

# SPONSORSHIP & ADVERTISING PACKAGES

WORKINGTON AFC 2023-2024 SEASON



AFFORDABLE FOOTBALL FOR THE WHOLE COMMUNITY







# FOREWORD

## WORKINGTON AFC

Borough Park has been the home of Workington AFC for over eighty years, with the stadium hosting the ups and downs of promotion and relegation, not to mention countless memorable matches none more so than the recent NPL play-off final.

It has been the stage for many fine managers with Bill Shankly, Joe Harvey, Ken Furphy and Keith Burkinshaw using Workington as a stepping stone to better things.

The pitch has hosted some wonderful players throughout the decades – the pre Munich Manchester United team, Tommy Docherty's Chelsea team of the sixties, internationals and household names and many Reds players who have arrived as unknowns and left as heroes.

As a sponsor, your brand will be prominently showcased across various platforms, including our official website, social media channels, matchday programmes, and stadium signage. Your involvement will be recognised and appreciated by a passionate fan base, who will undoubtedly show their support by engaging with your business.

Furthermore, sponsoring Cumbria's premier non-league football club will give you the chance to network with other like-minded businesses and influential individuals within the community. It

presents an excellent opportunity for collaboration, building lasting relationships, and showcasing your commitment to supporting local initiatives.

We understand that each business has unique goals and aspirations. Therefore, we are open to tailoring sponsorship packages that align with your specific objectives. Whether you are looking to increase brand visibility, connect with a dedicated fan base, or simply give back to the community, we are confident that our club can provide the perfect platform for achieving your desired outcomes.

We invite you to join us in this exciting journey as we strive for excellence both on and off the pitch. Together, we can make a lasting impact, enrich lives, and contribute to the overall growth and success of our community.

To discuss sponsorship opportunities or request further information, please do not hesitate to contact us at your earliest convenience. We eagerly look forward to welcoming you as an esteemed partner and sponsor of our club.

*Phil Norman*  
Workington AFC Chairman

# CUMBRIA'S PREMIER NON-LEAGUE FOOTBALL CLUB







---

# STADIUM SPONSORSHIP

## PACKAGE INCLUDES

- Your company logo or name above players/officials door at Borough Park
- Name on front of every programme, team sheet and on the official website.
- Name mentioned in or on all local media releases for every game
- Website presence and web link
- Pitch side advertising board
- Full page colour advert in every league match day programme
- 2 VIP tickets to every home league game
- A match sponsors package during the season
- Networking opportunities with fellow sponsors
- POA

---

# STAND SPONSORSHIP

## PACKAGE INCLUDES

- Your company logo or name on the roof fascia facing pitch
- Your company logo or name on website with web link
- Pitch side advertising board
- Sponsors mention in every match day programme
- 2 season tickets in main stand and sponsors lounge access
- Networking opportunities with fellow sponsors
- POA

---

# FIXTURE BOARD SPONSORSHIP

## PACKAGE INCLUDES

- Company name or logo on fixture board
- Sponsors mention in every match day programme
- Website presence
- 2 season tickets
- Networking opportunities with fellow sponsors
- POA

---

# DUG OUT SPONSORSHIP

## PACKAGE INCLUDES

- Company name or logo on top, sides or reverse of the dug outs
- Sponsors mention in every match day programme
- 2 season tickets
- Networking opportunities with fellow sponsors
- POA



---

# ADVERTISING BOARD SPONSORSHIP

## PACKAGE INCLUDES

- Outside advertising boards
- Busy roadside position
- 20,000 plus vehicles per day passing
- Various sizes available
- £1200 + VAT per year
- Production of board  
from £370 + VAT unless supplied

---

# PITCHSIDE BOARD SPONSORSHIP

## PACKAGE INCLUDES

- 8ft x 2ft perimeter board  
£220 + VAT per season
- Production of board  
£164 + VAT unless supplied

No artwork! Don't worry we can take care of that for you with our professional artwork service, additional fees apply









---

# MAIN MATCH SPONSORSHIP

## PACKAGE INCLUDES

- 10 VIP guest match tickets
- Pre match meal in the Shankly Lounge
- Half-time refreshments.
- Complimentary team sheet and match day programme
- Presentation of match day memento
- Mention in match day programme
- Opportunity to meet a team representative before kick-off
- Drinks package available on request\*
- £450 + VAT

---

# ASSOCIATE MATCH SPONSORSHIP

## PACKAGE INCLUDES

- 6 VIP guest match tickets
- Pre match meal in the Shankly Lounge
- Half-time refreshments.
- Complimentary team sheet and programme
- Mention in match day programme
- Opportunity to meet a team representative before kick-off
- Drinks package available on request\*
- £280 + VAT

A range of drinks packages are available on any of the packages by contacting the office



---

# MATCH BALL SPONSORSHIP

## PACKAGE INCLUDES

- 4 VIP guest match tickets
- Pre match meal in the Shankly Lounge
- Half-time refreshments.
- Complimentary team sheet and programme
- Mention in match day programme
- Drinks package available on request\*
- £180 + VAT

---

# MAN OF THE MATCH SPONSORSHIP

## PACKAGE INCLUDES

- 4 VIP guest match tickets
- Pre match meal in the Shankly Lounge
- Half-time refreshments.
- Complimentary team sheet and programme
- Mention in match day programme
- Drinks package available on request\*
- £180 + VAT





---

# FAN MATCH DAY SPONSORSHIP

## PACKAGE INCLUDES

- 1 VIP match ticket
- Pre match meal in the Shankly Lounge
- 1 x complimentary drink
- Half-time refreshments
- Souvenir match day programme
- Mention in match day programme
- Q&A with first team manager
- £39 per person

---

# GROUNDHOPPER TOUR

## TOUR STARTS 12 NOON MATCH DAYS & INCLUDES

- Shankly Lounge opened by Bill Shankly in 1980
- Changing rooms with an opportunity to meet the manager
- Players tunnel and sit in dugouts with photo opportunities
- Walk around traditional terraces
- Chance to operate one of the old Ellison or Bailey turnstiles
- Tea/ coffee on arrival
- Souvenir match day ticket
- Match day programme
- Team sheet
- Pie and pint in Tony Hooper bar
- Surprise Reds goodies
- Price £35 per person







8

7

10

MANNING  
ELLIOTT

MANNING  
ELLIOTT

MANNING  
ELLIOTT

PITCHING  
IN

PITCHING  
IN



---

# MATCH DAY PROGRAMME ADVERTISING

## PACKAGE INCLUDES

- Full colour advert in every match day programme for the full season, including all league cup and play-off games
- £100 - £500 + VAT per season from a small business card size to a full inside page

\*Above prices are for print ready supplied artwork only  
& subject to availability

---

# MATCH DAY ONLINE SCOREBOARD ADVERTISING

## PACKAGE INCLUDES

- Fans who can't travel to home or away matches watch our games via our live scoreboard online via their PC, tablets and mobile phones.
- Static adverts on the page are visible throughout the live stream for the full season
- Hit up to 1,500 digital followers each game.
- £100 + VAT per advert (artwork to be supplied)

No artwork! Don't worry we can take care of that for you with our professional artwork service, additional fees apply

---

# WEBSITE ADVERTISING

## PACKAGE INCLUDES

 Over 1 Million Unique Users Per Year

### Gold Package

- Carousel advert Home page
- £200 + VAT per season - artwork supplied

### Silver Package

- Static adverts all other pages
- £150 + VAT per season - artwork supplied

---

# SOCIAL MEDIA ADVERTISING

## PACKAGE INCLUDES

 7.3K Facebook Followers

 1.7k Instagram Followers

 11.4K Twitter Followers

- Main feature post advertising business with website link
- Company tagged in every club post via #
- Monthly business advert post with website link
- £95.00 + VAT

No artwork! Don't worry we can take care of that for you with our professional artwork service, additional fees apply





LET'S SUCCEED  
TOGETHER



---

# THANK YOU

FOR MORE INFORMATION PLEASE CONTACT:

CLARE PARTRIDGE  
COMMERCIAL ASSISTANT

t: 01900 602 871

e: [commercial@workingtonafc.com](mailto:commercial@workingtonafc.com)

Workington Association Football Club Limited  
Borough Park, Workington,  
Cumbria CA14 2DT

[WWW.WORKINGTONAFC.COM](http://WWW.WORKINGTONAFC.COM)



WorkingtonRedsAFC



WorkingtonAFC