEOPLE QUESTION WHY I DO THE AMOUNT I DO FOR OUR CLUB. THE REASON FOR THIS IS MY LOVE TO PROVIDE SOMETHING BACK TO THE LOCAL COMMUNITY WHICH WE CAN ALL BE PROUD OF.

SPORT BRINGS A GROUP OF THE POPULATION TOGETHER ONCE OR TWICE A WEEK, IN A COMMON ACTIVITY AND HAS THIS POWER TO UNITE PEOPLE TOGETHER WITH THE SAME AIM. IN NON-LEAGUE FOOTBALL THIS COLLECTION OF PEOPLE IS SMALL, AND LIKE A FAMILY.

HOWEVER, IN THE LAST FEW YEARS I HAVE SEEN THIS EAGLES FAMILY GROW AT THE SAME RATE AS THE INTEREST IN THE CLUB WITHIN THE COMMUNITY. COME AND JOIN US WHILE WE'RE RIDING THIS WAVE. I LOOK FORWARD TO SEEING YOU ALL FOR A PINT IN THE EAGLES BAR, EN ROUTE!

- JAMES SMILES, FOOTBALL & FIXTURES SECRETARY













Director

director@bedfordeagles.net

# RALPH ALLEN Chairman

ralph.allen@bedfordeagles.net

## SOCIAL MEDIA

bedfordtown

BedfordTown

bedfordtownfc

youtube.com/EaglesTVBTFC

bedford-town-football-club





