



POTTERS BAR TOWN FOOTBALL CLUB

COMMERCIAL BROCHURE 2023/2024



WHO ARE POTTERS BAR TOWN FOOTBALL CLUB?

Potters Bar Town FC is a community semi-professional club that plays at Step 3 of the non-league system in the Isthmian League Premier Division.

We are a club that is very much on the up following our promotion a couple of seasons ago. Last season we hosted Barnet in the FA Cup which attracted a record attendance of 2,011 and was shown live on BBC.

We are expanding rapidly and looking to continue this growth over the following seasons as we establish ourselves around the town and in the non-league community on a much wider basis.

HOW CAN POTTERS BAR TOWN HELP YOU?

Taking advantage of one of our great sponsorship packages will increase your reach around Potters Bar and further as our fans come from the town and surrounding areas, and we host teams from across London and the South-East.

We have a range of options available which cater to different budgets and desires. From our player or match sponsorship right up to sponsoring our main stand, you are guaranteed to find an option that will work for you and your company





OUR SOCIAL MEDIA FIGURES

 **1000**
FOLLOWERS

 **4800**
FOLLOWERS

 **2228**
FOLLOWERS

 **116**
SUBSCRIBERS

 **460**
FOLLOWERS

AND STILL GROWING...



WHY YOU SHOULD SPONSOR POTTERS BAR TOWN



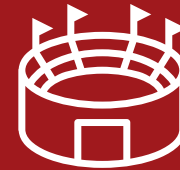
200,000+

SOCIAL IMPRESSIONS
PER MONTH



5500+

TOTAL HITS AND
SALES FOR OUR
MATCHDAY
PROGRAMME



5327

TOTAL ATTENDANCE
LAST SEASON

NEWSPAPERS

WE REGULARLY APPEAR IN PAPERS SUCH AS NON-LEAGUE PAPER* AND THE WELWYN HATFIELD TIMES**

*THE NON-LEAGUE PAPER HAS 2,500,000 ONLINE
HITS AND 32,000 WEEKLY PRINT SALES.

** THE WELWYN HATFIELD TIMES 462,000+
ONLINE HITS AND 18,000+ WEEKLY PRINT SALES.



PARTNERSHIPS OPPORTUNITIES

TRAINING KIT PARTNERS £1500 + VAT

Football fans across the league associating your brand with our club is a great way to broaden the reach of your brand.

With your logo represented proudly across our training kit, your logo will be seen by all who attend our games.

This is a great opportunity to get your company seen at a very reasonable price.

Includes:

- A signed warm-up top
- A Half-page advert in our match day program (Changeable up to 10x)
- 2 Season Tickets
- 1 Matchday Sponsorship Package. (inc. you and 4 guests)



TRACKSUIT PARTNERS £2000 + VAT

Football fans across the league associating your brand with our club is a great way to broaden the reach of your brand.

With your logo represented proudly across our tracksuits when we travel to games, you will be seen up and down the league as the as part of the Potters Bar family proudly as we attend games.

Includes:

- A signed warm-up top
- A Half-page advert in our match day program (Changeable up to 10x)
- 2 Season Tickets
- 1 Matchday Sponsorship Package. (inc. you and 4 guests)





DIGITAL PARTNER £450

Get your company seen by over 200,000+ viewers a month with our Digital Partner package.

With over 6,000 followers across our social media, having your company's logo associated with our social graphics will be the best way for you to promote your company online with us.

Includes:

- Your logo on all digital graphics
- A Half-page advert in our match day program for the season (Changeable up to 5x per season)
- 1 Matchday Sponsorship package
- 2 Season Tickets
- A welcome post on all media channels



SPONSORSHIP OPPORTUNITIES

GRANDSTAND SPONSORSHIP

£2500 + VAT*

**FOR 2 SEASON STARTING FROM THE 23/24 SEASON*

Your business can hold naming rights to our main seating stand at The Lantern Stadium. With a max capacity of 250

This is the perfect opportunity for businesses who are willing to grow and become known in the local area.

Your business and brand will have clear visual exposure within our stadium

Includes:

- Naming rights of the stand (The "Your Business Here" Stand)
- A Pitchside board in front of the stand
- 4 Season Tickets
- A full-page advert in our match day program for the 2 seasons (Changeable up to 15x per season)
- 2 Matchday Sponsorship of your choice
- 1 Signed first-team home shirt



SEATING STAND SPONSORSHIP

£2000 + VAT*

**FOR 2 SEASON STARTING FROM THE 23/24 SEASON*

Your business can hold naming rights to our brand new smaller seating stand at The Lantern Stadium. Which holds a max capacity of 150 people.

This is the perfect opportunity for businesses who are willing to grow and become known in the local area.

Your business and brand will have clear visual exposure within our stadium

Includes:

- Naming rights of the stand (The "Your Business Here" Stand)
- A Pitchside board in front of the stand
- 4 Season Tickets
- A full-page advert in our match day program for the 2 seasons (Changeable up to 15x per season)
- 2 Matchday Sponsorship of your choice
- 1 Signed first-team home shirt





MAIN STANDING SPONSORSHIP

£1750 + VAT*

**FOR 2 SEASON STARTING FROM THE 23/24 SEASON*

Your business can hold naming rights to our main standing stands at The Lantern Stadium. This stand is located next to the players and officials entrances.

This is the perfect opportunity for businesses who are willing to grow and become known in the local area.

Your business and brand will have clear visual exposure within our stadium

Includes:

- Naming rights of the stand (The "Your Business Here" Stand/End)
- A Pitchside board in front of your stand
- 2 Season Tickets
- A Half-page advert in our match day program for the 2 seasons (Changeable up to 15x per season)
- 1 Matchday Sponsorship of your choice



STANDING SPONSORSHIP

£1500 + VAT*

**FOR 2 SEASON STARTING FROM THE 23/24 SEASON
2 STANDS AVAILABLE*

Your business can hold naming rights to one of our stands behind the goals at The Lantern Stadium.

being behind the goal you are in the perfect limelight of spectators at all games held at The Lantern Stadium.

This is the perfect opportunity for businesses who are willing to grow and become known in the local area.

Your business and brand will have clear visual exposure within our stadium

Includes:

- Naming rights of the stand (The "Your Business Here" Stand/End)
- A Pitchside board in front of your stand
- 2 Season Tickets
- A quarter-page advert in our match day program for the 2 seasons (Changeable up to 15x per season)
- 1 Matchday Sponsorship of your choice

PITCH-SIDE SPONSORSHIP £350 + VAT

Size: 8ft x 3ft

Period: 1 Season

Pitch-side boards are a great way to promote your brand as it is a focal point for fans. Taking prime location around the ground, your board will be viewed by everyone that visits for the first team, U23, women, and youth matches.

With the future plans to also have a ground share and become a more community-involved club, this is a perfect opportunity to be seen by the masses.





DUG-OUT SPONSORSHIP £275 + VAT

Give your company a front-row seat to every home game at The Lantern Stadium.

As our dugout sponsor, your business will benefit from the exposure right amongst the action, with front-row visibility to spectators and in view of our media coverage for our online audiences.

Includes:

- 2 Season Tickets
- A Half-page advert in our match day program for the 2 seasons (Changeable up to 15x per season)

MATCHDAY SPONSORSHIP

£350

Our matchday hospitality package enables you and 4 guests to be looked after before, during and after the match.

Includes:

- Tickets to the game for you and 4 guests
- a complimentary digital matchday program for each member of your party
- Boardroom hospitality pre-match
- Free drink voucher for you and each guest
- Special Mention in the program
- Social media posts running up to the game
- A mention over the PA system before the game.
- Reserved seating in the main stand.
- Man Of The Match choice and photo opportunity





PLAYER SPONSORSHIP £50

Sponsor your favorite player next year for only £50.

Get your name next to your sponsored player in the Matchday program and on their profile on the website.

This is a great way to contribute to the club and get a bit of publicity with a lower budget.

Our player sponsorship package is very popular so make sure to get in quick to sponsor your favourite player.

PROGRAMME SPONSORSHIP

Get involved with our matchday program which is viewed both online and in print with a viewership of 5000+ a month you don't want to miss out on a spot with have 3 sizes that are priced below.

£300 + VAT

FULL-PAGE ADVERT

Includes: 10 free programs throughout the season (1 per game of choice)

£150 + VAT

HALF-PAGE ADVERT

Includes: 5 free programs throughout the season (1 per game of choice)

£70 + VAT

QUARTER-PAGE ADVERT

Includes: 2 free programs throughout the season (1 per game of choice)





MATCHDAY MASCOTS £30 PER CHILD

ENQUIRE FOR GROUP BOOKINGS

Want to walk out on the green with your favorite player, then why not become a mascot for the day?

This is a great way to be able to walk onto the grass of The Lantern Stadium or to make a perfect memory for your child.

Includes:

- Tickets to the game for you and 1 adult
- Tour of the stadium
- Meet the players
- Photo opportunities with your favorite player
- Photo with the manager
- Free food & drinks voucher (1 per child)



FOR MORE INFO
CONTACT OLLIE AT
COMMERCIAL@PBTFC.CO.UK