



FC UNITED OF MANCHESTER

SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES





FC United of Manchester is a supporter-owned, not-for-profit, semi-professional, community football club, with an exciting five-year vision.

In 2025, FC United will celebrate 20 years since it was formed in 2005 by Manchester United supporters. It will also celebrate 10 years since the club built its own ground in Moston, North Manchester.

The club 'set up in protest to Malcolm Glazer's takeover of Manchester United' is a statement often used to describe FC United. There is no doubt that the club wouldn't have happened without it, but it wasn't the sole reason.

Spiralling ticket prices, constant changing kick off times for the benefit of television, soulless all-seater stadia and heavy handed stewarding were other notable factors as to why some supporters had become disillusioned with modern football.

Following the Glazer takeover of Manchester United in May 2005, a group of supporters formed a steering committee and within one month they had defined and delivered 'Football Club United of Manchester.

On 14th June 2005, FC United was officially formed, a place in the North-West Counties league was confirmed, and a groundshare with Bury agreed. A manager was appointed, player trials held, and its members voted on the club's name, badge and manifesto.

"To create a sustainable club for the long term which is owned and democratically run by its members, which is accessible to all the communities of Manchester and one in which they can participate fully."

FC United's corporate structure is a Community Benefit Society and membership is open to all, with everyone an equal co-owner, holding one voting share in the club.

Seven core principles of how the club operates were set out:

1. The Board will be democratically elected by its members.
2. Decisions taken by the membership will be decided on a one member, one vote basis.
3. The club will develop strong links with the local community and strive to be accessible to all, discriminating against none.
4. The club will endeavour to make admission prices as affordable as possible, to as wide a constituency as possible.
5. The club will encourage young, local participation - playing and supporting - whenever possible.
6. The Board will strive wherever possible to avoid outright commercialism.
7. The club will remain a non-profit organisation.

Only a month old, FC United played its first game away at Leigh RMI on 16th July 2005 in front of a crowd of 2,552 fans.

FC United won three successive promotions between 2005-2008 to progress to the Northern Premier League Premier Division (NPL). The club remained in the NPL for the next seven seasons reaching the play-offs on four occasions.

In 2010, FC United beat Rochdale 3-2 in the FA Cup 1st Round, and took Brighton and Hove Albion to a home replay in the 2nd Round in front of a record home attendance of 6,731.

Around the time of the club's FA Cup adventure it was also focusing on building its own ground. After the first proposed stadium in Newton Heath fell through, the Broadhurst Park site in Moston, North Manchester, was confirmed in April 2011. Building commenced in November 2013 financed by donations, fundraising, a pioneering Community Shares Scheme and grant funding.

In 2012, FC United launched its own Women's Team, and announced the formation of the Club's Academy to ensure young footballers work towards academic qualifications alongside their training.



In October 2014, FC United became the first football club in the United Kingdom to be accredited as a living wage employer by the Living Wage Foundation.

FC United's Men's team won the League in 2014-15 season and were promoted to the National League North. The ground, named Broadhurst Park, as voted for by the club's members, officially opened on 29th May 2015 with a home friendly against Benfica.

In October 2017, after 12 years in charge, Karl Marginson, FC United first and only Men's Teams manager, left the club by mutual consent. He was replaced by centre forward Tom Greaves who took over on a temporary basis and was appointed permanent player-manager the next month.

Greaves left the club in August 2018, and was replaced by Neil Reynolds, who has remained at the club ever since. Unfortunately 'Reno' couldn't save FC United from being relegated to the Northern Premier League in 2019.

With 10 games to go in the 2019-20 season, FC United were second in the league with hopes of returning to the National League North, but the league season was cut short and deemed null and void due to the Covid-19 pandemic. The following season only lasted until October before being halted by lockdown restrictions once again. The final game of the season was a FA Cup first round home tie against Doncaster Rovers live on BBC with no fans present.

FC's Women's Team completed their fixtures in 2020-21 and were promoted to the National League D1N, the 4th tier of the women's pyramid structure. They were relegated in 2022 but returned as champions in 2023. However, they were relegated again in 2024.

In 2022, FC United won the inaugural Fenix Trophy; a ground-breaking international football tournament, involving non-professional European clubs chosen for their exceptional social, historical and cultural distinctiveness.

The following season FC United reached the Semi-Finals at the San Siro in Italy, and in 2024 won the Trophy for the second time beating Prague Raptors 4-0 in the final in Lake Garda.

Broadhurst Park, FC United's purpose-built home, demonstrates what can be achieved when football fans with a vision work together and make things happen. FC United's members were involved at every stage during the design and construction process and the result is a stadium and community facility that is the envy of many clubs in higher leagues.

As a community facility, Broadhurst Park is used every day by local people and hosts a range of activities. It's floodlit 3G pitch situated outside the stadium is in constant use. FC United's Men's, Women's and Academy Teams train on it, as do professional League Two club Barrow, who use the facility as their training centre. In the evenings over 15 local junior sides train on the 3G Pitch, and junior league matches take place on Saturday and Sunday mornings. Walking football, disability teams and charities also make good use of the facility.

A well-appointed function room and meeting spaces are also available for the local community, schools, businesses and other organisations to hire. Functions, parties, dance classes, comedy nights, conferences, meetings and networking events are also accommodated on a weekly basis.

On a matchday, underneath the large terraced area at the St. Mary's Road End, the space is used as an fans bar where live bands, poets, theatre groups and comedians perform in front of crowds of over 200 people. During the week, the space is transformed into classrooms, for the club's Academy and local community groups.

The club has now developed an exciting 5 year vision for growth and recently published its latest football strategy. There is now a clear pathway for youngsters playing at our affiliated junior football clubs, through to FC United's under 17s or Academy teams, under 21s, and onto the first team.

Since its formation, FC United has continued to be a force for good, taking pride in its commitment to support the people of Moston and North Manchester. The club provides and hosts a range of accessible and inclusive opportunities supporting education, employability, health and wellbeing, sport, fitness, and social inclusion.



HOW PARTNERING WITH FC UNITED CAN BENEFIT YOUR COMPANY.

Football sponsorship is a useful marketing tactic for companies looking to increase their brand exposure, target a large and passionate audience, and engage with its communities. It is also a extremely powerful tool for companies to enhance their brand visibility, reputation and business growth.

Associating your company with FC United will enhance your company's brand image and create a positive perception for your company.

Football fans in general have a emotional connection to their club, but at FC United this bond is a lot stronger. Being a fan-owned football club means that the supporters are co-owners and everyone has a vested interest in its success.

By working in partnership with FC United, your company can instantly become an integral part of the club. FC United supporters will naturally take an keen interest in your company which helps build trust and credibility.

INCREASING BRAND VISIBILITY

FC United is a well known and recognised supporter-owned football club with a disproportionately large following for a club of its size, with almost one million social media followers.

Partnering with FC United will enable your company to showcase your brand to a wider audience. Whether it's through pitchside or digital advertising, FC United can help put you in front of thousands of people and provide you with great PR opportunities.

As the club builds up to its 20 year celebrations in 2025, FC United will undoubtedly attract local, national and even international media attention.

NETWORKING & BUSINESS OPPORTUNITIES

Partnering with FC United opens doors to valuable networking and business opportunities. Since FC United was formed in 2005, it has built some very strong relationships within the football industry and with football clubs at all levels, as well as building strong business partnerships. These networking opportunities can lead to collaborations, partnerships and new business ventures.

COMMUNITY ENGAGEMENT

Football sponsorship is more than just a marketing strategy, it's also a chance for your company to make a real difference in the local community. FC United can help you achieve your Corporate Social Responsibility objectives and demonstrate social impact.

Since 2005, FC United has run a thriving award-winning community programme that aims to help the communities of Moston and North Manchester.

By supporting FC United and its grassroots initiatives, your company has the power to nurture young talent and ignite a passion for the sport at its very core. This kind of involvement helps build a strong bond with the community and showcases your company as a responsible and caring organisation.

Sponsoring FC United goes well beyond the football teams; it includes initiatives that promote health, education and social cohesion. By investing in these programmes, your company can tackle important social issues head-on and truly improve lives.

When your company chooses to sponsor FC United, it is also investing in the future of its community, supporting the dreams of young people and making a genuine impact on society.



ADVERTISING AND SPONSORSHIP OPPORTUNITIES.

MEN'S TEAM SPONSORSHIP

As FC United's official Men's Team sponsor your company will gain huge brand awareness and exposure. This package ensures that your company is seen by over 2,000 people on a matchday and hundreds of people every day who use the facility. The digital aspect of this sponsorship also means that your company can reach almost one million people across the club's communication channels.

WOMEN'S TEAM SPONSORSHIP

As FC United's official Women's Team sponsor your company will gain huge brand awareness and exposure. This package ensures that your company is seen by over 2,000 people on a matchday and hundreds of people every day who use the facility. Women's football is growing exponentially, and FC United's Women's Team is punching above its weight on and off the field, attracting over 5,500 social media followers on its dedicated social media channels alone.

ACADEMY SPONSORSHIP

As FC United's official Academy sponsor you will be supporting one of the club's founding principles to encourage young, local participation - playing and supporting - whenever possible. FC United's Academy provides the opportunity for young footballers aged between 16 and 19 years old to experience a full-time sports environment, whilst studying a varied and respected education curriculum.

COMMUNITY SPONSORSHIP

As FC United's official Community sponsor your company will be closely associated to the club's work in the local community helping to promote health, education and social inclusion. You will be supporting one of the club's founding principles to develop strong links with the local community and strive to be accessible to all, discriminating against none.

BESPOKE PARTNERSHIP DEALS

Working in partnership with FC United allows the club and your company to mutually benefit. Bespoke Partnership Deals can be developed to meet the needs of your organisation.

PLAYER SPONSORSHIP

There's no better way to support the team than having your name alongside a Men's or Women's player, coaching and backroom staff.

MATCH AND MATCH BALL SPONSORSHIP

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.

PITCHSIDE ADVERTISING

Advertising at Broadhurst Park ensures that your company name is seen by over 2,000 people on a matchday and hundreds of people every day who use the facility.

PROGRAMME AND DIGITAL ADVERTISING

Advertising your company in FC United's matchday programme and via its digital communications channels provides high exposure at an affordable rate.

BUSINESS CLUB MEMBERSHIP

Becoming a FC United Business Club Partner opens doors to valuable networking and business opportunities, leading to collaborations, partnerships and new business ventures.



MEN'S TEAM SPONSORSHIP

As FC United's official Men's Team sponsor your company will gain huge brand awareness and exposure. This package ensures that your company is seen by over 2,000 people on a matchday and hundreds of people every day who use the facility. The digital aspect of this sponsorship also means that your company can reach almost one million people across the club's communication channels. This sponsorship package includes:

- Back of the North Stand advertising covering the length of the pitch, clearly visible from all stands and facing the Main Stand where the Club's Function room is situated.
 - Advertising on the FC United website (20,000 visitors per month) and in the club's weekly e-newsletter (6,000 subscribers)
 - Your company name or logo to feature on the Men's digital team sheet, Half Time and Final Score graphic, shared across all social media channels.
 - Advertising Banner (2Mx 1M) on the club's 3G Pitch Perimeter Fence. The 3G pitch is used by thousands of people including professional, semi-professional and amateur football clubs. Your banner will be visible for all users of the football club.
 - Full page matchday programme advert for the season.
 - Your company logo to feature on every team sheet for every home match of the season.
 - Your company logo to be prominently displayed in the Main Reception at Broadhurst Park.
 - Your company logo to be displayed in the home changing room.
 - Official Sponsor of the end of Season Men's Players' Player of the Season Award.
 - 8 x Ten Match Ticket Books worth £960.
 - 4 x Flexi Pre-Match Dining Tickets, which allows four people to enjoy hospitality at every home league match. Alternatively, the 84 tickets can be used flexibly for you to invite a number of guests to any league match of your choice.
 - A shirt signed by all of the Men's Team players.
 - Optional Extra: Your company logo on the Men's Team training kit.
- PRICE ON APPLICATION**
- To sponsor FC United's Men's Team email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



WOMEN'S TEAM SPONSORSHIP

As FC United's official Women's Team sponsor your company will gain huge brand awareness and exposure. This package ensures that your company is seen by over 2,000 people on a matchday and hundreds of people every day who use the facility.

Women's football is growing exponentially, and FC United's Women's Team is punching above its weight on and off the field, attracting over 5,500 social media followers on its dedicated social media channels alone. This sponsorship package includes:

- Back of the Lightbowne Road End Stand advertising covering the length of pitch, clearly visible from all stands and Function Room.
- Advertising on the FC United website (20,000 visitors per month) and in the club's weekly e-newsletter (6,000 subscribers)
- Your company name or logo to feature on the Women's digital team sheet, Half Time and Final Score graphic, shared across all social media channels.
- Advertising Banner (2Mx 1M) on the club's 3G Pitch Perimeter Fence. The 3G pitch is used by thousands of people including professional, semi-professional and amateur football clubs. Your banner will be visible for all users of the football club.
- Half page matchday programme advert for the season. (Men's programme)
- Your company logo to feature on every team sheet for every home match of the season.
- Your company logo to be prominently displayed in the Main Reception at Broadhurst Park.
- Your company logo to be displayed in the home changing room.
- Official Sponsor of the end of Season Women's Players' Player of the Season Award.
- 8 x Women's Season Ticket worth £280.
- 2 x Flexi Pre-Match Dining Tickets, which allows two people to enjoy hospitality at every Men's home league match. Alternatively, the 42 tickets can be used flexibly for you to invite a number of guests to any league match of your choice.
- A shirt signed by all of the Women's Team players.
- Optional Extra: Your company logo on the Women's Team training kit.
- **PRICE ON APPLICATION**
- To sponsor FC United's Women's Team email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



COMMUNITY SPONSORSHIP

As FC United's official Community sponsor your company will be closely associated to the club's work in the local community helping to promote health, education and social inclusion. You will be supporting one of the club's founding principles to develop strong links with the local community and strive to be accessible to all, discriminating against none. This sponsorship package includes:

- Pitchside Advertising Hoarding (6M x 0.75M).
- Advertising Banner (2Mx 1M) on the club's 3G Pitch Perimeter Fence. The 3G pitch is used by thousands of people including professional, semi-professional and amateur football clubs. Your banner will be visible for all users of the football club.
- Advertising on the FC United website (20,000 visitors per month) and in the club's weekly e-newsletter (6,000 subscribers)
- Your company name or logo to feature on the promotional material of FC United's community initiatives.
- Half page matchday programme advert for the season. (Men's programme)
- Social Media Mentions on Academy/Community accounts.
- 4 x Ten Match Ticket Books for the Men's Team worth £480
- 2 x Flexi Pre-Match Dining Tickets, which allows two people to enjoy hospitality at every Men's home league match. Alternatively, the 42 tickets can be used flexibly for you to invite a number of guests to any league match of your choice.
- **PRICE ON APPLICATION**
- To sponsor FC United's Academy email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



MEN'S PLAYER SPONSORSHIP

**Support the club and your favourite player by sponsoring a member of the men's team.
This sponsorship package includes:**

- A signed photograph of your sponsored player.
- An exclusive invitation to watch a training session, with the opportunity to meet your sponsored player.
- Two complimentary tickets to a Men's league match of your choice in the 2024-25 season.
- Company name/personal name on the player sponsorship page of every matchday programme.
- Company logo & company name/personal name on the player sponsorship page on our official website.
- Your name on your sponsored player's social media goal graphic.
- Your name featured in conjunction with your sponsored player being named player of the match.
- Your named featured in conjunction with your sponsored player receiving an end of season award.
- First refusal on sponsoring your player for the next campaign if they are still at the Club.
- **£300 +VAT = £360**
- Optional Extra: A shirt signed and presented by your sponsored player (add £33.33 +VAT)
- Up to a maximum of two people or one company can put their names behind a player sponsorship.
- Should your chosen player leave the Club during the period of the agreement, you will be contacted to transfer the sponsorship to another player of your choice.
- You can also sponsor one of the Men's Team Coaching staff or backroom staff for just **£100 +VAT = £120**
- To sponsor a player please email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



WOMEN'S PLAYER SPONSORSHIP

Support the club and your favourite player by sponsoring a member of the Women's team. This sponsorship package includes:

- A signed photograph of your sponsored player.
- An exclusive invitation to watch a training session, with the opportunity to meet your sponsored player.
- Two complimentary tickets to a Women's league match of your choice in the 2024-25 season.
- Company name/personal name on the player sponsorship page of every men's matchday programme.
- Company logo & company name/personal name on the player sponsorship page on our official website.
- Your name on your sponsored player's social media goal graphic.
- Your name featured in conjunction with your sponsored player being named player of the match.
- Your named featured in conjunction with your sponsored player receiving an end of season award.
- First refusal on sponsoring your player for the next campaign if they are still at the Club.
- **£150 +VAT = £180**
- Optional Extra: A shirt signed and presented by your sponsored player (add £33.33 +VAT)
- Up to a maximum of two people or one company can put their names behind a player sponsorship.
- Should your chosen player leave the Club during the period of the agreement, you will be contacted to transfer the sponsorship to another player of your choice
- You can also sponsor one of the Women's Team Coaching staff or backroom staff for just **£100 +VAT = £120**
- To sponsor a player please email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



MATCH AND MATCH BALL SPONSORSHIP

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

- 8 x Match Tickets for your sponsored match.
- 8 x Pre-Match Dining Tickets plus 8 complimentary drinks for your sponsored match.
- 8 x Match programmes and Team sheets
- Free car parking for up to 4 cars
- Half page advert in the matchday programme.
- Company Logo featured on the Team sheets.
- Commemorative pitchside photograph.
- Exclusive access to the Sponsors area of the Main Stand Function Room for half-time refreshments.
- Featured in the match promotions as Match Sponsor and shared on the club's social media channels.
- **£750 +VAT = £900**
- To sponsor a Match please email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net

Match Ball Sponsor

- 4 x Match Tickets for your sponsored match.
- 4 x Pre-Match Dining Tickets plus 4 complimentary drinks for your sponsored match.
- 4 x Match programmes and Team sheets
- Free car parking for up to 2 cars
- Company Logo featured in the matchday programme.
- Commemorative pitchside photograph.
- Exclusive access to the Sponsors area of the Main Stand Function Room for half-time refreshments.
- Featured in the match promotions as Match Ball Sponsor and shared on the club's social media channels.
- **£375 +VAT = £450**
- To sponsor a Match Ball please email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



PITCHSIDE ADVERTISING

Pitchside advertising is a proven and cost-effective way of promoting your organisation to the over 2,000 people on a matchday and hundreds of people every day who use the facilities at Broadhurst Park. On top of that, your perimeter adverts will be seen by many more viewers of our match highlights and matchday photo collections.

This advertising package includes:

- A single-sized pitchside advertising hoarding measures 3M x 0.75M and priced at **£695 +VAT** for 12 months.
- A double-sized pitchside advertising hoarding measures 6M x 0.75M and priced at **£1,000 +VAT** for 12 months.
- The above boards will be installed either along the North Stand that faces the Main Stand or behind either goals.
- Advertising Banner on the club's 3G Pitch Perimeter Fence measures 2M x 1M and priced at **£600 +VAT** for 12 months.
- The 3G pitch is used by thousands of people including professional, semi-professional and amateur football clubs. Your banner will be visible for all users of the football club
- Opportunity for you to have a photograph with your advertising hoarding or banner for publicity purposes.
- For all perimeter advertising, there is an option for you to supply print-ready artwork based on a template provided, or for you to supply your company logo and accompany words, for FC United's design team to produce a advert on your behalf.
- Payment is required in advance of the hoarding being produced.
- The 12 month period will start from when the advertising hoarding is installed.
- For Pitch side Advertising please email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



PROGRAMME AND DIGITAL ADVERTISING

Advertising your company in FC United's matchday programme and via our digital communications channels provides high exposure at an affordable rate.

Programme Advertising

- A full page colour advert in a league matchday programme is sized A5 portrait (14.85cm x 21cm) and priced at **£200 +VAT**.
- A full page colour advert for five league matches of your choice is priced at **£750 +VAT**
- A half page colour advert in a league matchday programme is sized A6 landscape (10.5cm x 14.85cm) and priced at **£125 +VAT**
- A half page colour advert for five league matches of your choice is priced at **£500 +VAT**
- Print ready artwork of your programme advert to be supplied no later than 10 days before the desired match.
- Payment is required in advance of the adverts being published.

Digital Advertising

- A 'Substitution Social Media Graphic' that features your company name or logo every time a substitution is made is priced at **£1,050 +VAT** for the season. (equivalent to £25 per match). For League matches only and displayed on the club's X and Facebook accounts.
- Half time Social Media Advertising that features your company advert on the club's X and Facebook account is priced at **£25 +VAT** per match (minimum of 4 matches). Artwork of 1080x1080 pixels to be supplied.
- Payment is required in advance of the adverts being published.
- For Programme and Digital Advertising email: Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



BUSINESS CLUB MEMBERSHIP

Being a member of FC United's Business Club provides forward thinking businesses with a unique opportunity to enhance their brand and reputation, collaborate, network, build strong relationships and do business together.

Business Club Membership

- Free access to five FC United Business Club Networking Events over a 12 month period, attended by over 40 guests at each event.
- Opportunity to display a stand, hand out marketing information and pitch at our Business Networking Events.
- Welcome story on FC United's website (20,000 visitors per month) and on LinkedIn.
- Invitation to join FC United's exclusive Business Club LinkedIn page.
- Complimentary ½ page advert in a match programme of your choice worth £150.
- Complimentary Ten Match Ticket Book for FC United League Matches worth £120.
- Company listing on FC United Business Club Page on our website.
- FC United Business Club Member logo to promote your association with FC United of Manchester.
- **£500 +VAT for 12 months membership.**

Business Club Networking Events

- All FC United's Business Club Networking Events are held at the club's ground.
Broadhurst Park
Lightbowne Road, Moston
Manchester M40 0FJ
- Free car parking
- Situated close to rail, Metrolink and bus links if using public transport.
- The format for the event is:
 - 30 minutes networking
 - 30 minutes Guest Speaker #1
 - 30 minutes Guest Speaker #2
 - 1 hour networking
- For more information email:
Paul Haworth
Commercial Manager
paul.haworth@fc-utd.net



PRE-MATCH DINING EXPERIENCE

FC United's Pre-Match Dining Experience is a perfect way to celebrate with friends, family, colleagues or clients. This package includes:

Pre-Match Dining – League Matches

- Arrive two hours before kick-off.
- Enjoy a delicious two-course meal served in the Main Stand Function Room overlooking the pitch.
- Each table seats eight guests.
- Pre-match briefing and opportunity to meet the Men's Team Manager.
- **£22.50 +VAT = £27.00 per person**
- Match tickets are not included in this package and to be purchased separately or pay on arrival. Adults £13, Concessions £9, U/18s £3. Under 5's free admission.

Flexi Pre-Match Dining – League Matches

- Flexi Pre-Match Dining gives you ultimately flexibility to choose the matches you wish to dine at throughout the season.
- Your voucher entitles you to 21 places to enjoy a delicious two-course meal served in the Main Stand Function Room overlooking the pitch.
- You can redeem your voucher for individual matches or it can be used for groups bookings. Each table seats eight guests.
- You will need to redeem your voucher at least 5 days in advance of the match you wish to dine at.
- Places will be allocated on a best available basis.
- The price provides a discount equivalent to getting two meals free of charge.
- Match tickets are not included in this package.
- **£416.66 +VAT = £500**

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