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DARLINGTON FC

COMMERCIAL OPPORTUNITIES

SEASON 22-23

AT THE HEART OF THE COMMUNITY

## 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 2021-22: **1,500**

Website: **www.darlingtonfc.co.uk**

Traffic May 2021 to April 2022:

- **279,000+** users
- **700,000+** sessions
- **1,570,000+** page views
- Average session duration: **2 minutes**

YouTube subscribers: **5,000+**

Twitter followers: **38,800+**

Facebook followers: **16,400+**

Instagram followers: **10,300+**

LinkedIn followers: **900+**

TikTok followers: **10,800+**



## 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 great value-for-money packages that will suit an individual, a group of fans or a company!

Our packages include:

### MATCH SPONSOR

- Ten match tickets to the game
- Enjoy a great meal with your friends and other Darlington fans in our hospitality suite
- Promotion of your company in the build up to the game on our popular website and social media
- Announcements of your company/party on our public address 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. Your photos will then appear on social media
- Meet other members of the playing staff

**Price: £750 + VAT**



### MATCH BALL SPONSOR

- Two hospitality tickets to the game (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
- Announcements of your company/party on our public address system throughout the day
- A delicious two-course meal
- Complimentary matchday programmes for you and your guests
- Presentation of a football, signed football by all the players, by the man of the match
- A great opportunity for photographs with the playing staff
- A chance to meet the manager at the end of the game

**Price: £150 + VAT**

**Each additional guest: £35 + VAT**

**ENQUIRIES COMMERCIAL@DARLINGTONFC.ORG**

Packages subject to availability

# 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:

- Complimentary matchday programme for you and your guests
- A delicious two-course meal
- Watch the game from our balcony
- Chat to other Darlington FC fans
- Take an opportunity for photographs with special guests

**Price per person:** £42 inc VAT per person (£25 per child under 16 years of age), or £38 inc VAT per person for DFCSG members and £34 inc VAT per person for 500 club and season ticket holders.

**You can book your seat in hospitality via our website**



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 **£185 inc VAT** (£155 + VAT season ticket holders and 500 club members)
- Pick any **ten** games across the season for just **£365 inc VAT** (£290 + VAT season ticket holders and 500 club members)
- Or why not treat yourself to every home league game and take advantage of the discounts available? Buy a hospitality season ticket for **£750 inc VAT**

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

**ENQUIRIES [HOSPITALITY@DARLINGTONFC.ORG](mailto:hospitality@darlingtonfc.org)**

Packages subject to availability

# SPONSOR A PLAYER'S MATCH-WORN SHIRT

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

**Price (for either Home or Away):**

**£200 + VAT**

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 sponsored player and have a photo opportunity at Blackwell Meadows
- A photo and match worn shirt at the end of the season



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

Packages subject to availability

# 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 8 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](mailto:commercial@darlingtonfc.org)**

Packages subject to availability



## STADIUM ADVERTISING

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.

**ENQUIRIES COMMERCIAL@DARLINGTONFC.ORG**

Packages 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 90 minutes before the match
- Meet the players before the game in the tunnel
- A kick about on the pitch
- A seat in the dugout before the match
- Leading the players out before kick off
- Photographs in the centre circle with both captains and the match officials
- Two standing tickets in addition to the mascot's ticket
- A £25 voucher to be spent in 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**

## DIGITAL SPONSORSHIP

### Website, Social Media & Match Highlights

Advertise your company on our website, on social media, 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.

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

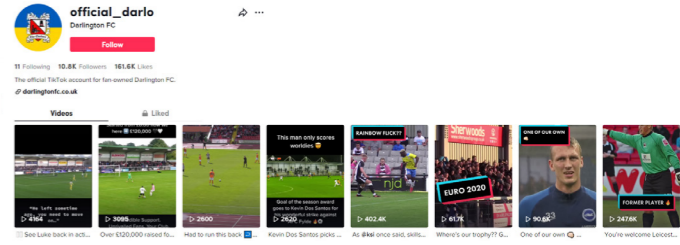
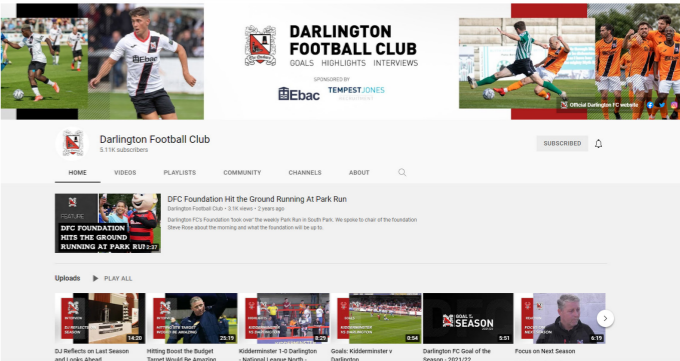
**Website page sponsor:** We can put your company logo on any of our website pages, with a link to your company website

**Social Media sponsor:** Your company logo will appear on our posts on Twitter and other social media platforms

**Prices:** Negotiable depending on your requirements

**ENQUIRIES COMMERCIAL@DARLINGTONFC.ORG**

Packages subject to availability





**DARLINGTON FC - AT THE HEART OF THE COMMUNITY**

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# SPONSOR OUR WOMEN'S TEAM!

Darlington FC Women's team had a great debut season in 2021-22, finishing fourth in the Durham County FA Women's League after going unbeaten from the start of the season all the way through to February – a fantastic performance.

The club runs several girls and women's teams, and sees these teams as an essential part of our aim to be at the heart of the community. Games are usually held on a Sunday at Eastbourne Sports Complex, but occasionally there will be a game at Blackwell Meadows.

Each women's game in the DFA Women's League has a preview and a match report on our official website. We usually have a photographer at every home game.



**BE A KIT SPONSOR!** Sponsor a player's kit for £150 plus VAT. Enquiries to [kitsponsorship@darlingtonfc.org](mailto:kitsponsorship@darlingtonfc.org)  
Your name or company name will appear in every match preview and report as a generous kit sponsor.

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# SPONSOR OUR ACADEMY TEAM!



Our Academy team plays in the National League Academy North, and play their games on Wednesdays.

There are some promising players in our Academy team, who also study for qualifications at Darlington College.

They are the Darlington stars of the future, so why not sponsor a player's kit?

**Sponsor a player's kit for £150 plus VAT. Enquiries to**  
[\*\*kitsponsorship@darlingtonfc.org\*\*](mailto:kitsponsorship@darlingtonfc.org)

**ENQUIRIES**

**COMMERCIAL@DARLINGTONFC.ORG**

Packages subject to availability

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