



Commercial Brochure



ONLY LEAGUE TEAM IN THE COUNTY

POPULATION OF OVER

300000

(45000 IN SY POSTCODE)

1.2 MILLION

COMMUTERS EACH YEAR USING
MARCHES RAILWAY LINE RUNNING
DIRECTLY PAST THE STADIUM

500000

PEOPLE WHO WATCH THE CHANNEL 5 GOAL RUSH
PROGRAMME AT PEAK TIME AS WELL AS MANY HUNDREDS OF
THOUSANDS MORE ON SOCCER AM AND GOALS ON SUNDAY

6000+

AVERAGE ATTENDANCE

20000 TO

2 MILLION

POTENTIAL VIEWERS FOR LIVE GAMES
ON SKY SPORTS, BT SPORT AND BBC

*OPPOSITION DEPENDENT

OVER 37,000 PA

ATTENDEES USING OUR CONFERENCE
AND NON FOOTBALL EVENTS FACILITIES

STATS



Welcome

Welcome to our Commercial Brochure

At Shrewsbury Town Football Club we have a wide range of commercial opportunities as well as packages that can be tailored to meet your own requirements whether as a business or an individual in a number of unique and innovative ways.

Our Football Club is very much at the heart of the community, being the only English Football League Club in the whole county of Shropshire and we want to work with as many businesses as we can for mutual benefit.

We are working hard off the park to ensure we improve numbers engaging with the Club whether that is more people of all ages attending first team matches at Shrewsbury Town, conferences, events or through Shrewsbury Town in the Community (our charity partner) who have worked with over 8,000 last year in a range of activities to assist the people of Shropshire with their health, education, sports participation and social inclusion.

Since moving to the stadium 10 years ago we have been able to utilise our new facilities for the benefit of local and national businesses and have built up an excellent relationship with a diverse range of business throughout Shropshire and beyond.

With tailored exposure to suit all budgets your company can show support for your local football team, whilst tapping into a loyal fanbase and interaction with other local businesses.

We pride ourselves on providing not only excellent value with a high standard of service but also a personal touch to all our commercial partners.

It is vitally important for Shrewsbury Town Football Club that all our commercial partners get value for their investment and we will strive to ensure that all your 'goals' are met.

Contact the Commercial Team [01743 289177](tel:01743289177)
commercial@shrewsburytown.co.uk

Advertising



LED Score Board – £1000 + VAT per season.

Our HD full-colour LED Score Board provides live data and key messages pre-match and at half-time. The board is a focal point for all fans and corporate guests. With a dimension of 6 metres x 2 metres, it is highly visible throughout the ground.

Packages can be tailor-made to suit your needs as an advertiser or to increase brand awareness.

- 6 minute coverage per game (24x15 second adverts)
- Full colour, fully animated, full impact adverts.
- Artwork and video production available on request to create your high impact advert for maximum effect.
- Static and moving adverts.
- Birthday messages.



Stadium Advertising – from £500 + VAT per season.

Internal Stadium Advertising offers a fantastic way to reach a huge captive audience, from supporters at the game, to those watching at home through TV coverage and social media, to conference delegates at the STFC stadium on a daily basis.

A whole range of sites are available including:

- TV view prime pitch perimeter sites.
- Non-TV sites and fascia advertising for companies wishing to advertise locally and to build their brand.
- Crowd facing sites which are visible to those in and around the stadium.

Programme Advertising – from £1000 + VAT per season.

Our Award winning Matchday Programme is a very popular part of the matchday experience here at the STFC stadium. With over 2000 copies sold on a match by match basis it is a very cost effective way of promoting your business or brand at Shrewsbury Town.

Website Advertising – Price on application

Our official website www.shrewsburytown.com had over 450,000 user visits last year, in which over 2,900,000 page views were accumulated.

Promoting your business through the website is fast, flexible and contemporary.

Our website advertising packages offer:

- Various size adverts.
- Changeable campaign artwork.
- Direct link from club website to your business site.

On social media STFC have at present 52,500 Twitter followers, 53,000 likes on our Facebook page which results in a total impressions per month of 1,600,000.  

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Sponsorship



Player Sponsorship - £250 + VAT

A unique way to gain exposure for your business and show your support for the club.

Benefits include:

- Your name or company will be displayed alongside your chosen player's photo in the Matchday Programme for every game.
- End of season, receive a match worn shirt signed by your chosen player.

Premium Player Sponsorship - £350 + VAT

Your Premium Player Sponsorship includes everything involved with our Player Sponsorship package plus:

- A table for two at a league game of your choice.

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Short Sponsorship – £10,000 + VAT PER ANNUM

- Your logo displayed on both the home and away shorts
- Exposure in the media through match action shots
- 2 x crowd facing advertising boards
- Scoreboard advert at every match
- 2 x season tickets
- All main sponsors get their logo added to the press board for all Media interviews



Training Wear Sponsorship – £20,000 + VAT PA

- Company logo on the front of all training wear worn by players and coaching staff
- Regular online videos and news segments with players in full training wear
- Managers post-match interviews (logo on both managers jacket and training top)
- All substitute warm up bibs
- Scoreboard advert at every match
- Full match programme page
- 3 x crowd facing boards
- 2 x season tickets
- All main sponsors get their logo added to the press board for all Media interviews

Back of Shirt Sponsorship

£17,500 + VAT FOR HOME ONLY **£20,000 + VAT** FOR HOME AND AWAY

- Your logo on the back of shirts
- Media exposure through match action shots
- New player signings picture taken with back of shirt facing camera
- 3 x crowd facing advertising boards
- Scoreboard advert at every match
- 2 x season tickets
- All main sponsors get their logo added to the press board for all Media interviews

Lounge Sponsorship – £6500 + VAT PA

- Company name on signage outside and inside lounge
- Company logo on all menu's in the lounge
- Company pop up banner in room
- Room is in use both matchday and non matchday (Over 20,000 people per annum)
- Free room hire for your company to use said room up to 5 times per annum (holds 80)
- 1 x Crowd facing board
- All main sponsors get their logo added to the press board for all Media interviews

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Match Sponsorship – £850 + VAT

Package includes:

- Company name and logo on the back of the Matchday Programme and on the Digital LED Board.
- An article about your company on the club website.
- Sponsorship announced through the PA system.
- Exclusive Behind-the-Scenes Tour.
- Three-course pre-match meal upon arrival.
- As a valued sponsor, you will receive a gift for each of your party and a Matchday Programme.
- Half-time refreshments in the restaurant.
- Presentation of your Man of the Match gift to the chosen player.
- Autographed Shrewsbury Town FC shirt to be presented to your party.
- Car Parking pass included.
- Take your seat in the Roland Wycherley Stand to enjoy the game.

Based on a party of 10 guests

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Matchball Sponsorship – £450 + VAT

Package includes:

- Your logo on the front of the Matchday Programme and on the Digital LED Board.
- Behind-the-Scenes Tour.
- Three-course pre-match meal upon arrival.
- As a valued sponsor, you will receive a gift for each of your party and a Matchday Programme.
- Half-time refreshments in the restaurant.
- Autographed Shrewsbury Town FC ball to be presented to your party.
- Car Parking pass included.

Based on a party of 6 guests

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Private Executive Box – Starts from £1000 + VAT

Package includes:

- VIP Car Parking
- VIP Entrance
- Drinks reception on arrival
- Comfortable padded seats on exclusive balcony outside of box.
- Three course meal
- Complimentary team sheet and programme
- Complimentary half time refreshments
- Hostess service direct to box

Based on a party of 12 guests

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Sovereign Suite

The Sovereign Suite offers the ultimate matchday experience for you and your guests. Why not enjoy your day in style with a corporate season ticket where you can meet in a glass fronted lounge overlooking the pitch with its own restaurant and bar.

Memberships are subject to an initial joining (debenture) fee and a monthly subscription starting at **£69 + VAT** per month.

- Comfortable padded seat
- VIP Car Park (for every two seats taken)
- Access to every single Shrewsbury Town first team fixture (League, Cup and Friendlies)
- Complimentary team sheet and programme
- Access to exclusive bar and lounge
- VIP entrance to the ground
- Access to fast track additional ticketing for away games and key home games
- Ability to dine as and when you like
- Seats are fully transferable, which means you can give them to staff, clients or indeed friends and family.



Matchday Mascot

Why not make the young Town fan in your life dreams come true and let them be mascot for a STFC game of their choice.

Mascot packages offer a unique matchday experience that will live long in the memory of all those involved.

As a mascot they can expect:

- Two tickets to the match
- Chance to meet the players and the manager before the match and get autographs
- Exclusive behind the scenes tour of the playing facilities

- Enjoy a kick about on the hallowed turf before the game
- Picture with the team captains
- Mention in the matchday programme and on the PA system
- Walk out with the players
- Full kit (if mascot doesn't already own one)

Cost if kit is needed: **£99+ VAT**
or **£49+ VAT** if kit is already owned

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Book the STFC Stadium – from £500 + VAT (per team)

A truly unique experience to play on a professional EFL League One pitch. Perfect for a corporate or charity event.

Package includes:

- 60 minutes of game time
- Dressing room use pre and post game. (30 mins either side of match)
- Match Officials
- Official Match Balls
- Free entry for spectators
- Free Parking
- Complimentary photograph to capture your special moment

(Please note prices are subject to time and date availability. The club reserves the right to re-arrange or cancel any of these games due to stadium or first team commitments).

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