



#ONWARDTOGETHER

2023/24 COMMERCIAL BROCHURE

150,000+
**SOCIAL
MEDIA
FOLLOWERS**

5,000
**CORPORATE
GUESTS
EACH SEASON**

1 IN 8
**PEOPLE FROM
FLEETWOOD
VISIT Highbury
EACH MATCH DAY**

300,000+
**PEOPLE VISIT
POOLFOOT
FARM
EACH YEAR**

HIGHBURY STADIUM ADVERTISING

PERIMETER BOARDS

Perimeter boards are the perfect way to increase your brand awareness. They can be seen by people in the stadium, on TV, and on photographs which are published across several media outlets.

BIG SCREEN

Located in the corner of Highbury Stadium, the big screen is a unique way to not only raise brand awareness, but also to put out direct messages to all visitors inside the ground with up-to-date content.

LED ADVERTISING

Introduced in the 22/23 season, our new LED system opened up a new and innovative way of advertising at Highbury Stadium. They are built to withstand any weather condition to ensure that your message will be displayed to all the fans throughout the season.

POSTER SITES

Located throughout the stadium in the concourse, bars, and washrooms, posters are an affordable and effective way to be in the direct eyeline of fans of all ages.



POOLFOOT FARM ADVERTISING

ABOUT POOLFOOT FARM

The continuous growth of the club's training ground has made it the perfect place to advertise your company. Poolfoot Farm is an elite public facility, and your companies branding will be seen by the thousands of people who visit every week.

11-A-SIDE

From tournaments to training, the 11-a-side pitches at Poolfoot Farm are used daily all throughout the week and can be viewed from not only pitch side, but also from The Coffee Box.

5-A-SIDE - GOALMOUTHS

One of the biggest advertising sites available at the football club, 5-a-side goal mouth advertising is not only beneficial for brand awareness but also for a call to action.

5-A-SIDE - HIGH-BOARDS

Featured across the top fences of the 5-a-side cages, the high-boards will be viewed by the hundreds of players each week to boost your brand awareness.





BI-WEEKLY BUSINESS MEETINGS



WATCH THE FIRST-TEAM IN STYLE



MONEY CAN'T BUY EXPERIENCES



BRAND EXPOSURE OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

Fleetwood Town have a wide variety of sponsorship packages available for the 2023/24 season at Highbury Stadium and Poolfoot Farm that can help raise the profile of your business and provide real growth and value for money.

STAND

Including naming rights, stand sponsorship not only puts the name of your business out there for all to see, but would also see your brand across the whole of the stand.



KIT

Kit sponsorship can involve the front and back of the shirt, back of the shorts and training gear sponsorship. Worn by first team staff, it will be seen at both home and away games throughout the season with nationwide coverage.



PLAYER SPONSORSHIPS

The sponsoring of a player can be a creative way to interact with them and the fans. Packages include your logo on the players profile with a hyperlink, photo opportunities, and a signed, framed shirt at the end of the season.





BE PART OF THE ACTION



EXCLUSIVE HOSPITALITY INTERVIEWS



REPRESENT THE CLUB



FREQUENT MEET AND GREET EVENTS

HOSPITALITY PACKAGES

At Fleetwood Town, we pride ourselves on providing a five-star service on a matchday and you will not want to miss the opportunity to watch some football in style!

PARKSIDE LOUNGE

The popular lounge is the perfect way to watch the matches in a welcoming environment, whether you are celebrating a special occasion, hosting clients, or you just want to watch as a VIP.



VIP BOXES

VIP boxes can hold up to 12 guests and create a more private setting. Ideal for celebrating an event, entertaining clients, or simply a nice day out for friends and family.



MATCH SPONSORSHIPS

Sponsorships have been proven to be very successful over the years. From an article announcing the sponsorship on our website, to coverage across our main social channels, your business will also benefit from plenty of brand exposure within the stadium, with plenty of photo opportunities, a signed shirt presentation, and your choice of Man of the Match.





H O N O U R S

Sky Bet League Two
Play-off winners (2013/14)

Conference National
Champions (2011/12)

Conference North
Play-off winners (2009/10)

Northern Premier League Premier Division
Champions (2007/08)

Northern Premier League First Division
Champions (1987/88), Runners-up (Promoted) (2005/06)

North West Counties Football League Premier Division
Champions (2004/05)

North West Counties Football League First Division
Champions (1983/84, 1998/99)

Lancashire Combination
Champions (1923/24), Runners-up (1933/34, 1934/35)

Lancashire League West Division Reserve League
Winners (2008/09)

Northern Premier League Challenge Cup
Winners (1971, 2007), Runners-up (1989)

Northern Premier League President's Cup
Winners (1990), Runners-up (1991)

North West Counties Football League First Division Trophy
Winners (1999)

FA Vase
Runners-up (1984/85)

Lancashire Combination Cup
Winners (1926, 1932, 1933, 1934), Runners-up (1953, 1967)

Peter Swales Memorial Shield
Winners (2008)

BUSINESS CLUB

Launched in March 2013, the group regularly refers hundreds of thousands of pounds of business to each other every year. Hosted fortnightly, we are keen to grow our links with the business community and provide a platform for local businesses to promote themselves to fellow members of this exclusive club.



Membership is by category of business by invitation only. Visitors are welcomed to attend and get to know the group as well as offer a unique product or service that is of benefit to members before committing to joining the Business Club officially.

Along with this, social events are also organised to help get to know members on a more personal level. Fleetwood Town's Commercial team host, administer and promote the Business Club to the benefit of all members and has proved to be a great investment for those involved.

TESTIMONIALS

“Working with Fleetwood Town Football Club has allowed us to increase our local awareness tenfold. The exposure we’ve received through promotions both at Highbury Stadium and Poolfoot Farm has brought in all types of customers for our business and has allowed us to run plenty of successful local campaigns.” – Ryan Lea, Elite Competitions



“Hesketh Press has sponsored Fleetwood Town for many years. I feel the partnership has been extremely beneficial to both ourselves and the club. We always enjoy taking our clients to the games throughout the season and the hospitality is always fantastic. We also do a range of advertising with the club which we feel is great value for money.” – Matt Porter, Hesketh Press

“J T Byrne have been the memorial partner at Fleetwood Town for numerous years and have thoroughly enjoyed the partnership so far. We cannot recommend the service provided enough - we’ve valued being a part of the football club and when it comes to their sponsorship and hospitality offerings, they can’t be beaten!” – John Byrne, J T Byrne Funeral Directors





FOR ENQUIRIES, CALL 01253 775080 (OPTION 2) OR
EMAIL COMMERCIAL@FLEETWOODTOWNFC.COM

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MAIN CLUB SPONSOR