

IT'S 3 O'CLOCK ON SATURDAY



UNITING BUSINESS & COMMUNITIES TOGETHER

FC UNITED OF MANCHESTER 2026/27
COMMERCIAL OPPORTUNITIES

IT'S 3 O'CLOCK ON SATURDAY



WE ARE
STRONGER
UNITED



ABOUT FC UNITED OF MANCHESTER

We are FC United of Manchester. A club forged in defiance of modern football, founded in 2005 by supporters who refused to accept the status quo.

We put power back where it belongs: in the hands of the fans. Competing in the Northern Premier League, we play at Broadhurst Park, a home ground built for and by our supporters. This isn't just about football; it's a legacy of passion and principle.



OUR MISSION

To play competitive, entertaining football while remaining rooted in the community, democratically owned and accessible to all.

OUR VISION

To be a sustainable, community-focused football club that leads by example on and off the pitch—proving that football can be run ethically, inclusively, and successfully.

OUR VALUES

Supporter Ownership – One member, one vote.

Community First – Promoting inclusion, education, and wellbeing.

Accessibility – Affordable football for all.

Integrity – Transparent, honest, and fair in everything we do.

Development – Investing in youth, talent, and local opportunities.

SPONSORING FC UNITED ISN'T JUST ABOUT VISIBILITY. IT'S ABOUT ALIGNING YOUR BUSINESS WITH A POWERFUL SOCIAL MOVEMENT, A LOYAL FAN BASE, AND A FOOTBALL CLUB THAT TRULY MAKES A DIFFERENCE.

FC UNITED OF MANCHESTER

MORE THAN JUST A FOOTBALL CLUB

WHO WE ARE

FC United of Manchester is a fan-owned football club built on community, inclusion, and positive change. Since day one we've stood for more than just results – **we've stood for people.**

COMMUNITY FIRST

As the UK's first Living Wage football club, we believe in fairness for all. Every week, our stadium and facilities are home to:

- Youth teams & grassroots football
- Walking football & disability sessions
- Health & wellbeing activities
- Education, employability & inclusion programmes
- Local schools, charities & community groups

ON THE PITCH

- 2014-15: Promoted to National League North
- 2022 & 2024: Winners of the Fenix Trophy, a European celebration of socially driven clubs
- Women's Team: Promoted twice in 3 years; National League D1N Champions 2023
- Academy & Pathway: From junior clubs to first team – a clear future for local talent

JOIN US

Whether you're looking to participate in our programmes, volunteer, or support our initiatives, FC United welcomes everyone to be part of our community-focused efforts.

Together, we can continue to build a vibrant and inclusive community in North Manchester.

BROADHURST PARK

A stadium built by the fans, for the fans – now a thriving community hub.

- Floodlit 3G Pitch used daily by youth teams, pros and charities
- Multi-use event & education spaces
- Live music, comedy, poetry & fan nights
- Accessible to all, seven days a week

WHY PARTNER WITH US?

Align your brand with:

- Fair pay, equality, and inclusivity
- A nationally respected community model
- A club that reaches 20,000+ online visitors and thousands more each week in person
- A club with heart, heritage, and hope for the future

FC UNITED IS A COMMUNITY HUB,
WOVEN INTO THE FABRIC OF NORTH MANCHESTER.

KEY COMMUNITY INITIATIVES

FC Wildcats: School holiday football and activity camps that get young people moving and involved.

Sporting Memories: A programme that supports older adults through shared memories, boosting well-being and connection.

Community Gardening: Collaborative projects like the Broadhurst Park orchard, where volunteers enhance green spaces and grow together.

Disability Football: Inclusive sessions that give everyone a chance to play football and feel part of the team.

Walking Football: A slower-paced version of the game designed to keep older adults active and engaged.

Morriso Health- Health Hub Sessions: Partnerships offering wellness sessions and fitness classes to promote community health.

Women's Strength Sessions: Classes that empower women, building confidence and physical resilience.

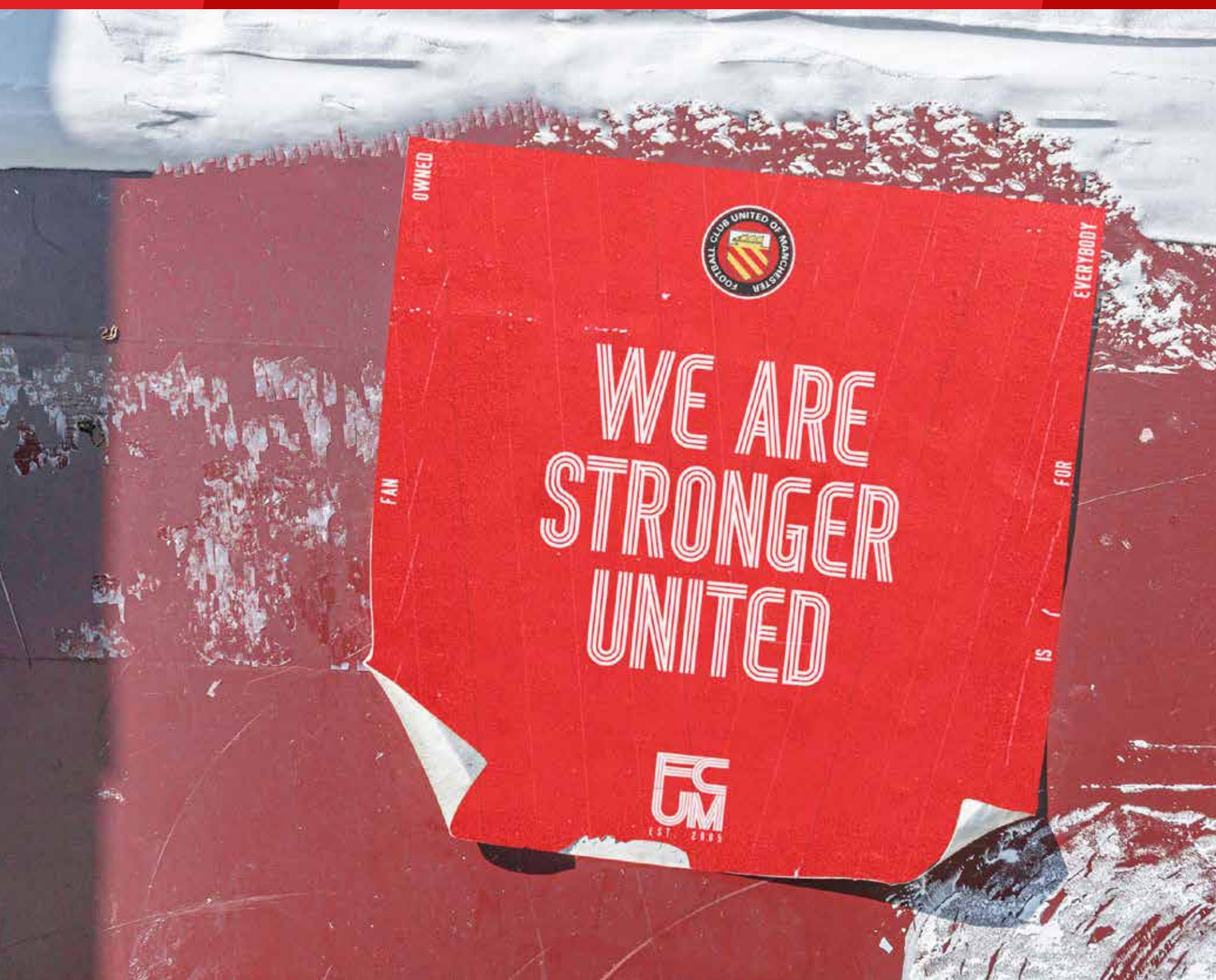
Affiliated Schools Programme: We work with local schools to deliver coaching, talks, and stadium visits, strengthening community ties.

ENGAGEMENT AND VOLUNTEERING

Our community is our strength, and we encourage everyone to get involved. By volunteering on match days or at events, individuals support the club's activities and strengthen the unbreakable bond between the club and the community.

WHY SPONSOR FC UNITED OF MANCHESTER?

FC United is more than marketing – it's meaningful impact. It connects your brand with a unique, fan-owned club that combines the passion of football with a deep commitment to community.



UNMATCHED BRAND EXPOSURE

- Reach over 1 million digital followers and 2,000+ match day fans
- Boost visibility via pitchside boards, digital content, team kits, and events
- Create a lasting brand impression in a highly engaged and loyal fanbase

A DEEPER CONNECTION WITH FANS

- FC United is fan-owned — supporters are also stakeholders
- Fans feel a personal bond with the club and its partners
- Association with FC United builds trust, loyalty, and goodwill

BIG MOMENTS AHEAD

- Building on the success of our 20th anniversary celebrations and entering an exciting new chapter
- Continued growth in attendances, digital engagement and community participation
- A packed calendar of football, community and corporate events at Broadhurst Park

BUSINESS GROWTH & NETWORKING

- Tap into a network of football clubs, sponsors, and businesses
- Enjoy exclusive access to match day hospitality and partner events
- Strengthen your brand's CSR profile and connect with like-minded partners

DELIVER REAL SOCIAL IMPACT

- Align with a club that promotes education, health, inclusion, and opportunity
- Support an award-winning community programme rooted in Moston and North Manchester
- Help young people thrive through grassroots football and development pathways

GET INVOLVED: SPONSORSHIP & COMMUNITY PARTNERSHIPS AVAILABLE NOW.

PARTNER WITH FC UNITED

ELEVATE YOUR BRAND

MEN'S TEAM SPONSORSHIP

As the Official Men's Team Sponsor, your brand will be seen by over 2,000 fans on match days and hundreds more every day at Broadhurst Park. Plus, with access to nearly 1 million digital followers, your exposure goes far beyond the pitch.

WOMEN'S TEAM SPONSORSHIP

Support one of the fastest-growing areas in sport. The Women's Team is making headlines both on and off the field, with over 5,500 dedicated followers. Your sponsorship puts your brand at the heart of this exciting journey, with high visibility on match days and daily interactions at the club.

ACADEMY SPONSORSHIP

Back the future of football. Sponsoring the Academy supports local talent aged 16-19 in a full-time football and education programme. Show your commitment to youth, education, and opportunity.

COMMUNITY SPONSORSHIP

Align your brand with purpose. As Community Sponsor, you'll be directly supporting health, education, and inclusion initiatives in the local area—core to FC United's founding values.

FLEXIBLE & BESPOKE PARTNERSHIPS

We offer customised packages to suit your business needs, ensuring maximum impact and return on investment.

PLAYER & STAFF SPONSORSHIP

Put your name on a player or staff member's shirt to show support and gain personal exposure within the team and fanbase.

MATCH & MATCH BALL SPONSORSHIP

Host clients or reward staff with a VIP match day experience while giving your brand centre-stage on game day.

STADIUM ADVERTISING

Be seen by thousands. With daily footfall and match day crowds, your message gets consistent and prominent visibility at Broadhurst Park.

DIGITAL & PROGRAMME ADVERTISING

Affordable, high-impact advertising across FC United's digital platforms and match day programme puts your brand in front of engaged supporters.

JOIN THE BUSINESS CLUB

Become a Business Club Partner and unlock networking, collaboration, and growth opportunities with like-minded local and national businesses.



WORK WITH FC UNITED – WHERE FOOTBALL, COMMUNITY, AND YOUR BRAND COME TOGETHER. LET'S BUILD SOMETHING GREAT TOGETHER.

A photograph of a man and a young boy, both giving thumbs up. The man is wearing a grey jacket and a red and black striped scarf. The boy is wearing a red FC United t-shirt and a dark jacket. The background is a blurred crowd of people at a stadium.

OFFICIAL MEN'S TEAM SPONSORSHIP

Gain exceptional brand exposure by partnering with FC United as the Official Men's Team Sponsor. Your company will be seen by over **2,000 fans on matchdays**, hundreds of daily visitors to Broadhurst Park, and a **digital audience of over one million** across the club's channels.

YOUR SPONSORSHIP PACKAGE INCLUDES:

HIGH-IMPACT PITCHSIDE ADVERTISING:

- Full-length banner on the back of the North Stand, directly facing the Main Stand Function Room.

DIGITAL PRESENCE:

- Ad placement on FC United's website (20,000 monthly visitors)
- Feature in weekly e-newsletter (6,000 subscribers)
- Logo on Men's digital team sheet, half-time and full-time graphics across all social media platforms.

3G PITCH PERIMETER BANNER:

- 2m x 1m banner viewed by thousands weekly across grassroots to pro-level users.

PROGRAMME ADVERTISING:

- Full-page advert in every matchday programme throughout the season .

MATCH DAY BRANDING:

- Logo on all home match team sheets
- Prominent logo display in Main Reception and Home Changing Room.

AWARD SPONSORSHIP:

- Official sponsor of the Men's Players' Player of the Season Award.

HOSPITALITY & TICKETS:

- 4 x 127 club places for the season (includes season ticket and pre-match meal for 4 persons).

TEAM MEMORABILIA:

- Official Men's Team shirt signed by all players.

**TO SPONSOR OR FOR MORE INFORMATION EMAIL:
COMMERCIAL@FC-UTD.UK**



OFFICIAL WOMEN'S TEAM SPONSORSHIP

Showcase your brand alongside the fast-growing force of women's football. As the Official Sponsor of FC United's Women's Team, your company will benefit from **high impact exposure** to **over 2,000 fans on match days**, hundreds of daily visitors, and a rapidly **growing digital following of 5,500+** on dedicated channels.

YOUR SPONSORSHIP PACKAGE INCLUDES:

PITCHSIDE ADVERTISING:

- Full-length banner on the Lightbowne Road End, highly visible from all stands and the Function Room.

DIGITAL VISIBILITY:

- Ad placement on FC United's website (20,000 monthly visitors)
- Inclusion in weekly e-newsletter (6,000 subscribers)
- Logo featured on Women's digital team sheet, half-time and final score graphics shared on social media.

3G PITCH PERIMETER BANNER:

- 2m x 1m ad on the heavily used 3G pitch, viewed by thousands across all levels of the game.

PRINT EXPOSURE:

- Half-page ad in the men's match day programme (full season)
- Logo on all home match team sheets.

ON-SITE BRANDING:

- Logo displayed in Main Reception and Home Changing Room at Broadhurst Park.

AWARD SPONSORSHIP:

- Naming rights to the Women's Players' Player of the Season Award.

HOSPITALITY & TICKETS:

- 8 x Women's Season Tickets (worth £280)
- 2 x Flexi Hospitality Passes – 42 total tickets to use flexibly at Men's home league matches.

TEAM MEMORABILIA:

- Signed FC United Women's Team shirt.

OPTIONAL ADD-ON:

- Branding on Women's Team training kit.

**TO SPONSOR OR FOR MORE INFORMATION EMAIL:
COMMERCIAL@FC-UTD.UK**

OFFICIAL COMMUNITY SPONSOR

Align your brand with FC United's powerful community mission. As the Official Community Sponsor, your company will be recognised as a key supporter of grassroots initiatives that promote **health, education, and social inclusion** – core to the club's founding values of accessibility and unity.

HIGH-IMPACT PITCHSIDE ADVERTISING:

- 6m x 0.75m pitchside hoarding
- 2m x 1m banner on the club's 3G pitch, used year-round by thousands across all levels.

DIGITAL & PRINT EXPOSURE:

- Ad on FC United's website (20,000 monthly visitors)
- Inclusion in the weekly e-newsletter (6,000 subscribers)
- Half-page ad in the Men's Team match day programme.

BRAND INTEGRATION:

- Logo featured on promotional material for all community initiatives
- Mentions across FC United Academy/Community social media platforms.

MATCH DAY BENEFITS:

- 2 x 127 club places for the season (includes season ticket and pre match meal for 2 people).

SUPPORT THAT MAKES A DIFFERENCE:

- Demonstrate your company's commitment to community values and civic responsibility.

**TO SPONSOR OR FOR MORE INFORMATION EMAIL:
COMMERCIAL@FC-UTD.UK**

SPONSOR A PLAYER SUPPORT THE TEAM

Show your support for FC United by sponsoring your favourite player, coach, or backroom staff member. It's a great way to back the club while enjoying unique benefits and exclusive access.

PLAYER SPONSORSHIP PACKAGE – £330 + VAT

- **Signed photo** of your chosen player
- **2 complimentary tickets** to any Men or Women's league game (2026–27)
- Your name/company featured:
 - In every match day programme
 - On the official club website
 - On your player's goal graphics across social media
 - When your player wins Player of the Match or end-of-season awards
- **First refusal** to renew sponsorship next season
- Available for up to 2 individuals or 1 company per player
- If your player leaves during the season, sponsorship can be transferred

SPONSOR A COACH OR STAFF MEMBER – £100 + VAT

- Support the team behind the team. Limited spots available.

MATCH & MATCH BALL SPONSORSHIP ELEVATE YOUR BRAND & EXPERIENCE

Gain great exposure for your brand whilst enjoying an exclusive matchday experience. Match and Match Ball sponsorship provides opportunities to strengthen relationships and show appreciation to your clients and employees. This sponsorship package includes:

MATCH SPONSOR – £650 + VAT

- 6 x Match Tickets for your sponsored match
- Delicious 2-course meal and complimentary drink
- Free car parking for up to 2 cars
- Matchday programmes and Team sheets
- Company logo featured on the Team sheets
- Half page advert in the matchday programme
- Tannoy announcement and social media post
- Selection of the Man of the Match and present the player their award after the game
- Commemorative pitchside photograph
- Signed football

MATCH BALL SPONSOR – £450 + VAT

- 4 x Match Tickets for your sponsored match
- Delicious 2-course meal and complimentary drink
- Free car parking for up to 2 cars
- Matchday programmes and Team sheets
- Company featured in the match day programme and social media post
- Commemorative pitchside photograph
- Signed football

PITCHSIDE ADVERTISING

MAXIMISE YOUR BRAND EXPOSURE

Reach over 2,000 match day attendees and hundreds of daily visitors at Broadhurst Park, plus countless viewers of our match highlights and photo galleries. Pitchside advertising offers an affordable, high-impact way to promote your organisation.

PACKAGE OPTIONS: £850 + VAT

PITCHSIDE ADVERTISING HOARDING

- 3 metre board around the Broadhurst Park stadium pitch until end of 2026–27 season (seen by over 40K supporters through the turnstiles)
- Announcement on FC United website, social media (with over 1 million followers). Weekly mailing lists to 6K supporters and business partners mailing list
- Listing on FC United website (over 250K visitors a year)
- 2 ticket for Men's team league games
- 50% off room hire for one function (Sunday–Friday)
- 20% off any Mens's team match sponsor package.

PROGRAMME & DIGITAL ADVERTISING

BOOST YOUR BRAND VISIBILITY

We can offer a range of exciting digital sponsorship packages reaching over 1 million followers on our X, Facebook and Insta sites including Kick Off Sponsorship, Goal Sponsorship, Substitution, Extra Time and Man of the Match Sponsorships.

BESPOKE PACKAGES TAILORED TO YOUR BUSINESS REQUIREMENTS.

PRICE: £3,000 + VAT

PROGRAMME ADVERTISING:

- Full Page Colour Ad (A5 portrait: 14.85cm x 21cm)
 - Single match: £200 + VAT
 - Five matches: £750 + VAT
- Half Page Colour Ad (A6 landscape: 10.5cm x 14.85cm)
 - Single match: £125 + VAT
 - Five matches: £500 + VAT
- Print-ready artwork due 10 days before the match. Payment required in advance

DIGITAL ADVERTISING:

- Substitution Social Media Graphic
Your company name/logo featured every substitution on X & Facebook
Season package: £1,050 + VAT (approx. £25 per match)
- Half-Time Social Media Ad
Your advert featured on X & Facebook at half-time
£25 + VAT per match (minimum 4 matches)
Artwork size: 1080 x 1080 pixels. Payment required in advance

JOIN FC UNITED'S BUSINESS CLUB CONNECT. COLLABORATE. GROW.

Be part of a forward-thinking community of businesses leveraging the power of football to boost brand reputation, build relationships, and create new opportunities.

BUSINESS CLUB MEMBERSHIP BENEFITS:

- Free access to a minimum of 4 events per year, each attended by 40+ business professionals
- Opportunity to showcase your company with stands, marketing materials, and pitches at networking events
- Featured welcome story on FC United's website (20,000 visitors/month) and LinkedIn
- Invitation to join the exclusive Business Club LinkedIn group
- Company logo featured on a dedicated Business Club page in our match day programme
- 2 x complimentary tickets to 4 x games during the season
- Company listing on the Business Club page of FC United's website.
- Use of the FC United Business Club Member logo to highlight your partnership
- **Membership Fee: £500 + VAT (12 months)**

BUSINESS CLUB NETWORKING EVENTS DETAILS:

- Featured welcome story on FC United's website (20,000 visitors/month) and LinkedIn
- Venue: Broadhurst Park, Lightbowne Road, Moston, Manchester M40 0FJ
- Free car parking & excellent public transport links (rail, Metrolink, bus)
- Event format:
 - 30 minutes networking
 - 30 minutes guest speaker #1
 - 30 minutes guest speaker #2
 - 1 hour networking

CELEBRATE IN STYLE PERFECT FOR FRIENDS, FAMILY, COLLEAGUES & CLIENTS

Promote your company affordably through FC United's matchday programme and digital channels, reaching passionate fans both in print and online.

PACKAGE INCLUDES:

- Arrive two hours before kick-off for a relaxed and exclusive dining experience
- Enjoy a delicious two-course meal served in the Main Stand Function Room with great views overlooking the pitch
- Match Day Programme (We can set up smaller tables if guests don't want to sit on shared tables).
- Pre-match briefing and a chance to meet the Men's Team Manager
- Ticket for the game

PRICE: £37.50 + VAT (DISCOUNTS AVAILABLE FOR CHILDREN / CONCESSIONS)

127 CLUB

Become a member of our 127 Club for the 2026/27 season – a unique way to enjoy league matches at Broadhurst Park.

- Package includes:
 - Season ticket
 - Delicious one-course meal
 - Pre-match briefing from the Manager
 - Digital match day programme
 - Parking space available as an additional option

PRICE: £500 + VAT

IT'S

3

0'CLOCK

ON

SATURDAY



WE ARE
STRONGER
UNITED



IT'S

3

0'CLOCK

ON

SATURDAY