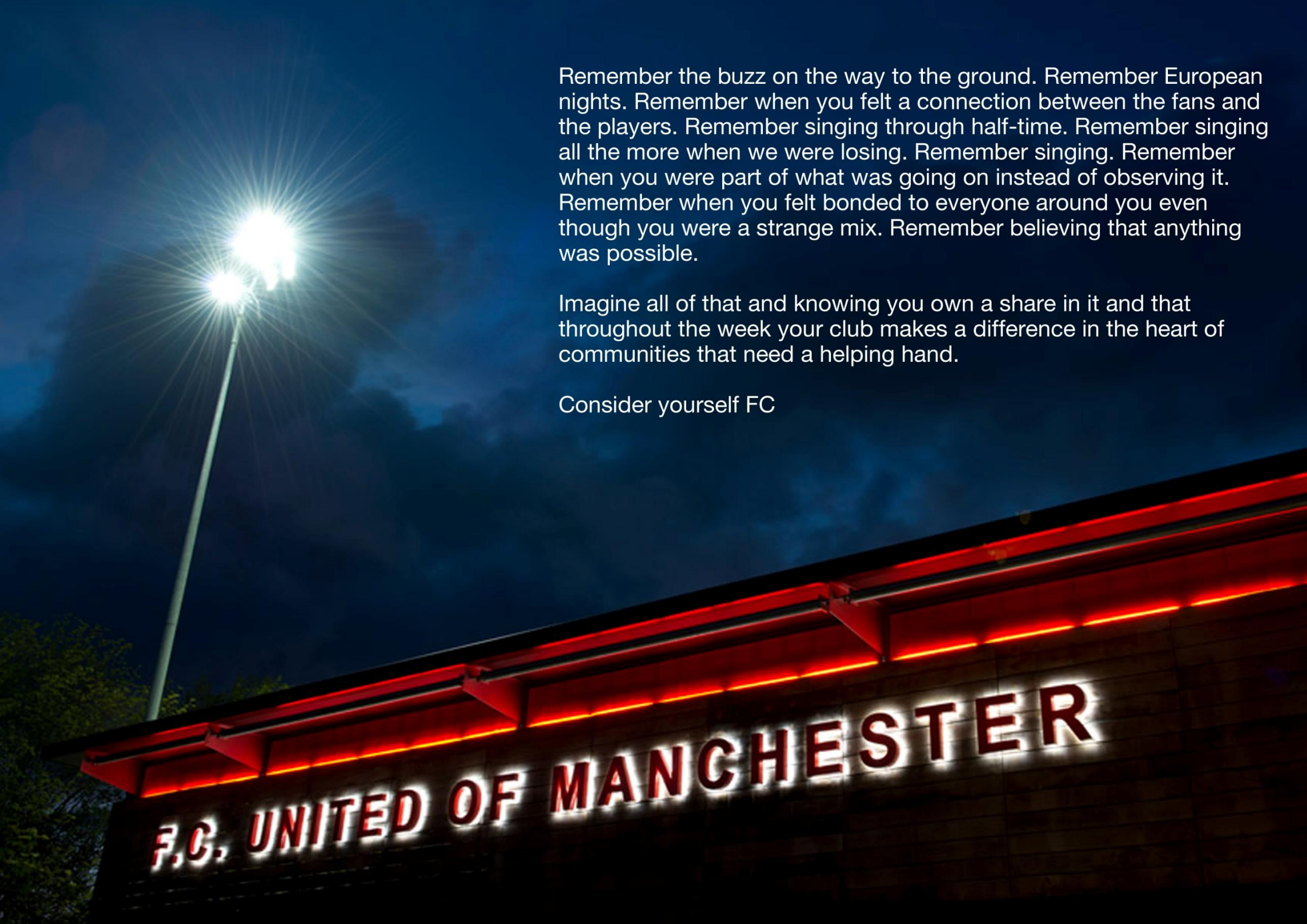




FC United of Manchester

Commercial Brochure

2019/20

A night scene of a stadium. On the left, a tall floodlight pole with two bright lights at the top illuminates the scene. In the foreground, a brick building features a prominent red neon sign that reads "F.C. UNITED OF MANCHESTER". The sky is dark blue with some clouds.

Remember the buzz on the way to the ground. Remember European nights. Remember when you felt a connection between the fans and the players. Remember singing through half-time. Remember singing all the more when we were losing. Remember singing. Remember when you were part of what was going on instead of observing it. Remember when you felt bonded to everyone around you even though you were a strange mix. Remember believing that anything was possible.

Imagine all of that and knowing you own a share in it and that throughout the week your club makes a difference in the heart of communities that need a helping hand.

Consider yourself FC



FC United of Manchester is a football club with one voice and one principal goal – to give football back to the supporters and the community. Founded in 2005, FC is a not-for-profit organisation, owned and run by its fans.

In our short history we have become one of the most talked about clubs in non-league football, generating national and international headlines. Average matchday attendance for 2018/19 was 2,000 and club membership currently stands at 2,500. Our website receives more than 6 million hits a year. We have over one million followers on social media whilst our teams are covered by our own dedicated online television and radio stations.

We play at Broadhurst Park, which we opened in 2015 and is the first stadium in the country to be built by a supporter-owned club. It has a stunning multi-purpose function room overlooking the main pitch, plus further floodlit 4g pitches, grass pitches and community facilities. It is home to our men's first, under 21, under 18 and academy teams as well as our all-conquering women's team. We have over 100,000 visits to the stadium each year.

There are a wide range of sponsorship and advertising opportunities to meet commercial and community objectives. Our packages are structured to suit a variety of needs and budgets and can include our acclaimed matchday dining offerings. We offer the opportunity for businesses, organisations and individuals to support a truly unique football club where fans and the community come first.

Pitch Perimeter Advertising



Pitch Perimeter Advertising

Perimeter advertising is a proven and cost-effective way of promoting your organisation to the thousands who attend Broadhurst Park and watch on FC TV and the Northern Premier League website.

We have double sided A-frame boards size 2400 x 700mm and pitch facing single boards size 3050 x 762mm with generous discounts for multiple purchases.

Pricing

- £695 for 1 board
- £1095 for 2 boards
- £1300 for 3 boards
- £1600 for 4 boards

Prices include artwork and costs of production
Prices exclude VAT

Match Sponsorship Packages

Sponsoring an FC United match offers an excellent opportunity to promote your business, entertain your guests and immerse yourself in the FC match day experience.



Match Day Sponsor



Match Day Sponsor

- 6 match tickets
- 3 course pre-match dining
- Complimentary drinks
- 2 car park spaces
- Your logo on the front cover of the match programme
- Half page advert in match programme
- Mention on match advertising (web/email/press/social media/PA announcement)

Match Day Sponsor and Pricing

- Commemorative pitch side photo
- Choose and present man of the match
- Signed official FC match ball
- Complimentary programmes and team sheets

£500 per game
Extra places at £69 each

Prices exclude VAT

Match Ball Sponsor

Match Ball Sponsor

- 2 match tickets
- 3 course pre-match dining
- Complimentary drinks
- 1 car park space
- Your logo on the back cover of the match programme
- Acknowledgment in match programme including logo
- Mention on match advertising (web/email/press/social media)

Match Ball Sponsor and Pricing

- Commemorative pitch side photo
- Signed official FC match ball
- Mention on FC Radio
- Complimentary programmes and team sheets

£300 per game
Extra places at £69

Prices exclude VAT

Match Programme Sponsor



Match Programme Sponsor

- 2 match tickets
- 3 course pre-match dining
- Complimentary drinks
- 1 car park space
- Acknowledgment in match programme including logo
- Mention on match advertising (web/email/press/social media)

Match Programme Sponsor and Pricing

- Commemorative pitch side photo
- Signed official FC match ball
- Complimentary programmes and team sheets

£150 per game
Extra places at £69
Prices exclude VAT



Player Sponsorship



Player Sponsorship

Support the club and your favourite player by sponsoring a member of the men's first team, women's team or youth team squad.

- Picture of player alongside your name and/or company logo in every matchday programme
- A signed shirt of your chosen player
- Shirt presentation by your player at a match of your choice with pitch side photo

Pricing

- Men's team £250 per player
- Women's team £100 per player
- Youth team £100 per player

Prices exclude VAT

Pre-Match Dining at Broadhurst Park

Pre-Match Dining

Match day dining has been a huge success and has proven a popular way to enjoy the excellent facilities and hospitality at Broadhurst Park.

On arrival at Broadhurst Park you will be welcomed by our dedicated team and shown to your table in the function suite overlooking the main pitch before enjoying a superb 2 course meal. Afterwards, take your spot right outside, ensuring you're never far from the action.

Features and Pricing

- 2 course meal
- Complimentary match day programme and team sheets
- Match admission; seating or terracing
- Guest appearance from player or member of the management or coaching team
- Complimentary car park space (1 for every 4 guests)
- Tea and coffee at half-time

Adult £39

Adult Season Ticket Holder £29

Prices include VAT

Match Programme Advertisements



Match Programme Advertisements

Our superb match day programme is a highly cost-effective way of reaching a wide and varied audience.

All advertisements are full colour.

Pricing

- Season Long Full Page £995
- Season Long Half Page £595
- Season Long Quarter Page £295
- Per Match Half Page £125

Prices exclude VAT

127 Club Membership

127 Club Membership

The 127 Club is our main hospitality package for businesses, organisations and individuals to support FC United whilst providing the opportunity to enjoy those little extras that come with this sponsorship. The superb, value for money package includes:

- 2 Adult Season Tickets
- Reserved Seats*
- Reserved Car Park Space*
- Access to the Hospitality Suite in the Function Room or Director's Lounge on the ground floor**
- Complimentary beverages
- Half-time buffet in the Hospitality Suite

127 Club Membership and Pricing

- Match Day Programme plus E-mailed PDF of Programme
- One Pre-Match Meal for 2 in the Hospitality Suite*
- 20% off all other sponsorship and advertising packages
- Listing on FC Website with Link to your Website
- One-off Advert on the FC Website with Link to your Website

* Pre-booking required

** Dependent on availability

£600 per season

Prices exclude VAT

Online Banner Advertising



Our official club website engages with over 6 million visitors a year, so a website banner advertisement is an excellent way to engage with this audience. Have your logo on the Club Sponsors section of the website with a link to your own website.

£195 per season

Other online advertising packages are available on request

Prices exclude VAT

FC in the Community



FC takes pride in the positive impact the Club is having within the North Manchester community. The Club's community work and involvement ranges from coaching in schools to working with vulnerable adults and providing community sport for a wide range of groups. The Club employs a Sports Development Manager, a Community Liaison Officer and a Community Development Officer. Our community sports programme based at Broadhurst Park include Moston Juniors FC, our highly regarded Academy, FC United PAN Disability Football Team and FC United Walking Football. Our none sport community related work includes Youth United Day, help for the homeless through 'Big Coat Day' and 'Christmas Comforts', Festival of Ageing, Sporting Memories and our recently established Community Allotment.

If you wish to learn more about our community work, become involved or sponsor part of the programme please contact: community@fc-utd.co.uk

Consider yourself FC

FC United of Manchester

Broadhurst Park, 310 Lightbowne Road, Manchester, M40 0FJ

Email: commercial@fc-utd.co.uk

Website: www.fc-utd.co.uk

Telephone: 0161 769 2005

Facebook: www.facebook.com/FCUtdMcr

Twitter: www.twitter.com/FCUtdMcr