



**DARLINGTON**  
FOOTBALL CLUB

WE  
ARE  
DARLO  
**OPEN  
FOR  
BUSINESS**

2018/19

PASSION / PRIDE / PROGRESS



RAISE  
YOUR  
COMPANY  
PROFILE

**Darlington Football Club**

# INSPIRING BUSINESS

**Darlington Football Club is open for business.**

**The town has a rich history as the home to visionaries, innovators and pioneers, whose endeavours made Darlington a byword for integrity and ingenuity. It's in these great traditions that Darlington FC operates today.**

Darlington became an icon of the Industrial Revolution after influential Quaker families, the Peases and Backhouses, provided the backing for the world's first passenger railway. They were visionaries who held the interests of the community as central to everything they did.

Inspired by the town's reputation, 16 year old Charles Craven moved to Darlington in 1879. By the age of 21, he had founded Darlington Football Club. By the age of 26, he had founded the world's second oldest football league. He was a true sporting pioneer

These extraordinary qualities were subsequently embodied by our loyal, forward-thinking, and enterprising supporters as they rescued the club in 2012.

Darlington FC has since achieved a pioneering and sustainable business model, guiding the club to six of the most successful years in its history and back to its rightful place in the heart of Darlington.

Now, the 2018/19 season is set to be one of the most important and exciting in the club's remarkable 135 year history - and we'd like to invite you to be part of it.

Inside this brochure are a range of exciting opportunities for you to enhance your brand and promote your business to a loyal, engaged and inspired audience. Whether you wish to enjoy a professional match-day experience in our Feethams Lounge hospitality suite or take advantage of the numerous advertising packages we offer, the club has created the perfect platform for businesses to reach new audiences.

We look forward to welcoming you into our valued network of partners, sponsors and supporters.

e [commercial@darlingtonfc.org](mailto:commercial@darlingtonfc.org)



ENHANCE  
YOUR  
BRAND

# MATCH SPONSOR

This high profile sponsorship package is a unique experience, and the ideal opportunity to promote your brand to our loyal fans. This exclusive package is enriched by meeting the players and coaching staff, choosing the Man of the Match and treating your guests to our impeccable hospitality. Your sponsorship of the match will be advertised across all of our communications channels.

*"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

The match-day sponsorship package includes the following, and is available at every home game:

1. Eight tickets to the Feethams Lounge.
2. Two car park passes.
3. Delicious two course, pre-match meal.
4. Light refreshments and snacks at half-time.
5. Complimentary match-day programmes – with your brand prominent inside.
6. Photograph opportunities with manager and players
7. A signed Darlington FC shirt, presented by the Man of the Match.
8. Coverage on our official website.
9. Social media coverage to a 50,000+ audience.
10. Match-day announcements of your sponsorship via our PA system.
11. Choose today's man of the match.

**PRICE £600 +VAT**

Additional guests are £35 each

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REACH  
YOUR  
TARGET  
AUDIENCE

# MATCH-BALL SPONSOR

Raise the profile of your brand while treating your family, friends or business clients to the comfort and hospitality of our Feethams Lounge. Match-ball sponsors will meet the players and manager, while their valued sponsorship is advertised across our match day programme, website, and PA system.

*"Match-ball sponsorship has been a great way to entertain our clients and the level of engagement we've had via the club's social media channels has been really successful."*

**JOHN DUNNE**  
THE UNKNOWN CREATIVE

The match-ball sponsorship package includes the following, and is available at every home game:

1. Two tickets to the Feethams Lounge.
2. One car park pass.
3. Delicious two course, pre-match meal.
4. Light refreshments and snacks at half time.
5. Complimentary match-day programmes – with your brand prominent inside.
6. Photograph opportunities with manager and players.
7. A signed match-ball, presented by the Man of the Match.
8. Coverage on our official website.
9. Social media coverage to a 50,000+ audience.
10. Match-day announcements of your sponsorship via our PA system.

**PRICE £120 +VAT**

Additional guests are £35 each

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A man with short dark hair and a light beard is smiling at the camera. He is wearing a dark navy blue polo shirt. On the left side of his chest (viewer's right), there is a crest with a red and white shield and the text "The Quakers" below it. On the right side of his chest (viewer's left), there is a logo with the letters "NEC" and a stylized wave or arrow shape. He has extensive tattoos on both forearms. The background is solid black. Large white text is overlaid on the left side of the image.

GET  
YOUR  
BRAND  
NOTICED



# PITCH-SIDE ADVERTISING

Align your brand with the traditions and values of an historical North East institution. The average home match is attended by around 1,400 supporters and attracts nationwide press coverage. Boards which are visible on match highlights receive high exposure via our YouTube highlights packages, which have been watched more than 1.5 million times and are also shown on the official National League website.

Our valued board sponsors will also receive a range of exclusive benefits, including:

1. A personalised DFC Welcome Pack.
2. A DFC sponsor graphic to display on your company website/social media/emails.
3. Name added to Club Sponsors page on the official website.
4. Board purchases/renewals publicised on social media.
5. One invite per season to a new networking hospitality table at DFC home matches.
6. Invites to a number of DFC networking events over the year.

<b>CROWD FACING</b>	<b>£300 +VAT</b>
<b>CAMERA FACING</b>	<b>£500 +VAT</b>
<b>TIN SHED &amp; SEATED STAND</b> For full season	<b>£1000 +VAT</b>

*"Our pitch-side board was a great way to introduce the NJD brand to a new area of the North East, and generated a good amount of interest on social media."*

**NICK DENNON**  
NJD ENVIRONMENTAL

e [commercial@darlingtonfc.org](mailto:commercial@darlingtonfc.org)



INCREASE  
BRAND  
AWARENESS

# KIT SPONSOR

Putting your name behind an individual player's kit sponsorship is a unique opportunity for a business or individual to back their favourite player for the season. Rewarded at a prestigious end-of-season event, squad sponsors meet their chosen player, receive official signed-merchandise, and see their name in the match-day programme and on our website throughout the season.

## OPTIONS

<b>SHIRT</b> (Home or Away)	<b>£150</b> +VAT
<b>SHORTS</b> (Home or Away)	<b>£20</b> +VAT
<b>SOCKS</b> (Home or Away)	<b>£20</b> +VAT
<b>BOOTS</b> (Home or Away)	<b>£20</b> +VAT
<b>GOALKEEPER'S GLOVES</b>	<b>£20</b> +VAT

# MASCOT

Here's a great chance to be a Darlington FC mascot, lead the team out on match day and to meet all the Darlington players.

1. Meet the management team and players before the game.

2. Play football on the pitch while the players warm up.
3. Lead the team out with the captain.
4. Meet the opposing captain and match officials.
5. Standing tickets for two (*including mascot*).
6. FREE Darlington FC shirt.

**PRICE £60** per game

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ENGAGE  
YOUR  
CLIENTS

# MATCH-DAY HOSPITALITY

Sample the finest of what Blackwell Meadows has to offer. Overlooking the pitch from your private table, you will be served a delicious two-course meal before watching the match from an ideal vantage point. The Feethams Lounge is the perfect place to celebrate a special occasion, entertain your guests or clients for business, pleasure, or both.

*"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

The match-day hospitality package includes:

1. Delicious two-course, pre-match meal.
2. Complimentary award winning match day programme for each guest.
3. Recognition of a celebration in our match day programme and on our public-address system.
4. Light refreshments and snacks at half time.
5. Photo opportunities with squad members and management.

**PRICE £35** per person/per game

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# MATCH-DAY PROGRAMME

A cost-effective way of raising your company's profile, the award-winning match-day programme has been recognised in industry awards numerous times in the last few seasons. It regularly sells out at our 20+ home games every season, and costs start from just £50.

## OPTIONS

### PAGE SPONSOR

Your company's logo on a particular page for the full season.

£50 +VAT

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### HALF-PAGE ADVERTISEMENT

Your promotional materials printed in full colour for the full season.

£400 +VAT

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### FULL-PAGE ADVERTISEMENT

Your promotional materials printed in full colour for the full season.

£750 +VAT

# DIGITAL ADVERTISING

Our digital advertising opportunities offer unrivalled value for money. Darlington FC has an exceptional online presence for an organisation of its size, with an active and engaged online following:

- The official website has received more than 3 million hits in six years with high retention rates
- The official Facebook and Twitter accounts have a combined following of more than 50,000. A recent tweet received over 200,000 views
- The official YouTube channel produces exceedingly high quality content and had received more than 1.5 million views at the time of writing.

With a number of exciting developments for the 18/19 season, including a rebranded official website and the introduction of animated supporter goal GIF, there has never been a better time to ask us about digital advertising.

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## OPTIONS

### MAIN WEBSITE SPONSOR

Prominent company logo with a link to your website on every page. Recognition as our official website sponsor.

POA

### WEBSITE PAGE SPONSOR

Company logo with a link to your website on a specific website page. Popular items include match reports and fixtures/results.

POA

### POST-MATCH EMAIL SPONSOR

A chance to become the official sponsor of our popular post-match email, delivering engaging content directly to 1000s of subscribers.

£750 +VAT

### ASSOCIATE WEBSITE SPONSOR

Associate your brand with a Darlington institution on the club sponsors page of our new website.

£250 +VAT

### MATCH HIGHLIGHTS SPONSOR

Spread your message via our extremely popular YouTube highlights packages and goal of the season competition video.

POA

### PRE/POST MATCH INTERVIEW SPONSOR

Your brand on all pre and post-match player/manager interviews.

POA

### GOAL GIF SPONSOR

Share your brand via some unique and highly engaging social media content every time Darlo score.

POA

### BESPOKE PACKAGES

If you have something different in mind please make your suggestions to one of the sales team or email your idea to:

[commercial@darlingtonfc.org](mailto:commercial@darlingtonfc.org)

POA

e [commercial@darlingtonfc.org](mailto:commercial@darlingtonfc.org)

