



# Lincoln United Football Club

Commercial  
Partnerships

**2020- 2022**

**#TheWhites**

#TheWhites





# LINCOLN UNITED FOOTBALL CLUB

Founded in 1938, Lincoln United Football Club were formally known as Lincoln Amateurs, playing in the Lincoln League.

In 1950 the club signed its first semi-professional player (on 5 shillings a week, 25p in today's money!), at which point the club was re-named to Lincoln United aka 'The Whites'.

The club won its first honours in the 1963-64 season with the Lincolnshire League Championship and the Lincolnshire Senior B Cup. Over the years the club has won honours in various leagues, as they have progressed and grown in the football pyramid, securing 3 promotions in 3 years in the late 80's under the great John Wilkinson.

Throughout its history, Lincoln United has been a major force in the city of Lincoln football scene, as well as playing a huge part within the local community. It is down to the efforts of many officials, players, volunteers, and sponsors over the years that the club has been shaped into what it is today.

In 2020 the club started a new chapter in the club's history, with the appointment of a new Executive Board, that has since steered the club to financial sustainability. Delivering significant stadium investment and unprecedented growth.

Lincoln United FC now boast 32 teams across all sections of the club: Men's and Women's 1<sup>st</sup> teams, Men's, and Women's development teams and 28 junior teams (boys and girls). In addition, Lincoln United are now offering a fantastic new education and recreational services; with a B-Tech academy for 16–18 year-olds partnering with Lincoln College, Mini-Whites for 4 & 5 year olds, Wildcats for girls 5-11 and Lincs Ladies Play, a successful recreational offer promoting opportunity for women to play in a relaxed setting.

The new state-of-the-art sprinkler pitch irrigation system, new floodlights, new branding/signage and other cosmetic and safety improvements has seen Ashby Avenue shake off its tired look, with future improvement still to come.

It is no secret that non-league / semi-professional clubs heavily depend on their commercial partnerships and Lincoln United is no different. The club's long-standing partnerships are very much valued and treasured, we hope our range of diverse commercial offerings and benefits will bring more partnerships to the club.

Come join #TheWhites community club and be part of the journey.

Lee Griffin - Chairperson

## #TheWhites







## Club Sponsor Packages 2020-2022

### Platinum Partner Package

**SOLD**

First Team Shirt Sponsor (Home or Away)  
Stand Sponsor x 1  
Pitchside Boards x 2 (Premium Location)  
Four Season Tickets  
Match Day Sponsor & Hospitality x 2

**£8,000**

### Stadium Naming Rights

Entrance Sign 'Welcome to...'  
Pitchside Boards x 2 (Premium Location)  
Stand Sponsorship x 2  
Four Season Tickets  
Match Day Sponsor & Hospitality x 1

**£8,000**

### Stand Sponsor

Stand Sponsor Branding  
Pitchside Boards x 1 (Premium Location)  
Two Season Tickets

**from  
£1,750**

### Boardroom Sponsor

**SOLD**

Signage around Boardroom  
Pitchside Boards x 1 (Premium Location)  
Two Season Tickets  
Match Day Sponsor & Hospitality x 1

**£2,000**

### Premium Pitchside Package

Pitchside Boards x 4 (Premium Locations)  
Programme Advertising  
Two Season Tickets

**£1,200**

### Pitchside Sponsor

Pitchside Boards x 1 (Premium Location)  
Programme & Website Advertising

**£350**

**Want to spread the cost to support the Whites? Package available to suit all businesses and budgets!**

\* all sponsorships valid for 1 season  
2 Year deals available on request  
The above list is not exclusive, please  
contact the commercial director to discuss  
alternative sponsorship opportunities

**#TheWhites**



## The Future

For a non-league club Lincoln United have a fantastic and well engaged following, which grows month on month with regular and exciting content shared. Our match days regularly see over 200 people in attendance and we are constantly working hard to build #TheWhites community.

With over 13,000 social media followers, across Twitter, Facebook, Instagram and YouTube and an average audience reach of over 150,000 people per month, we offer huge potential for maximum positive exposure for our partnership brands. One of our success stories from last season, saw Lincoln United U12 Girl's featured, in their full sponsored kit, in The Sun National Newspaper.

Our continued growth has seen our junior section quadruple in numbers in a year, the building a successful female pathway and a club ethos of supporting local, young, talented players into regular first team football. Our latest project has seen the club launch Academy in partnership with Lincoln College.

ALL our sponsors get regular dedicated posts throughout the season across our platforms, creating a substantial online presence for our partners outside of just match days.

## Partnership and Sponsorship Opportunities

Platinum Partner  
Stadium Naming Rights  
Stand Sponsors  
Board Room Sponsor  
Pitchside Board - Premium  
Pitchside Board - Standard  
Match Day Sponsor  
Match Ball Sponsor  
Man of the Match Sponsor

Mens 1st Team Shirt Sponsor  
Mens 1st Team Teamwear Sponsor  
Women's 1st Team Shirt Sponsor  
Women's 1st Team Teamwear Sponsor  
Player Sponsor  
Junior Teams Shirt Sponsor  
Junior Teams Teamwear Sponsor  
and so much more....

There are multiple opportunities for businesses or individuals to become a partner or sponsor for the coming season. From player sponsor to Platinum Sponsor the range is vast and at budgets to suit.



**13,000+**  
**Followers on**  
**Social Media**



**32+**  
**Teams**



**600+**  
**Players**

**#TheWhites**



# Mens 1st Team Sponsors 2020-2022



**13,000+**  
**Followers on  
Social Media**



**32+**  
**Teams**



**600+**  
**Players**



## Home Shirt Sponsor

First Team Shirt Sponsor  
Pitchside Boards x 2 (Premium Location)  
Two Season Tickets  
Match Day Sponsor & Hospitality x 1

**SOLD**

**£6,500**

## Away Shirt Sponsor

First Team Shirt Sponsor  
Pitchside Boards x 2 (Premium Location)  
Two Season Tickets  
Match Day Sponsor & Hospitality x 1

**SOLD**

**£4,000**

## Match Day Teamwear

Training Kit and Match Day Kit Branding  
Pitchside Boards x 1 (Premium Location)  
Two Season Tickets  
Match Day Sponsor & Hospitality x 1

**SOLD**

**£4,000**

## Match Day Sponsor

Match Day Sponsor & Hospitality  
8 people to enjoy tour of the facility  
as well as pre-match meal and drinks.  
Enjoy the game and stay to present  
your selected player of the day.  
Programme Advertising  
Website Advertising and Promotion

**£300**

## Match Ball Sponsor

Two tickets to the game  
Enjoy tour of the facility. Pre Match  
and Post Match refreshments.  
Programme Advertising  
Website Advertising and Promotion

**£100**

## Player Sponsor

Framed Photo with Player  
Programme & Website Advertising

**£150**

**All sponsors to be promoted via our social media channels,  
website as well as match day programmes.**

\* all sponsorships valid for 1 season  
2 Year deals available on request  
The above list is not exclusive, please  
contact the commercial director to discuss  
alternative sponsorship opportunities

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# Partner with #TheWhites at our Ashby Avenue Home











## Development Team Sponsors 2020-2022

### Home Shirt Sponsor

Shirt Sponsor  
Programme & Website Advertising

**SOLD**

**£1,500**

### Match Ball Sponsor

Season Long Deal  
Programme & Website Advertising

**£300**

### Away Shirt Sponsor

Shirt Sponsor  
Programme & Website Advertising

**£1,500**

### Man of the Match Sponsor

Season Long Deal for branded trophy per game  
Programme & Website Advertising

**£500**

### Match Day Teamwear

Match Day Tracksuit & Polo Kit Branding  
Match Day Subs Coats  
Programme & Website Advertising

**£2,500**

### Man of the Match Sponsor

Per Match deal with branded trophy per game  
Programme & Website Advertising

**£25**

### Training Teamwear

Training Kit Branding  
Programme & Website Advertising

**SOLD**

**£1,500**

### Player Sponsor

Framed Photo with Player  
Programme & Website Advertising

**£150**

**All sponsors to be promoted via our social media channels, website as well as match day programmes.**

\* all sponsorships valid for 1 season  
2 Year deals available on request  
The above list is not exclusive, please  
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**#TheWhites**



# Womens Team Sponsors

## 2020-2022



**13,000+**  
**Followers on**  
**Social Media**



**32+**  
**Teams**



**600+**  
**Players**



### Home Shirt Sponsor

First Team Shirt Sponsor  
Pitchside Boards x 2 (Premium Location)  
Two Season Tickets

**SOLD**

**£3,000**

### Match Day Sponsor

Match Day Sponsor & Hospitality  
6 Match Day Tickets  
Pre-Match and Half Time Refreshments  
Man of the Match Trophy presentation

**£150**

### Away Shirt Sponsor

First Team Shirt Sponsor  
Two Season Tickets

**£1,500**

### Match Ball Sponsor

Two tickets to the game  
Pre-Match and Half Time Refreshments

**£50**

### Match Day Teamwear

Match Day Tracksuit & Polo Kit Branding  
Match Day Subs Coats  
Pitchside Board x 1  
Two Season Tickets

**SOLD**

**£2,500**

### Player Sponsor

Framed Photo with Player  
Programme & Website Advertising

**£150**

### Training Teamwear

Training Kit Branding  
Two Season Tickets

**SOLD**

**£1,500**

**All sponsors to be promoted via our social media channels,  
website as well as match day programmes.**

\* all sponsorships valid for 1 season  
2 Year deals available on request  
The above list is not exclusive, please  
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alternative sponsorship opportunities

# #TheWhites





# Womens Development Team Sponsors

2020-2022

## Home Shirt Sponsor

Shirt Sponsor  
Programme & Website Advertising

**SOLD**

**£1,500**

## Match Ball Sponsor

Season Long Deal  
Programme & Website Advertising

**£300**

## Away Shirt Sponsor

Shirt Sponsor  
Programme & Website Advertising

**£1,500**

## Man of the Match Sponsor

Season Long Deal for branded trophy per game  
Programme & Website Advertising

**£500**

## Match Day Teamwear

Match Day Tracksuit & Polo Kit Branding  
Match Day Subs Coats  
Programme & Website Advertising

**£2,500**

## Man of the Match Sponsor

Per Match deal with branded trophy per game  
Programme & Website Advertising

**£25**

## Training Teamwear

Training Kit Branding  
Programme & Website Advertising

**SOLD**

**£1,500**

## Player Sponsor

Framed Photo with Player  
Programme & Website Advertising

**£150**

All sponsors to be promoted via our social media channels,  
website as well as match day programmes.

\* all sponsorships valid for 1 season  
2 Year deals available on request  
The above list is not exclusive, please  
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## Junior Team Sponsors 2020-2022

### Junior Team Match Kit Sponsor

Team Shirt Sponsor

Team Training Kit Sponsor

Branded Subs Jackets  
(various costs depending on squad size)

**£1,500**  
**- £2,500**

### Junior Team Full Kit Sponsor

Team Shirt Sponsor  
(various costs depending on squad size)

**£400**  
**- £700**

### Junior Team Subs Jacket Sponsor

Branded Subs Coats for the Team

**£300**  
**- £500**

### Junior Team Teamware Sponsor

Tracksuit & Polo Shirt Branded to the rear  
(various costs depending on squad size)

**£750**  
**- £1,500**

### Junior Team Training Kit Sponsor

Training Kit Branded to the rear  
(various costs depending on squad size)

**£300**  
**- £500**

## Lincoln United Academy

in partnership with Lincoln  
College is looking for a partner  
to sponsor the teams kit and  
training wear!

Contact : [enquiries@lincolnunitedfc.com](mailto:enquiries@lincolnunitedfc.com)

All sponsorship packages are designed for a two year period and  
will be reviewed ongoing for renewals.

Junior team packages can vary depending on squad size and can be  
reviewed accordingly to cover appropriate costs.

The above list is not exclusive, please contact your team manager  
or our commercial director to find out how you can become a sponsor  
for #TheWhites

All sponsors to be promoted via our social media channels,  
website as well as match day programmes for both Mens and  
Women's fixtures.

**#TheWhites**



# #TheWhites



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