



138
YEARS

OUR FOOTBALL CLUBS ARE FOR
NOT JUST FOR BUSINESS

GENESISTEAMWEAR.COM

DARLINGTON FOOTBALL CLUB

COMMERCIAL OPPORTUNITIES

SEASON 2021-22





DARLINGTON FC - PROUD TO BE FAN OWNED

OUR AUDIENCE



We can help publicise your business on the following DFC media platforms. This is what we offer:

Average National League North home crowd season 2019-20: **1471**

Website: www.darlingtonfc.co.uk

Traffic May 2019 to April 2021:

- **451,000+** users
- **1,300,000+** sessions
- **3,040,000+** page views
- Average session duration: **2 minutes**

Quaker TV average subscribers per game: **948**

YouTube subscribers: **4,400+**

Twitter followers: **36,500+**

Facebook followers: **15,600+**

Instagram followers: **8,500+**

LinkedIn followers: **700+**

TikTok followers: **4,100+**



OUR COMMUNITY

I would like to welcome you to the Darlington FC Commercial Brochure for the 2021-22 season.

Our whole philosophy is changing when it comes to running an operation which we hope will be deemed 'truly first class'. The football club now serves an ever-increasing demand from its supporters, sponsors and from the general wider community, and as such, the Club aspires to become the very best it can be, both on and off the pitch. We are currently a semi-professional club but our values, principles and the general way we manage DFC, is totally professional in every sense. We also aspire to offer a similar, and in many cases better, level of service than clubs already competing in leagues higher up the footballing pyramid.

We are proud to be a fan owned club and owners are members of the Darlington FC Supporters Group, which is the club's majority shareholder. We can compare our services with other clubs, but our philosophy differs. When it comes to building relationships with our supporters, our sponsors, our communities and our friends from business, we prefer a dedicated approach to their needs. We are proud of the positive changes we are making; proud of the first-class volunteers we have, and that's why we would be delighted to welcome you to Blackwell Meadows.

In this Commercial Brochure, you can view the packages that we offer, allowing you to choose from a wide range of traditional and new availability to entertain your customers, friends, family and future supporters of the club. Social media is also a huge part of the world today and with that development comes opportunity, and we have a range of options tailored to the digital media market. From website sponsorship to YouTube advertising, we feel we have the package that will provide a platform for you to enhance your brand. Our match day hospitality and commercial packages



offer all guests and business partners a first-class experience, tailored specifically to your needs.

We firmly believe that Blackwell Meadows will be the place to be this season for winning football matches whilst entertaining our supporters, sponsors and corporate partners, and I am confident that our hospitality package will offer greater value for money during the forthcoming campaign.

This Commercial Brochure allows you to discover the wide and full range of commercial packages Darlington Football Club can provide to you, your guests or your business. Please feel free to contact the Club at commercial@darlingtonfc.org if you have any commercial enquiries.

Thank you for your continued support.

David Johnston
Chairman/CEO

PURCHASES & ENQUIRIES COMMERCIAL@DARLINGTONFC.ORG

Packages subject to availability due to any future Covid-19 restrictions



MATCH & BALL SPONSORSHIP

Sponsor a Darlington FC match or match ball at Blackwell Meadows!

Sponsoring a match is a great way to enjoy your afternoon or evening at Darlington Football Club!

We can offer packages that will suit an individual, a group of fans or a company!

Our packages include:



MATCH SPONSOR

- Ten match tickets to watch the game from the Hospitality Lounge balcony or a seat in the seated stand if preferred
- Promotion of your company in the build up to the game on our website and social media
- Promotion of your company on Quaker TV before and during the game
- Announcements of your company/party on our PA system regularly throughout the day
- A full page advert in our matchday programme (if required)
- Two car park passes – extras can be arranged
- Complimentary matchday programmes for you and your guests
- A delicious two-course meal
- Choose your Man-of-the-Match
- Present the man of the match award after the game, and have your photograph taken with him
- Meet the playing staff
- Receive a signed Darlington FC squad shirt

Price: £750 + VAT

MATCH BALL SPONSOR

- Two match tickets to watch the game from the Hospitality Lounge balcony or a seat in the seated stand if preferred (additional guests can be added)
- One car park pass (additional passes can be arranged)
- Promotion of your company in the build up to the game using our website and social media
- Promotion of your company on Quaker TV before and during the game
- Announcements of your company/party on our PA system throughout the day
- Complimentary matchday programmes for you and your guests
- A delicious two-course meal
- A football, signed by the players, to take home
- A great opportunity for photographs with the playing staff and a chance to meet the manager at the end of the game

Price: £150 + VAT

Each additional guest: £35 + VAT

PURCHASES & ENQUIRIES COMMERCIAL@DARLINGTONFC.ORG

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MATCH DAY HOSPITALITY

Enjoy our hospitality on matchdays in our lounge.

Have a great afternoon with your family, friends or business clients in our Hospitality Lounge

Here's what we can offer:

- A car park pass
- Complimentary matchday programme for you and your guests
- A delicious two course meal
- A match ticket to watch the game from our Hospitality Lounge balcony or if you prefer a seat in the main seated stand
- Chat to other Darlington FC fans
- Take an opportunity for photographs with special guests

Price per person: £40 or £35
for season ticket holders or
DFCSG members

Want to enjoy hospitality at
more than one game?

Why not take advantage of one
of our bundle packages?



- Pick any **five** games across the season for just **£175**
- Pick any **ten** games across the season for just **£350**
- Or why not treat yourself to every home league game and take advantage of the discounts available? Buy a hospitality season ticket for **£672**

For the above bundles you can spread your payments over a number of months – please contact hospitality@darlingtonfc.org for details

PURCHASES & ENQUIRIES HOSPITALITY@DARLINGTONFC.ORG

Packages subject to availability due to any future Covid-19 restrictions



DARLINGTON FC - PROUD TO BE FAN OWNED

SPONSOR A PLAYER'S SHIRT

Here's your chance to sponsor either the home or the away match-worn shirt of a Darlington player!

Sponsoring a player's shirt is always popular, and here's what you receive:

- Your name mentioned as a sponsor in our official programme
- Your name mentioned as a sponsor on our official website
- A chance to meet your player at an elite end of season night and have your photo taken with him



**Price (for either Home or Away):
£200 + VAT**

MORE DETAILS FROM KITSPONSORSHIP@DARLINGTONFC.ORG

Packages subject to availability due to Covid restrictions

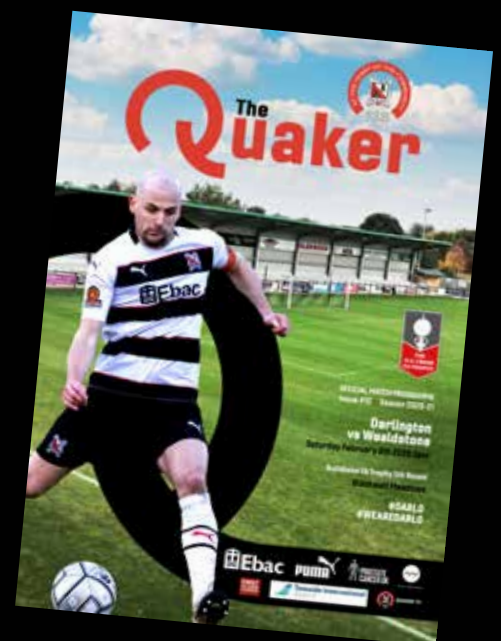
PROGRAMME SPONSORSHIP

Our professionally-designed matchday programme is recognised as one of the best in the National League North, and also in the country. It finished in the top 30 out of several hundred in the country four seasons ago!

It has been amongst the best in the country in the last 9 years, and contains many interesting articles about the club, its people and its history, and regularly sells out at every home game. We also have subscribers from all around the world.

Full Page, Full Colour: £500 + VAT

Half Page, Full Colour: £275 + VAT



ENQUIRIES TO COMMERCIAL@DARLINGTONFC.ORG

Packages subject to availability due to any future Covid-19 restrictions



STADIUM SPONSORSHIP

We can offer several different locations within the stadium for you to advertise your company!

All of our home games are covered by Quaker TV and our YouTube channel on our very popular official website, which means that a local, national and worldwide audience will see your advertising board!

We have various platforms which we can offer for advertising your company or business, for example:

- Pitchside fence: £500 + VAT
- Seated stand: £750 + VAT
- Tin Shed: £1000 + VAT

PLEASE NOTE: 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.

MATCH MASCOT

Mascots have a great time at Darlington FC! They meet the players, lead them out before kick off and have their photos taken!

Our great package includes:

- Meet and greet from Darlington FC staff and Official Club Mascot Mr Q
- Meet the players before the game in the tunnel
- A kick about on the pitch
- Leading the players out before kick off
- Photographs in the centre circle with both captains and the match officials
- Two adult standing tickets in addition to the mascot's ticket
- £25 voucher for Quaker Retail

PLEASE NOTE: The mascot will be required to wear a Darlington FC shirt for the occasion, so the £25 voucher may be redeemed on a club shirt from Quaker Retail.



Price: £50 + VAT

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DIGITAL SPONSORSHIP

Website, Social Media & Quaker TV

Advertise your company on our website, on Quaker TV, or sponsor the match highlights.

We have various platforms which we can offer for advertising your company or business:

- Our official website, which has had eleven million visits in five years. The official website is the only one that carries all the club news, match highlights and interviews.
- Our official Facebook, Twitter, TikTok and Instagram, which have a combined following of over 60,000 subscribers
- Our official YouTube channel, which is regarded as one of the most professional in the league. Our cameras are at every home and away game.
- Quaker TV, one of the best services in the division

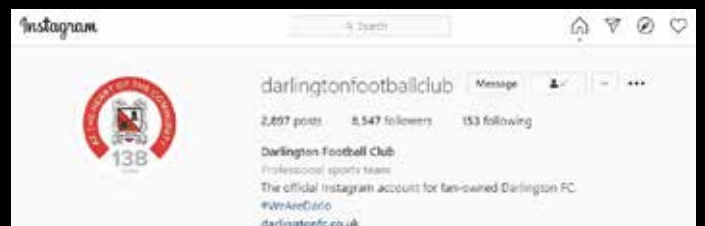
Website sponsor: Your company logo will be prominent on our website, with a link to your company website

Website page sponsor: We can put your company logo on any of our website pages, with a link to your company website

Match highlights sponsor: Publicise your company on our very popular match highlights package – It received 10,000 views for the Walsall FA Cup tie in 2019

Quaker TV sponsor: Publicise your company on Quaker TV – our match viewing service which was regarded as one of the best in the league last season

Prices: Negotiable depending on your requirements



PURCHASES & ENQUIRIES COMMERCIAL@DARLINGTONFC.ORG

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