

DARLINGTON FOOTBALL CLUB

FANS' MEETING

5 MARCH 2015

Options



DFC500 CLUB
VICE-PRESIDENTS' CLUB
EQUITY
PREMIUM CORPORATE PARTNERS

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DFC500 Club

DFC500 CLUB

The Club is offering the chance for 500 fans to invest in an extended (**5 years**) season ticket package that will be used to fund the ground works at Blackwell Meadows enabling football to return to the town after 3 years in exile.

Category	Number available *	Price **
Adult seated	90	£ 1,125
Adult standing	280	£ 875
Concession seating	70	£ 750
Concession standing	60	£ 500

* Number available by category calculated based on Fans' Survey data collected

** Prices calculated at 5 x current season ticket rates

NB – 5 year scheme extensively financially modelled to ensure (i) adequate funds raised and (ii) future cash flow not at risk (compensated for by additional attendances and commercial revenues)

DFC500 CLUB BENEFITS

- ✓ Inflation price protected for 5 years
- ✓ No of matches price protected (possibly additional 2 x season from next season)
- ✓ Choice of exclusive **DFC500 Club** leisurewear (subject to availability)
- ✓ Commemorative glassware
- ✓ Seated **DFC500 Club** members will have their names on their chosen seats
- ✓ 5% discount on all Quaker Retail merchandise (excluding promotional items)
- ✓ Voucher to purchase 2015-16 commemorative replica shirt at £25 (retail Price £35)
- ✓ **EVERY DFC500 Club member will also be offered the choice of a complimentary child's season ticket for one season**

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DFC500
Benefits



Technical polo
red/white/black



Zippered hoody
red/grey/black

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DFC500
Benefits



Fleece hoody
red/grey/black



Premier pique polo
red/white/black

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DFC500
Benefits



Premier rain jacket
Red/black

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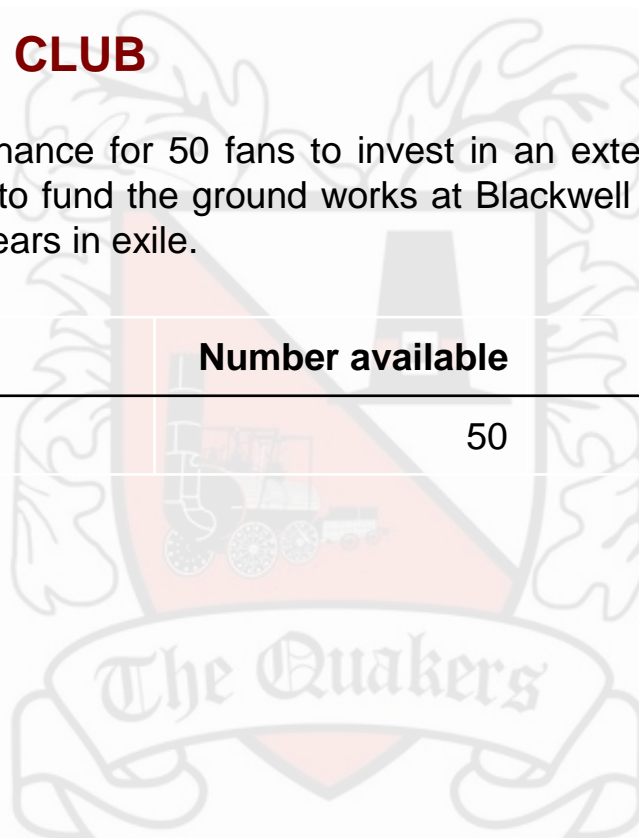
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VP Club

VICE-PRESIDENTS' CLUB

The Club is offering the chance for 50 fans to invest in an extended (**5 years**) season ticket package that will be used to fund the ground works at Blackwell Meadows enabling football to return to the town after 3 years in exile.

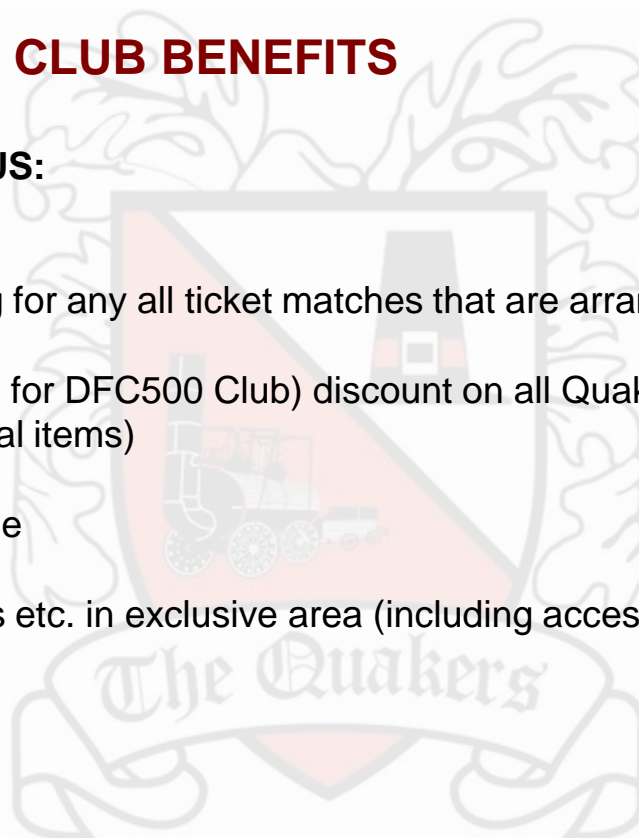
Category	Number available	Price
VP Club	50	£ 2,000



VICE-PRESIDENTS' CLUB BENEFITS

As per DFC500 Club, PLUS:

- ✓ Priority ticket booking for any all ticket matches that are arranged over the next 5 years
- ✓ 7.5% (rather than 5% for DFC500 Club) discount on all Quaker Retail merchandise (excluding promotional items)
- ✓ Match day programme
- ✓ Half-time tea, biscuits etc. in exclusive area (including access before match)
- ✓ Club tie



DFC PREMIUM CORPORATE PARTNERS

The Club is offering the chance for local businesses to invest a minimum of £ 5,000 (plus VAT) which will allow members to benefit from corporate and commercial offerings for a **3 year** period at discounted rates.

The benefits that ***DFC Premium Corporate Partners*** will receive include:

- ✓ 4 season tickets in the main seated stand
- ✓ 2 car park passes
- ✓ Half-time tea & biscuits
- ✓ Match sponsorship at a game of your choice
- ✓ Complimentary programme for each guest
- ✓ Pitch perimeter advertising board
- ✓ Price protected for 3 years
- ✓ Official Partner of the Club - company logo and link on our official website and media board as an official partner of Darlington FC
- ✓ Priority ticket booking for any all ticket matches that are arranged over the next 3 years
- ✓ Seated ***DFC Premium Corporate Partners*** will have the Company name on their chosen seats
- ✓ Up to 15% discount on all additional match day offerings by the Club (i.e. match sponsor, match ball or hospitality)



DFC PREMIUM CORPORATE PARTNERS (continued)

In addition to the benefits already outlined, *DFC Premium Corporate Partners* will be able to enhance their overall sponsorship of the Club by the inclusion of various commercial and corporate offerings.

Over and above the minimum price of £5,000 (plus VAT), *DFC Premium Corporate Partners* will have the opportunity to purchase any of the following commercial sponsorship packages (prices, and length of sponsorship) to be separately negotiated) **BEFORE** they are made available to the general public later in summer 2015, for example.

- ✓ Ground infrastructure sponsorship
- ✓ Programme (full package or by page)
- ✓ Team and Individual Player Sponsorship
- ✓ Darlington Youth FC sponsorship
- ✓ DFC U18 FC sponsorship
- ✓ DFC reserve team [TBC] sponsorship
- ✓ Match day team sheets
- ✓ Video highlights
- ✓ Press releases
- ✓ Website sponsorship
- ✓ Annual Player of the Year Awards Dinner and prizes
- ✓ Annual Golf Tournament

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Equity

At Darlington 1883 Limited Annual General Meeting (**AGM**) on 11 December 2014, it was unanimously resolved by all existing shareholders that the Directors have the authority to allot up to £50,000 Ordinary shares in the Company in the period to 30 June 2015, in accordance with the Articles of Association.

The Directors are fully aware that, despite shares being made available to purchase by fans (i) when the Club was first acquired from the administrators in May 2012 and (ii) through the Square Knot equity initiative in early 2014, many fans were reluctant to invest due to the inherent uncertainty prevailing at those times.

Now that the Club has stabilised those initial financial concerns, this initiative has been set up to ensure that all funds raised are put directly into the development of Blackwell Meadows in the first instance.

Accordingly, the directors are encouraging any **interested individuals to purchase Ordinary shares at a price of £1 each, starting with a minimum investment of £1,000.**

Any individual interested in investing further equity into the Club should contact the directors on agm@dfc1883.co.uk

NB - Please note that any such investment will not qualify for any of the gift/reward offerings that the Club was previously able to offer through the Square Knot scheme under FCA guidelines.

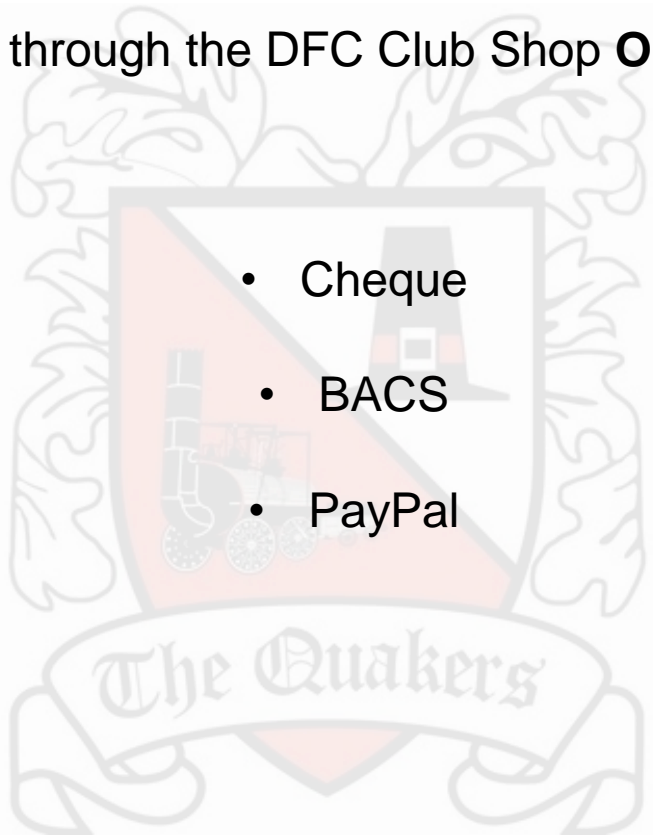
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How to Pay

Payment to be made through the DFC Club Shop **ONLINE**

- 
- Cheque
 - BACS
 - PayPal

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Priority?

Strictly First Come, First Served (based on cleared funds being received)

A waiting list will be maintained

If payment method fails, the waiting list will be utilised in sequential order

