



2019/20 **Commercial Brochure**



Emirates



THE Emirates FA CUP

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Slough Town Football Club plays its home matches at the Arbour Park Community Stadium. Since moving back to the borough in August 2016, we have gone from strength to strength on and off the pitch, more than doubling our home attendances, twice reaching the Second Round of the Emirates FA Cup, winning promotion to Vanarama National League South and last season, claiming the Berks & Bucks FA Senior Cup.

We strive to be at the heart of the community in every sense and are committed to getting more people involved in football. As well as our first team, we have added a ladies team for the 2019/20 season and have boys teams in the U10, U14 and U15 categories, girls teams in the U11 and U13 categories, two successful adult disability teams and we work with Slough Borough Council to run football sessions for children at Arbour Park, with a view to expanding the number of teams.

This is an exciting time to be associated with Slough Town Football Club. We have a talented squad jointly managed by the young, ambitious duo of Neil Baker and Jon Underwood, who have been hugely successful in their six years in charge. We are doing more in the community than ever before. Our fan base is growing, and we expect the Arbour Park turnstiles to click around 17,000 times this season. The profile of our club is growing, with almost 12,000 followers on Twitter, over 4,000 followers on Facebook and a growing following on Instagram. Our official website attracted over 291,000 unique sessions last season and we are regularly featured in the local newspapers and radio stations.

If you are looking for new ways to raise your company's profile and support your local club and community, we have a variety of partnership and sponsorship options available which will help promote your name across our supporter base and throughout the local area.

Match day Sponsorship

Match sponsorship - £250 excl. VAT*

A superb opportunity to raise your company's profile whilst enjoying an afternoon or evening out at the state-of-the-art Arbour Park Community Stadium. An additional amount of £50 excl. VAT per person is payable for any additional guests, to a maximum of 8.

Includes:

- Name on Match day Programme
- Name on Slough Town FC Website and Social Media
- Mentions during Match day announcements
- Entry for 4 people to Club boardroom
- Reserved Arbour Park parking for 2 vehicles
- 4 Reserved Seats in West Stand
- 4 Match Day Programmes
- Refreshments (tea/coffee, cakes and biscuits) on arrival and at half time
- Food and drink(s) after the match
- A chance to choose Man of the Match, present the award and have a photo with the player

For more details call 07774 330272 or email commercial@sloughtownfc.net

Match Ball - £125 excl. VAT*

Sponsoring the match ball is another great way to promote your business locally. Your company's name will feature in match day announcements and the match day programme. An additional amount of £50 excl. VAT per person is payable for any additional guests, to a maximum of 4.

Includes:

- Name on Match day Programme
- Name on Slough Town FC Website and Social Media
- Mentions during Match day announcements
- Entry for 2 people to Club boardroom
- Reserved Arbour Park parking for 1 vehicle
- 2 Reserved Seats in West Stand
- 2 Match Day Programmes
- Refreshments (tea/coffee, cakes and biscuits) on arrival and at half time
- Food and drink(s) after the match

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* This price applies to Vanarama National League South matches only

Match day Sponsorship

Player sponsorship – £100 excl. VAT

Sponsor a player and their kit for one season. Your name will appear in the match day programme and at the end of the season you will receive that player's signed shirt. Note that player sponsorship is non-transferrable.

Includes:

- Your name in the match day programme
- Receive your chosen player's signed shirt at the end of the season

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Mascot - £50 excl. VAT (£30 excl. VAT for Junior Rebels)

Give your child a day to remember with the match day mascot experience at Slough Town Football Club.

Includes:

- Article in Match day programme
- One set of Replica Kit (Junior Rebels receive new Shorts/Socks only)
- Mentions during Match day announcements
- Entry for 1 person to the ground
- 1 Match day programme
- Reserved Arbour Park parking for 1 vehicle
- Lead out the team and participate in pre-match handshakes
- Memento Photo of the day

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Programme Sponsorship

Full Page Programme - £400 excl. VAT

We are offering personalised full page advert in the match day programme for all Slough Town home matches during the season.

Half Page Programme - £225 excl. VAT

A personalised half page advert in the match day programme for all Slough Town home matches during the season.

Community Programme Page - £50 excl. VAT

A cost-effective way to get your company logo/image in the match day programme for all Slough Town home matches throughout the season, alongside other valued club supporters. We expect there will be around 10 per page.

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Advertising space at Arbour Park

We expect over 17,000 visitors to Arbour Park this season to watch Slough Town in action – and the stadium also hosts many other sporting activities as well as meetings and conferences, so that number will be even higher. In addition, advertising boards will be shown prominently on video highlights and local print media. Advertising boards therefore offer you an excellent way to promote your company to a captive audience and raise brand awareness.

We offer advertising space in various sizes, and also offer the opportunity to show advertisements on the scoreboard at half time.

Pitchside 8ft x 3ft advertising board (new board) - £375 excl. VAT

Pitchside 8ft x 3ft advertising board (existing board) - £300 excl. VAT

Pitchside 8ft x 1 ½ ft advertising board - £300 excl. VAT

Half time scoreboard advert - £50 excl. VAT.

Includes:

- In place at Arbour Park for all events during the season
- Visible for all of Slough Town's home fixtures
- Features as a backdrop to video highlights and photography appearing in the media, both locally and through our Official Website, plus our own match day programme
- Photograph and promotion through Club social media when board installed

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Kit Sponsorship

£POA

Have your company name on the first team match day kit. Kit sponsorship is the Club's premier offering and generates the highest level of exposure for any business or organisation. Your logo will appear prominently in the Club's official videos and photos, published through all social media platforms and through our Official Website, as well as any external media. The logo will also appear on the match day programme. The logo will appear on all replica jerseys sold via the Club shop. Other kit and equipment sponsorship opportunities are available on request.

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For further details or any questions please contact Craig Edwards, Commercial Manager
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