



**SPONSORSHIP OPPORTUNITIES**  
**2022/23**



Over the years we have been supported by many businesses and we thank each and everyone for their generosity, time and financial support to help push our club forward. We hope to continue to work with you again this coming season as well as generating opportunities for new to be established.

### Introduction

Our club has a long history was formed in 1892. We currently play in the “Pitching In” Northern Premier League, Division 1. The club has two teams the senior team which plays in the NPL Div 1 and an Emerging Talent Squad (ETS) who play in the West Riding U23 league.

We own our own stadium, which is based in the centre of Tadcaster just behind the Samuel Smiths Old Brewery. The club is incorporated as a company limited by guarantee, known as “Tadcaster Albion 2010 Ltd”

The club has an average attendance of 300 spectators per game, matches are covered in real time by our social media team as well as game highlights on our website & social media. The club’s social media following has gone from strength to strength over the years with a large number of local, national and international followers across our media channels as highlighted below

- Website gets over 5000 views per month, ranked No 45 on Pitchero website [www.tadalbion.com](http://www.tadalbion.com)
- Twitter over 14,000 followers @TadcasterAlbion
- Facebook over 4500 followers @TadcasterAlbion
- Brewers TV gets over 10,000 hits on our video match replays
- Instagram over 2,500 followers @tadcasteralbion
- LinkedIn increasing presence and club exposure

We are also delighted to host Leeds United Women games at our ground with games being televised on LUTV. <https://www.leedsunited.com/women>

The club is funded by a combination of gate receipts, sponsorship, gifts, bar profits, investment, and fundraising by the Tadcaster Albion Supporters Club (TASC).

This brochure is designed to highlight the many opportunities to get involved in with supporting the club whilst at the same time promoting your company/brand.

The club is always looking to have open discussions with companies and individuals who either want to invest or get involved with the club in any capacity, so please feel free to contact us at any time.





## GROUND / PITCH

### Ground Sponsor

**Please contact us**

Naming rights to the ground, includes main club sign.  
Pitch side board  
Additional dedicated sponsorship around the ground if required (at cost of sponsor)  
Match day corporate hospitality package for a game of sponsors choice.  
Company logo on front of matchday programme  
Advert in the programme for all home games, league and cup  
Exposure on all TAFC social channels / website

Also to include  
x3 complimentary season tickets

### Main Stand

**Please contact us**

Naming rights to the stand, name & logo on the stand  
Pitch side board.  
Match day corporate hospitality package for a game of sponsors choice  
Company logo/name on TAFC website.  
Match day programme advert, for all home games, league & cup.  
Exposure on the TAFC social media, website & in match day programme as an official club sponsor.

Also to include  
x3 complimentary season tickets

### Ken Gilbertson stand

**Price £1500**

Naming rights to the stand, name & logo on the stand  
Pitchside board  
Match day corporate hospitality package,  
Feature on the TAFC website & in match day programme as an official club sponsor.  
X1 complimentary season tickets

### Standing pods

**Price £500**

Internal sign with company logo/name, along with logo on the external corners.  
Feature on the TAFC website & in match day programme as an official club sponsor.



## SPONSORSHIP OPPORTUNITIES

### GROUND / PITCH

#### **Pitchside board**

**Price £250**

8ft by 3 Ft perimeter board around the pitch company details,  
Feature on the TAFC website & in match day programme as an official club sponsor.

#### **Clubhouse/ Ground side boards**

**Price From £500**

Bespoke boards to company's requirements in a prominent location.  
Feature on the TAFC website & in match day programme as an official club sponsor.  
Board cost is normally covered by the sponsor

#### **Team Shelter (dugout)**

**Price £500 per shelter**

Company name & logo on the prime location over the top  
Feature on the TAFC website & in match day programme as an official club sponsor.

#### **Hospitality & Officials suites**

**Price £500 each**

Company name & logo on the prime location over the top of the suite  
Feature on the TAFC website & in match day programme as an official club sponsor.  
Board cost to be covered by the sponsor.



## TEAM/KIT

### **Kit sponsor**

**Price £2500**

Provide home & away kit, typically 20 of each.  
Company logo/name on front of the shirts plus  
Match day corporate hospitality package for a game of sponsors choice  
Match day programme advert  
Exposure on the TAFC social media, website & in match day programme as an official club sponsor.  
Company logo on front of matchday programme

Also to include  
x2 complimentary season tickets  
Options for rear of shirt and sleeves available – please contact us to discuss

### **1st team Player & management/support travel kit**

**Price £2000**

Track suit & polo shirts etc for each player, coaching, management & support staff, typically 25 people, adorned with company logo & name.  
Feature on the TAFC social media, website & in match day programme as an official club sponsor.  
x2 complimentary season tickets

### **1st team Player training/warm up shirts/tops**

**Price £500**

Training/warm up tops for each player, typically 20 people, adorned with company logo & name.  
Feature on the TAFC website & in match day programme as an official club sponsor.

### **Player & management team sponsor- Corporate**

**Price £150**

Company name & logo on the TAFC website alongside the player, direct link to company website and on Twitter. Additionally, in each programme against selected player/person.

### **Player & management team sponsor- Fan**

**Price £75**

Fans name on the TAFC website alongside the player, link to social media accounts.  
Additionally, in each programme against selected player/person.



## MATCH DAY

### **Match day sponsor (each home game)**

**Price £250**

Hospitality for 10 people (additional people can be added at an additional price)  
includes half time refreshments,  
reserved seating/area,  
complimentary match day programme.  
Programme & social media acknowledgement.  
Option to select man of the match and have commemorative presentation photo

### **Match Ball sponsor (each home game)**

**Price £125**

Hospitality for 5 people (additional people can be added at an additional price),  
includes half time refreshments,  
reserved seating/area,  
complimentary match day programme.  
Programme & social media acknowledgement.

### **Match day programme adverts**

**Prices full page £100, half page £50**

Full or half page colour advert in the programme carrying company logo plus detailed information.  
Programme covers league, cup and friendlies typically 25+ home games.  
Feature on the TAFC website as official club sponsor.

### **Match day half time raffle sponsor**

If you would like to provide the halftime raffle prize at each home game please get in touch.

### **Match day – man of the match award**

If you would like to provide the man of the award for our fixtures. This could be your product or an award (beer, champagne etc) provided by you - please get in touch.



## CLUB MEDIA

### **Brewers TV match highlights**

**Price £3500**

Company logo at the beginning & end of the match day highlights, we average 3000 views per game.

Company logo on the website next to BrewersTV

Match day corporate hospitality package for a game of sponsors choice

Exposure on the TAFC social media, website & in match day programme as an official club sponsor.

Also to include

x2 complimentary season tickets

### **Video replays & interviews**

**Price £1000**

Match day highlights and video replays on our Website & social media with your company logo

### **Match day twitter**

**Price £500**

All match day twitter activity with your company logo

Feature on the TAFC website & in match day programme as an official club sponsor.

### **Insight team equipment sponsor**

**Price £500**

Sponsoring support team IT & camera equipment

Feature on the TAFC website & in match day programme as an official club sponsor.

## MATCHDAY TRAVEL

### **Away travel sponsorship**

**Please contact us**

Cost to cover long distance away coach travel.

Naming rights to away travel on all social media & website

Pitch side board

Match day corporate hospitality package for a game of sponsors choice

Feature on the TAFC social media, website & in match day programme as an official club sponsor.

Also to include

x2 complimentary season tickets

We often get approached regarding sponsorship packages or bespoke sponsorship opportunities not detailed within this brochure (such as sponsoring of players wages) so please do not hesitate to contact us if you wish to discuss potential opportunities.

VAT will be added for registered businesses

Advertising fixed to parts of the freehold land is VAT exempt. All other items will include additional VAT.

**Thank you**

**Tadcaster Albion AFC**

Ings Lane

Tadcaster

North Yorkshire

LS24 9AY

**Our website**

**[www.tadalbion.com](http://www.tadalbion.com)**

**Email us at**

**[sponsorship@tadalbion.com](mailto:sponsorship@tadalbion.com)**

**Find us on Twitter**

**[www.twitter.com/TadcasterAlbion](https://www.twitter.com/TadcasterAlbion)**

**Find us on Facebook**

**[www.facebook.com/TadcasterAlbion](https://www.facebook.com/TadcasterAlbion)**

**Find us on Instagram**

**[@tadcasteralbion](https://www.instagram.com/tadcasteralbion)**