

# ROYSTON TOWN FC COMMERCIAL OPPORTUNITIES



**#CROWS**



CHARTER  
STANDARD  
CLUB

[www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship)

**337 PAGE FOLLOWERS**  
**327 PAGE LIKES**  
**91K POST REACH**



**19,630**  
**ANNUAL POST ENGAGEMENTS**



**6,016**

**TWITTER FOLLOWERS**

**WEBSITE VISITORS**

**46,384**

**TOTAL**

**10,136**

**HOME ATTENDANCES**

**1,400+**

**LOCAL COMMUNITY MEMBERS ACTIVELY ENGAGE WITH THE CLUB EVERY WEEK**

**PRINT MEDIA**

**EXPOSURE**

**LOCAL & NATIONAL**

**10,290**

**Royston  Crow CIRCULATION**

**THE NON-LEAGUE PAPER**  
ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME  
**CIRCULATION**

**32,000**

**121,600**

**THE NON-LEAGUE PAPER**  
ESSENTIAL READING FOR FOLLOWERS OF THE NATIONAL GAME  
**READERSHIP**

**WWW.ROYSTONTOWNFC.CO.UK**



# #CROWS



## WHO WE ARE

Formed in 1875, we are the 3rd oldest club in Hertfordshire. We are an important and integral part of the local community, having played at our present ground in Garden Walk for the last 88 years. The last 10 seasons have seen us enjoy the most successful period in our **144 year history**, as 4 promotions have seen us rise to The Southern League Premier Division - Step 3 of the non-league football pyramid, **our highest level ever**. This recent period of success has coincided with a number of improvements off the pitch, as we have developed our ground to accommodate Step 3 football.

We have also seen the introduction of 2 Ladies teams, perfectly complementing our existing 2 Men's, Veterans and U18 team's, that offer football to the local community. During the past year we successfully created the '**Royston Town FC in the Community**' programme focusing on School Sport, Community Activities and Youth Development, with the ultimate aim of creating inclusive sporting opportunities for local children. Via this program we actively engage with over 600 local children a week.

## HOW YOU CAN HELP



To enable us to continue our progress and achieve our objectives we are always looking for financial support from local, national and international companies who wish to align and affiliate themselves to our '**Football For All**' ethos and ambition.

We have a wide number of sponsorship opportunities available to welcome you into the ever expanding Royston Town football family, whilst also providing you with a wide range of exposure to promote and grow your business.

Interested? Email: [president@roystontownfc.co.uk](mailto:president@roystontownfc.co.uk)



#CROWS

## WHY SPONSOR?

- Promote or enhance your company's image and reputation
- Visibly demonstrate your support of your local community
- Positively associate your brand with a community focussed and inclusive club
- Increased exposure via local and national print media, as well as via our social media channels and match day announcements
- Continuous brand exposure and not just a 'one-hit'
- Reward and recognise your employees, customers or clients
- Hospitality and entertainment opportunities
- Networking opportunities
- Packages available to suit all budgets



## WHAT CAN YOU SPONSOR?

Anything you want! We are happy to discuss the creation of a bespoke sponsorship package for you - pretty much everything is available for sponsorship including:

- |  |                                |
|--|--------------------------------|
| • Our home ground - Garden Walk - naming rights available! | • Team kit                     |
| • Individual matches                                       | • Members of the playing squad |
| • Pitchside advertising boards                             | • Management team              |
| • Our Community Programme                                  | • Man of The Match award       |
|  | • Social media posts           |

visit [www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship) for details





# #CROWS

## STANDS

- Have one of our stands at Garden Walk named after your company or organisation
- Display board and other branding opportunities available
- Prominent exposure during all home games across all teams
- Premium partner rights resulting in preferential exposure on the website
- 2 free season tickets

**£2000**



## DUG OUTS

- Have your branding displayed on one of the dug outs, or both!
- Heavy exposure within our YouTube highlights
- Featured within sponsors area of website
- Free entry for 2 with Boardroom access to 1 home league game
- Exposure during all home games, including reserve team, ladies and U18 fixtures and other events!

**£250 each**

Contact [president@roystontownfc.co.uk](mailto:president@roystontownfc.co.uk) to discuss further



**#CROWS**

**ROYSTON TOWN**

**V's**

## **FIXTURES BOARD**

- Have your name displayed on our fixtures board at the main entrance to the ground
- Featured within sponsors area of website
- Free entry for 2 with Boardroom access to 1 home league game
- Social media exposure throughout the season
- Exposure during all home games, including reserve team, ladies and U18 fixtures

**£500**

NEWTON	3	4	NASH
THOMAS	4	5	WISE
PARR	5	6	SHAMSI
BRAITHWAITE (C)	6	7	HAWTIN
KINALI	7	9	JOHNSON (C)
KNIGHT	8	10	DIGGIN
GALLIN	9	12	AWADH
<b>TEAM LINE-UP BOARD</b>			
GORDON	11	18	KASULO

- Situated upon entry to the ground, have your name on the board displaying the team line-ups
- High traffic area
- Featured within sponsors area of website
- Free entry for 2 with Boardroom access to 1 home league game
- Social media exposure throughout the season
- Exposure during all home games, including reserve team, ladies and U18 fixtures

**£250**

visit [www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship) for details





# #CROWS

## COMMUNITY PROGRAMME

Becoming the principal sponsor of our ever expanding community programme represents a unique and fantastic opportunity for the right organisation

It's always been our ambition to make Royston Town FC a focal point for the town and something to be proud of. Whilst we have made incredible progress on the field we now wish to see our interaction with our local community outside of football, match that progression.

We work very closely with Royston Town Youth FC, offering all 536 players complimentary season tickets and we've invested in developing Ladies football and now have two successful senior sides, a Female Development Centre and a growing number of Youth sides. However, our connection with children outside of football has been very limited. The sale of former Royston Town goalkeeper, Will Norris, from Cambridge United to Wolves, resulted in a cash injection for the Club and a large proportion of this money was invested into setting up a Community Sports Programme for the benefit of the whole town.

Whilst football will always be our main focus, our intention is to interact with the town's youngsters and encourage every child to take up sport or physical activity in one form or another. As parents and responsible adults we owe this to our children and Royston Town FC will play its part in making that happen.

Our mission is:

To engage with the Royston community using the power of sport to help them **realise their potential**. Providing the **Opportunity** to participate in recreational and competitive sporting activities. **Welcoming** and **Supporting** all members of the community

What we offer:

- School Holiday courses
- PE curriculum support
- Extra curricular clubs
- School Assemblies
- PPA Cover
- RTFC Projects
- Anti-Bullying projects
- Education projects
- Tiny Tots activity programme

Some Facts & Figures

- Our youngest participant is just 18 months old taking part in our new Tiny Tots programme.
- We are currently working in 7 different schools in and around Royston.
- Actively engaging with over 600 children on a weekly basis
- Currently delivering 6 different education projects
- A wide range of sports being delivered not just football
- Currently running 8 extra curricular clubs each week
- Over 150 children have signed up to our School holiday courses so far!

# £POA

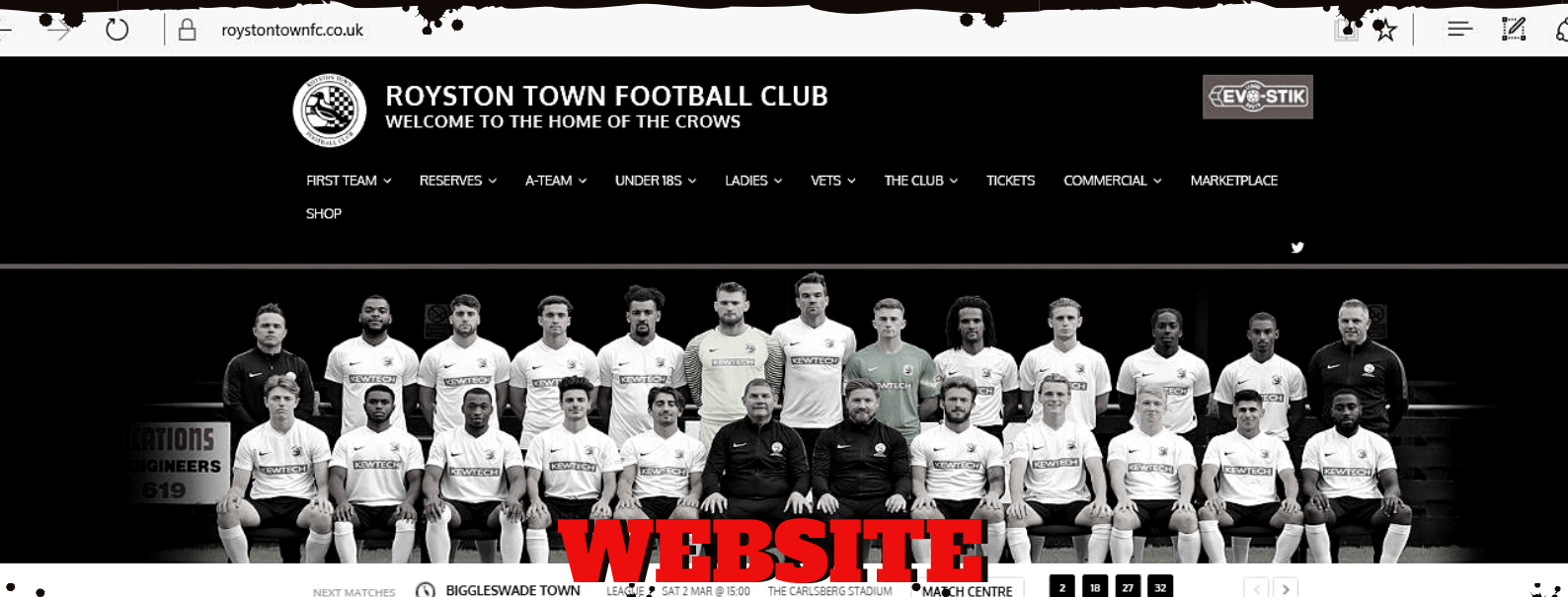
Interested? then call: **07966 296614**

#CROWS

## SEASON TICKETS

- Have your logo prominently placed on all season ticket cards
- Includes the cards freely issued to all Royston Town Youth players (over 500) and managers providing them with free entrance to all home league games
- Free entry for 2 with Boardroom access to 1 home league game
- Featured profile within sponsors area of club website

**£250**



## WEBSITE

### MAIN WEBSITE SPONSOR

- Prominent position on front page of the website
- Featured on every page of the website
- Direct link to sponsors website
- 2 free season tickets
- Seen by over 4,500 visitors per month

**£1000**

### HOMEPAGE SPONSOR

- Direct link to sponsors website
- Only 4 opportunities available
- Free entry for 2 with Boardroom access to 1 home league game

**£500**

visit [www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship) for details



**#CROWS**



**ROYSTON TOWN**

EVOSTIK LEAGUE SOUTH SATURDAY 2 MARCH @ 3:00 PM THE C

**MATCH REPORT**

**MATCH DETAILS**

**HEAD TO HEAD**

## **MATCH REPORT SPONSOR**

- Direct link to sponsors website
- Match reports regularly updated and read by diverse number of visitors
- Free entry for 2 with Boardroom access to 1 home league game
- Seen by over 300 visitors per week
- Twitter mention every time a new match report is posted

**£250**

## **MANAGERS BLOG SPONSOR**

- Direct link to sponsors website
- Free entry for 2 with Boardroom access to 1 home league game
- Regularly updated blog written by First Team Manager
- Seen by over 250 visitors per week
- Twitter mention every time the Managers blog is updated

**£250**

For more info email: [president@roystontownfc.co.uk](mailto:president@roystontownfc.co.uk)

# #CROWS



## MATCH DAY SPONSORSHIP PACKAGES

### GOLD

- Entrance for 10 including programmes
- Buffet at Half Time and platter of food at Full Time
- Welcome drink and tea, coffee and biscuits pre-match and at Half Time
- Vouchers for 10 drinks at the bar
- Nominate and present award to Man of the Match
- Reserved seating in Club House and in Stand
- Sponsors name displayed in programme, on notice boards, social media and announced over the tannoy

**£350**

### SILVER

- Entrance for 6 including programmes
- Buffet at Half Time and platter of food at Full Time
- Tea, coffee and biscuits pre-match and at Half Time
- Vouchers for 6 drinks at the bar
- Nominate and present award to Man of the Match
- Reserved seating in Club House and in Stand
- Sponsors name displayed in programme, on notice boards, social media and announced over the tannoy

**£200**

### BRONZE

- Entrance for 4 including programmes
- Platter of food at Full Time
- Tea, coffee and biscuits pre-match and at Half Time
- Vouchers for 4 drinks at the bar
- Nominate and present award to Man of the Match
- Reserved seating in Club House and in Stand
- Sponsors name displayed in programme, on notice boards, social media and announced over the tannoy

**£150**

Secure your place today! Email: [president@roystontownfc.co.uk](mailto:president@roystontownfc.co.uk)



**#CROWS**

Image courtesy of Kevin Richards

Looking for an exciting new job opportunity in Royston?

**sartorius stedim**

biotech

[www.sartorius-stedim-tap.com](http://www.sartorius-stedim-tap.com)

## **PITCHSIDE ADVERTISING**

- Advertise your brand or company at every Royston Town home game across our various teams - First, Reserves, Ladies, U-18's, and Veterans.
- Promotion of your brand and involvement via our social media channels
- Various sizes and locations available
- Show your support of your local football club
- 2 Free season tickets included

**FROM  
£450**

## **PROGRAMME ADVERTISING**

- Advertise your brand or company at every Royston Town 1st Team home game
- Full, half and quarter page ads available
- Colour and Black & White
- Show your support of your local football club
- Discounts available for multi-year agreements

**FROM  
£125**

visit [www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship) for details

# #CROWS



## BEER FESTIVAL

For the last 14 years we have run a hugely successful Beer and Music Festival at our Garden Walk ground on the last Bank Holiday weekend in May.

This is a hugely important fundraising day and has become an integral part of the local community calendar, with in excess of 2000 people attending.

With 4 local bands playing, an array of real ales and children's entertainment, it is a day not be missed for all the family.

Please contact the club if you would like to discuss any of the following sponsorship opportunities:

- Headline sponsor
- Band sponsor
- Real ale sponsor

# £POA

visit [www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship) for details



# #CROWS

## PLAYER SPONSORSHIP

- Sponsor your favourite player for the season
- Recognition within every matchday programme
- Publicity on our website
- Announcement post on our official social media platforms
- Framed and signed photo of player
- We can also arrange for you to have your photograph taken with your chosen player

**£150**

## ROYSTON TOWN FC COMMERCIAL OPPORTUNITIES SUMMARY OF BENEFITS

ACTIVITY	COST	2 X SEASON TICKETS	FEATURED SPONSOR	TWITTER EXPOSURE	PREMIUM PARTNER	SPONSORS DIRECTORY	SPONSORS EVENT	SPONSORS MATCH DAY	SPONSORS WALL IN CLUBHOUSE	1/4 PAGE PROGRAM AD	FREE ENTRY TO MATCH FOR 2	OTHER
Ground naming rights	£5,000	x	x	x	x	x	x	x	x	x		
Main stand	£2,000	x	x		x	x	x	x	x	x		
Club house	£2,000	x	x		x	x	x	x	x	x		
Main website	£1,000	x	x		x	x	x	x	x	x		
Other stands	£1,000	x	x		x	x	x	x	x	x		
Pitchside board	From £450	x	x		x	x	x	x	x	x		
Programme	£125-£550					x	x	x	x		x	
Fixtures board	£500			x	x	x	x	x	x	x		
Website front page	£500				x	x	x	x	x	x		Limited to 4
Dug outs	£250					x	x	x	x		x	
Line-up board	£250					x	x	x	x		x	
Player/staff	£150			x		x	x	x	x		x	Signed photo

Some sponsorship opportunities will require signage that can either be supplied by the sponsor or charged as extra.

**#CROWS**



## **"AND NOW A FEW WORDS FROM OUR SPONSORS"**

"We had a great afternoon watching the football at Royston Town, where we were made to feel very welcome. All of our staff thoroughly enjoyed themselves and it proved to be a good team bonding event. The added bonus was the exposure it gave to the company to a new, local audience."

**Specialized Security Products, Match Day Sponsor 2018/2019**

"We are proud to be the current sponsors of Royston Town FC this season and for the previous four seasons. It's been a pleasure to support and in particular provide the kit for both of the Clubs Ladies teams. Our sponsorship has not only helped us as a business to expand our customer base but also allowed us the opportunity to make contributions to the development of women's football and the Royston community. Both Royston Tandoori business partners, Mahbubur Rahman and myself would like to take this opportunity to thank our customers including Royston Town FC for their loyalty and support not only for the past five years but since the business opened in 2005 and we look forward to continuing our support into the future."

**Syed Miah, Royston Tandoori, Sponsor since 2014**

"We take great pride in sponsoring our local Football team each year for a home match - the bonds between our two sides are strong and this small act of sponsorship is one we are proud to carry out. We are always made most welcome and the afternoon is an enjoyable one with the President, Chairman and all other committee members making us more than welcome"

**Secretary, Royston Cricket Club, Match Day Sponsor 2018/2019**

"Our match day experience was a most pleasurable one and we were made to feel welcome from the moment we entered Garden Walk – it's good to feel that in some small way we have helped the Crows match day experience and the promotion of our well run and successful football team"

**Ian Brown, Match Day Sponsor 2018/2019**

"It was a fantastic evening, the hospitality was fantastic"

**Newlings of Royston, Match Day Sponsor 2017/2018**

visit [www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship) for details





**#CROWS**

**INTERESTED?**

Every year we hold a Sponsors Event ahead of one of our pre-season fixtures. This event is open to both existing and prospective sponsors. It provides you with the perfect opportunity to discuss your sponsorship requirements with the Commercial team at Garden Walk, as well as taking in a game and sampling some of our renowned hospitality.

Spaces are limited at this event so please contact us asap to reserve your place.

If you would like to discuss any of the sponsorship opportunities contained within this brochure, or to secure your place at our 2019/20 Sponsors Day please email:

**PRESIDENT@ROYSTONTOWNFC.CO.UK**

Or telephone:

**07966 296614**

visit [www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship) for details

# ROYSTON TOWN FC COMMERCIAL OPPORTUNITIES



Royston Town FC  
Garden Walk  
Royston  
Herts  
SG8 7HP

email:  
[president@roystontownfc.co.uk](mailto:president@roystontownfc.co.uk)

tel:  
07966 296614



## #CROWS

[www.roystontownfc.co.uk/sponsorship](http://www.roystontownfc.co.uk/sponsorship)