

# Sponsorship & Advertising 2021/22



Kennington Football Club, Homelands Stadium, Ashford, Kent, TN26 1NJ

[www.kenningtonfc.co.uk](http://www.kenningtonfc.co.uk)

# Introduction

Kennington are a football club on the rise – with a proud history as one of the longest established football clubs in Kent, dating back to 1885.

An FA Charter Standard club, with an affiliated Junior section of 23 teams, Kennington are one of the most progressive clubs in Kent.

The senior side has risen from the backdrop of local grassroots football to now find itself at step five of the non-league pyramid in the SCEFL Premier Division, following three promotions in six years.

During this time, 'The Ton' have moved ground from Sandyacres in Kennington, to its current home at Homelands Park, as tenants to Ashford United - and made debuts in both the FA Cup and FA Vase competitions.

Local businesses play a key role in helping the club stay ambitious, competitive and sustainable, and we would love to hear from companies who are interested in being a part of our exciting journey.

We are delighted to share our sponsorship and advertising opportunities for the 2021/22 season, with packages available to suit a range of budgets.



# Sponsorship & Advertising – 2020/21

## Sponsorship

- First Team Kit Sponsor
- Tracksuit Sponsor
- Warm-Up Top Sponsor
- Polo Top Sponsor
- Rain Jacket Sponsor
- Match Sponsors
- PlayerTek Player Of The Week
- Player Sponsors

## Advertising

- Pitch Perimeter Ad Boards
- Match Day Programme
- Website/ Social Media



# Kit/ Tracksuit & Main Club Sponsorship

The most prominent opportunity for your business to gain visibility across Kent, as our kit and main club sponsor for the 2021/22 season.

- Company logo on front of home and away shirts for 2021/22 season
- Spin-off press exposure across Kent throughout season
- Four complimentary season tickets
- Logo on front of each match day programme
- Full page colour ad inside
- Banner ads across Club website
- Social Media Exposure

## PACKAGE COSTS:

<b>FIRST TEAM (HOME):</b>	<b>**SOLD FOR 21/22**</b>
<b>FIRST TEAM (AWAY):</b>	<b>**SOLD FOR 21/22**</b>
<b>BACK-OF-SHIRT:</b>	<b>£800</b>
<b>TRACKSUITS:</b>	<b>**SOLD FOR 21/22**</b>
<b>POLO TOPS:</b>	<b>£600</b>
<b>WARM-UP TOPS:</b>	<b>**SOLD FOR 21/22**</b>
<b>WARM-UP JUMPERS:</b>	<b>£600</b>
<b>RAIN JACKETS:</b>	<b>**SOLD FOR 21/22**</b>



# PlayerTek Player Of The Week

Being able to accurately monitor player and team performance can be a valuable asset at any level of the game, and we would like to invest in PlayerTek vests to bring their professional level analysis to the club.

We will use the match data to create a weekly 'PlayerTek Player of the Week' in association with your business, sharing insight on our social media channels throughout the season.

This will be accompanied with a full page colour advert in our match programme, tannoy announcements at home games, and a clickable banner on the club website.

## PACKAGE COST:

**£750 (1 year)**

**£1,000 (2 years)**



# Match Sponsorship

Your Match Sponsorship Package includes:

- \* x4 complimentary match tickets and programmes
- \* Company name/logo on front of match day Programme
- \* Full Page Advert in the Club's Match Day Programme
- \* Complimentary half-time refreshments, and bar drinks.
- \* Select and present Man of the Match award
- \* Clickable website banner

**£100 per match**

**£1,500 whole (\*league) season exclusivity**



# Player Sponsorship

- Back your favourite player with your name/company logo on the Player Sponsorship page of our 2021/22 Match day Programme
- Banner advert throughout the club website – including dedicated Player Profile page
- Promotional social media mentions

**Available for £50 per player  
(full-season)**



# Pitch Perimeter Barrier Advertising

Perimeter board advertising is a great way to show your support for the football club in a highly visible way to both home and away support at Homelands Stadium, and extended via the photographic media.

Individual sponsor boards (8ft x 3ft) are priced at **£300** for the season (+ *one-off £100 production cost*), with visibility for all fixtures and private hire events on the Homelands pitch.

We take care of production via our signage partner, all we require is your logo and brand message.





# Match Day Programme

Advertising in Kennington's new-look, professionally printed match day programme as a high impact way to create awareness of your business amongst our supporters.

Your full-colour advert will appear in all home league and cup fixture editions.

An estimated average of 22 publications per season (July-May), with around 100 copies produced per game.

Each programme is often read by more than one person, and added for download on our website - and promoted via social media - after the game for additional reach.

A traditional match day purchase for fans young and old, advertising in the match programme gets your company seen.

**FULL-PAGE (for full season): £150**

**HALF-PAGE (for full season): £100**



# Website Advertising

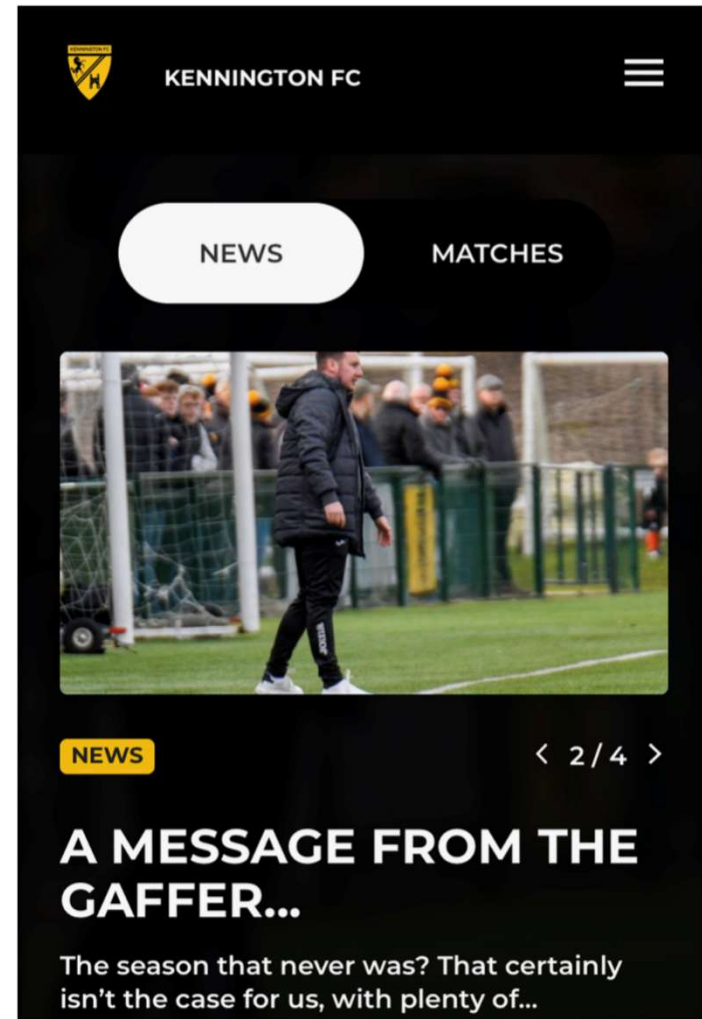
Advertise your business on [www.kenningtonfc.co.uk](http://www.kenningtonfc.co.uk) via a clickable banner for brand affinity all season long.

The site is designed as an information hub for supporters, with unique views growing monthly in line with our success on the field.

Your banner will feature prominently on home and news content, with site views amplified through links via our growing social media presence.

## **ONLINE BANNER ADS:**

**£50 for full season.**



# Contact Us

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