

DARLINGTON FC

**SPONSORSHIP
ADVERTISING
HOSPITALITY**

SEASON 2023-24





PARTNERING WITH DARLINGTON FC

Darlington FC is a special and very different kind of football club. It is owned by its fans, lead by its volunteers and has its roots firmly at the heart of the local community.

The role that Darlington FC plays in the lives of many different groups of people across the town and beyond cannot be underestimated. It provides interest, passion and enjoyment for thousands of supporters.

The club is run almost exclusively by a dedicated band of volunteers across a range of professional skills, all of which are as important as each other to the function of our club. Some volunteers are lifelong supporters of the club, others are not, but all have a passion to be part of something that makes a positive impact on the lives of others.

The club is one promotion away from the National League, a further promotion away from the Football League, and is hoping to be playing football at a new purpose-built stadium in the town in the next two to three years.

As such, this is an exciting opportunity for businesses to get involved in the club, and benefit from a unique proposition, by considering a sponsorship or advertising partnership with Darlington FC at a crucial time in the club's history.





HISTORY





HISTORY

Darlington FC is fan owned and volunteer run. It is the absolute epitome of a 'community club'. Over 140 years old, with a rich and fascinating history, it has been owned and run by its fans since 2012. As it stands, just over 1,270 fans enjoy a c87% majority shareholding in the club.

Following three periods of administration between 2003 and 2012, the club was demoted from the National League to the Northern League. It had no home and no playing staff. For a while, it looked terminal. It had to start again, at the very bottom of the footballing pyramid.

However, the club was acquired by its fans in May 2012, with the hope of a new and more sustainable future. Whilst ground sharing with neighbours Bishop Auckland, the club remarkably achieved three promotions in four seasons. The club is now firmly established in the National League North, just missing out on the play-offs by only one point in the 2022-23 season.

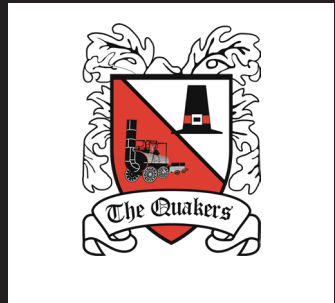
The club made the important move back Darlington on Boxing Day 2016, defeating Halifax Town 3-2 at a packed Blackwell Meadows, a new home rented from Darlington Rugby Club. The move was only made possible thanks to the tremendous fundraising efforts of the fans, and the club is currently preparing plans to build a new ground within the town. This will be home.

By the start of the 2023-24 season, Darlington fans had raised around £1.9m since acquiring the club 11 years previously. An incredible achievement and the absolute definition of 'fan ownership'.

"BY THE FANS, FOR THE FANS..."



MISSION





MISSION

“SUCCESS ON THE PITCH, SUSTAINABILITY OFF THE PITCH...”

Our ultimate aim is a return to the Football League, whilst ensuring financial stability off the pitch so Darlington FC is here for generations to come.

We aim to continue to build a progressive, sustainable football club that is financially responsible, and that operates with transparency, accountability, and integrity.

A club that is a positive force for change in our local community, and that provides opportunities for people from all backgrounds to come together and share their love of football.

We will achieve this mission by investing in our infrastructure, primarily a new stadium as a long term home, plus our people and our community, by creating an inclusive and supportive environment where everyone feels welcome and valued.

We will work hard to build a strong and successful football team, while always putting the needs and interests of our fans first.

As a fan owned and community driven club, we are committed to putting our supporters at the heart of everything we do, and the promotion of equality, diversity and inclusion in all aspects of our operations.

Through our commitment to excellence, innovation, and community engagement, we aim to be a leading football club that inspires and unites our fans, and that contributes to the growth and development of our local community.



AUDIENCE





AUDIENCE

Darlington FC can offer your business and your brand access to an engaged fanbase all over the world.

- Average National League North home crowd (season 22-23) - 1,500
 - Darlington FC Fan Owners - 1,270
- Official website (www.darlingtonfc.co.uk) traffic - May '22 to April '23
 - ◆ 280,000 users
 - ◆ 700,000 sessions
 - ◆ More than 1.6m page views
- YOURCLUB Owner/fan portal (yourclub.darlingtonfc.co.uk) - 4,610 subscribers
 - Twitter followers - 41,400 +
 - Instagram followers - 12,000 +
 - Facebook followers - 18,000 +
 - Youtube subscribers - 14,300 +
 - LinkedIn followers - 12,000 +
 - TikTok followers - 14,300 +



SPONSORSHIP OPPORTUNITIES





MATCH SPONSORSHIP

Promote your brand, entertain customers and have a fantastic afternoon/evening by sponsoring a Darlington FC home game at Blackwell Meadows.

For just £750 + VAT, your match sponsorship package includes:

- Ten match tickets to the game and complimentary car park passes (more available upon request)
- A table within our DFC Hospitality suite, a delicious two course meal and complimentary match programmes
 - Watch the game from the main stand balcony; the best view in the ground!
- Social media promotion and email marketing of your business both in advance of the game and across the following week
 - Regular announcements of your sponsorship via the PA throughout the day itself
 - A full page advert in our matchday programme
- Choose the 'man of the match' and present the award to the player after the game
 - Pitch side and dressing room photo opportunities across the day

CONTACT COMMERCIAL@DARLINGTONFC.ORG FOR MORE DETAILS



MATCH BALL SPONSORSHIP

Promote your brand, entertain customers and have a fantastic afternoon/evening by sponsoring a Darlington FC match ball at Blackwell Meadows.

For just £150 + VAT, your match ball sponsorship package includes:

- Two match tickets to the game (£35 + VAT for each additional guest) and one car park pass (more available upon request)
 - A table within our DFC Hospitality suite, a delicious two course meal and complimentary match programmes
 - Watch the game from the main stand balcony; the best view in the ground!
 - Social media promotion of your brand/business both in advance of the game and across the following week
- Regular announcements of your sponsorship via the PA throughout the day itself
 - Presentation of a football, signed by the squad, by the 'man of the match'
 - Pitch side and dressing room photo opportunities across the day

CONTACT COMMERCIAL@DARLINGTONFC.ORG FOR MORE DETAILS



PLAYER SPONSORSHIP

Sponsoring a Darlington FC player's home or away shirt across the season is a great way to get your business some excellent exposure and back your hero too!

For just £200 + VAT, your player sponsorship package includes:

- Your name/business mentioned as a player's shirt sponsor in our official match day programme across the season
- Your name/business mentioned as a player's shirt sponsor on our official website and via social media across the season
- A chance to meet your player during the season for photo opportunities
 - A signed 'match worn' shirt at the end of the season

AKE LAWLOR

DEFENDER

CONTACT [KITSPONSORSHIP@DARLINGTONFC.ORG](mailto:kitsponsorship@darlingtonfc.org) FOR MORE DETAILS

SPONSORED BY
NAME: JOSH MOATE TTM CRICKET
WAY: KARL BUCKLE

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DERCLAD LIMITED

ADVERTISING OPPORTUNITIES





STADIUM ADVERTISING

Promote your business and generate new customers by taking an advertisement board at Blackwell Meadows. We can offer several different locations within the stadium to get your brand noticed every home game!

Aside from c1,500 fans regularly attending Blackwell Meadows, all of our home games are covered on the Darlington FC YouTube channel, as well as appearing on our social media, which means that a local, national and global audience is guaranteed to see your presence.

We have various platforms which we can offer for advertising your business, including:

- Pitchside fence - £500 + VAT per season
- Seated stand - £750 + VAT per season
- Tin Shed terrace - £1,000 + VAT per season

Official signage must be used in accordance with FA guidelines to adhere with health and safety of materials used. Advertising space is subject to availability.

CONTACT COMMERCIAL@DARLINGTONFC.ORG FOR MORE DETAILS



DIGITAL ADVERTISING

Here is an opportunity to promote your business on our website and social media channels. We have various platforms and packages available to help promote your brand:

- **Official website** - Over 250,000 users and regularly gets over 1.5m visits a season
 - **Website sponsor** - Your business logo will be prominent on our website, with a link to your website/socials
- **Website page sponsor** - We can place your business logo on a specific page on our website, with a link to your website/socials
- **Social media** - Our social media platforms - Twitter, Facebook, Instagram and TikTok - have a combined total of over 85,000 subscribers
 - **Social media sponsor** - Your business logo will appear on our posts across Twitter, Facebook, etc
- **YouTube** - Our official YouTube channel, which is regarded as one of the best and most professional in non-league football. Our cameras are at every Darlington FC game, home and away

THE GAME
S LYNN TOWN
CKWELL MEADOWS 15:00 KO

Ebac

CLEVELAND
CONTAINERS

CONTACT COMMERCIAL@DARLINGTONFC.ORG FOR MORE DETAILS



PROGRAMME ADVERTISING

Why not place an advert for your business in our match day programme?

Our professionally-designed programme is recognised as one of the best in non-league football and recently finished in the top 30 out of several hundred across the country!

Each week, our programme contains many interesting articles about the club, its people and its history. It regularly sells out at every home game, and can also be downloaded as a digital publication too, meaning fans around the world don't miss out!

We have subscribers across the globe, so this is a great way of getting your brand in front of thousands of Darlington fans on a regular basis.

Programme advertising options include:

- Full page advert for the season full colour £500 + VAT
- Half page advert for the season full colour £275 + VAT

CONTACT COMMERCIAL@DARLINGTONFC.ORG FOR MORE DETAILS



HOSPITALITY





MATCH DAY HOSPITALITY

Entertain family, friends or customers by taking a table in our DFC Hospitality suite.

For just £45 (inc VAT) per person, with discounts available for DFCSG members and season ticket holders, we can offer you a superb afternoon or evening of entertainment, including:

- A delicious two-course meal at your table
- Complimentary match programme for you and your guests
- Enjoy a 'Darlo Legend' Q&A with DFC hospitality host Andrew Scullion, as well as pre-match and half-time games (guess the score/goal time/crowd, 'heads and tails', etc)
 - Meet the players, any special guests and fans of the club
 - Watch the game from the main stand balcony; the best view in the ground!

We also offer the following bundles (*payment can be spread across a number of months*):

- Pick any five games in the season for just £200 (inc VAT or £168 for season ticket holders)
- Pick any 10 games in the season for just £390 (inc VAT, or £310 for season ticket holders)
- Buy a DFC Hospitality season ticket for every home league game for just £795 (inc VAT)

CONTACT HOSPITALITY@DARLINGTONFC.ORG FOR MORE DETAILS



GET IN TOUCH

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WEB www.darlingtonfc.co.uk

FACEBOOK www.facebook.com/darlingtonfc/

TWITTER www.twitter.com/Official_Darlo

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THANK YOU FOR YOUR INTEREST

