



*Sponsorship & hospitality
opportunities*



Match sponsor

This high profile sponsorship package brings excellent coverage!

Being a matchday sponsor is a great chance to entertain your family, friends and business clients in the Feethams Lounge at Blackwell Meadows, and also receive plenty of publicity!

The Darlington FC matchday sponsorship package includes these great features:

- > Eight tickets (including ground admission) to the Feethams Lounge
- > Delicious two course meal before the game
- > Light refreshments and snacks at half time for you and your guests
- > Two car park passes
- > Photograph with manager and players before the game
- > A signed Darlington FC shirt to remember your day
- > Your company logo on the popular official website and in the award-winning matchday programme
- > Announcements of your company/party on the public address system
- > Twitter and Facebook posts to over 30,000 followers promoting you or your company in the build up to the game
- > Complimentary award-winning match day programme for each guest
- > Decide on the man of the match award
- > Present the man of the match award after the game

Price £600 plus Vat.

Additional guests are £35 each

"The service in the hospitality room was friendly with an excellent atmosphere and great viewing facilities. We look forward to sponsoring another match in the future."

CRAIG WATSON: HATHAWAY & COPE (LIFE & PENSIONS) LTD

If you're interested in our match sponsorship package, then e mail us on commercial@darlingtonfc.org

Take a ball home after a Darlington match!



This is a great chance to treat yourself, a friend or a business client to a day at the match.

This great package includes:

- > A superb two course lunch in the Feethams lounge
- > Light refreshments and snacks at half time for all guests
- > One car park pass
- > Promotion as a matchball sponsor in our award-winning matchday programme, official website and social media
- > Photograph with manager and players
- > Complimentary matchday programme for each guest
- > A football signed by all the Darlington players to remember your day at Darlington FC
- > Company logo in the matchday programme and on the official website
- > Announcements on our Public Address system of your involvement as a matchball sponsor

Price £120 plus Vat for two people

Additional guests priced at £35 each

*Do you want to be a matchball sponsor?
Drop us a line on commercial@darlingtonfc.org*





Darlington Football Club | Sponsorship & hospitality opportunities



Pitch side advertising

Your business can be noticed by thousands of people at every home game!

Why not place your company advert on the inside of the perimeter fence at Blackwell Meadows?

Every Darlington home match receives the following visual media coverage:

- > The club's YouTube channel, which has had over 1 million views in four years. The club also gives local television outlets permission to use the YouTube footage.
- > At least one of the club's official photographers attend every game at Blackwell Meadows. The Northern Echo is also represented at every game
- > The club's matchday programme, which has won several national awards in recent years
- > The club's official website, which has had around two million hits in just two years
- > The club's Instagram, Twitter and Facebook accounts.

Home league matches at Blackwell Meadows attract attendances regularly of more than 2,000 people.

Advertising board, size 8' x 2' pitchside at Blackwell Meadows

Price is £500 plus VAT and design.

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Tin Shed, seated stand and perimeter fence advertising



Your business can be noticed by thousands of people at every home game!

Why not have a high-profile advert for your company at Blackwell Meadows?

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- > At least one of the club's official photographers attend every game at Blackwell Meadows. The Northern Echo is also represented at every game
- > The club's matchday programme, which has won several national awards in recent years
- > The club's official website, which has had around two million hits in just two years
- > The club's Instagram, Twitter and Facebook accounts.

Home league matches at Blackwell Meadows attract attendances regularly of more than 2,000 people.

You can have an advertising board in a prime location at the back of the Tin Shed or the back of the seated stand for £700 plus Vat and design!;

Or you can have an advertising board on our perimeter fence for £600 plus Vat and design (renewals are £500 plus Vat)!

Be a part of the Quakers!



Fancy sponsoring part, or all, of the kit of one of the Darlington FC players?

Here's the chance for a fan, or a group of fans, to sponsor a player's kit for the full season!

Home shirt	£150
Away shirt	£150
Home shorts	£20
Away shorts	£20
Home socks	£20
Away socks	£20
Home boots	£20
Away boots	£20
Goalkeeper's gloves	£100

In return for sponsoring a player's kit, you will receive:

- > Your name in the matchday programme as the sponsor of a player's kit
- > Your name on the official website as your chosen player's kit sponsor
- > Photograph of you and your chosen player
- > An invitation to an end-of-season event to be presented with a signed shirt (assuming that you have sponsored the player's shirt) or the goalkeeper's gloves (assuming that you have sponsored the goalkeeper's gloves)
- > An invitation to an end-of-season event to be presented with a certificate for sponsoring a player's shorts, socks or boots, and a photograph with the player

Hurry! The opportunity to sponsor a player's kit has always been very popular and sells out quickly!

Hospitality



Enjoy hospitality in our superb Feethams Lounge!

Here's a great opportunity to sample some great hospitality and chat to the Darlington FC management and players before and after each home game in our Feethams Lounge!

You can celebrate a birthday, anniversary or special occasion, or entertain your customers by enjoying our highly-rated hospitality in our comfortable lounge and then watching the game.

The package includes:

- > Delicious two course meal
- > Complimentary award winning matchday programme for each guest
- > A mention in our matchday programme and announcement on our Public Address system if you are celebrating something special
- > Light refreshments and snacks at half time
- > Meet the management and players before and after the game. Get your cameras ready!

Price £35 per game

"I booked the hospitality package for my friend's birthday and have to say how well we were looked after. The food was great, the staff couldn't do enough for you and you get to watch the game from the royal balcony. I would definitely recommend this if you want to treat someone."

ANDREW WILLIAMS

"A thank you to all the staff at Darlington FC for the hospitality. We really enjoyed it and are looking forward to the next one that we've just booked also."

CRAIG WHITEHEAD

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Darlington Football Club | Sponsorship & hospitality opportunities



Mascot

Become a Darlington FC mascot, and lead the team out!

Here's a great chance to be a Darlington FC mascot and to meet all the Darlington players!

The day includes:

- > Meeting the management team and players before the game
- > Playing football on the pitch with our Community Programme Officer while the players warm up
- > Leading the Darlington team out with the captain before the game
- > Meeting the opposing captain and match officials
- > Standing tickets for two people (including the mascot)
- > A Darlington shirt

Price £60



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Website advertising



Be seen by 3,000 people per day!

Our official website has been visited around 2 million times by fans around the world since it was created in March 2015, an average of around 3,000 per day.

When Quakers won promotion at Whitby in April 2016, the coverage on the website received an astonishing 10,000 visits in one night!

We believe that these figures surpass those for many other football clubs at our current level in the National League North and of the levels above.

The official website is recognised by the fans as the main source of news regarding the club's activities. Our analytics show that each visitor to the website site reads two pages on each visit.

The most popular items on our website are the match highlights, provided by Kevin Luff. During the EvoStik League play offs at the end of season 2014-15, there was a total of 15,000 hits to watch the highlights through the website.

We can offer various advertising packages on our website such as:

- > Website sponsor with company name on every page
- > Company advertisement on the home page with a link to your company website
- > Match preview and report sponsorship
- > An advert on a particular page

Price: £POA

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Matchday programme advertising



Let one of the best programmes in the country advertise your company!

Our 56 page official matchday programme is recognised as one of the best programmes in the country.

Since it was created in 2012, it has won the following awards:

- > Northern League Programme of the Year 2012-13
- > 13th nationally non league (out of approx 900 entries) in the Soccer Club Swop Shop awards 2012-13
- > 5th nationally non league in the Soccer Club Swop Shop awards 2013-14
- > 1st in the Soccer Club Swop Shop awards for NPL First Division North
- > 3rd nationally non league in the Soccer Club Swop Shop awards 2014-15
- > 1st in the Soccer Club Swop Shop awards for NPL First Division North
- > 3rd nationally non league in the Northern Programme Club awards
- > Top ten merit award Soccer Club Swop Shop 2015-16

The programme has completely sold out on several occasions, in particular when fans snapped up all 1,000 copies for the opening game at Blackwell Meadows.

We can offer various advertising packages in the match day programme such as:

- > **Page sponsor** – your company's name on a particular page (for example, the captain's page) for the full season. Price £50
- > **Full page advertising** – your company advert on a full page for the whole season. Price £750
- > **Half page advertising** – your company advert on a half page for the full season. Price £400



If you're interested in our matchday programme package, then e mail us on commercial@darlingtonfc.org

