

# ROYSTON TOWN FC COMMERCIAL OPPORTUNITIES



CHARTER STANDARD  
COMMUNITY CLUB





**650**  
**FACEBOOK**  
**PAGE LIKES**



**1031**  
**YOUTUBE**  
**VIEWING**  
**HOURS**

**49206**  
**WEBSITE**  
**VISITORS**



**7457**  
**TWITTER**  
**FOLLOWERS**



**1093**  
**INSTAGRAM**  
**FOLLOWERS**



**10726**  
**TOTAL**  
**HOME**  
**ATTENDANCE**







**FORMED  
1875**



**145  
YEARS  
OLD**



**PROUD  
TO BE  
FAMILY  
FRIENDLY**



**ENGAGE  
WITH OVER  
600  
KIDS A WEEK!**



**MENS  
WOMENS  
VETS  
UNDER 18s**



**3RD  
OLDEST  
TEAM IN  
HERTS.**



# HOW YOU CAN HELP

To enable us to continue our progress and achieve our objectives we're 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.

## WHY SPONSOR?

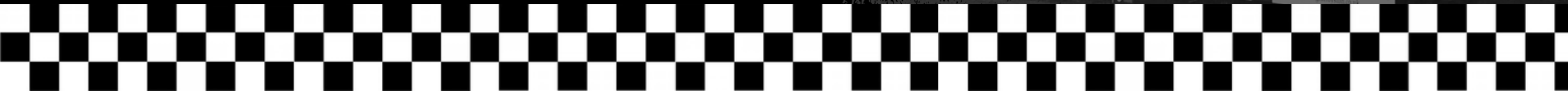
- Promote and enhance your company's image and reputation
- Visibly demonstrate your support of the local community
- Associate your brand with a successful, community focused and inclusive club
- Increased exposure via local and national print media
- Continuous brand exposure and not just a 'one-hit'
- Reward and recognise employees, customers or clients
- Hospitality, entertainment and networking opportunities
- Packages available to suit all budgets
- Increased brand awareness via our social media channels

## 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!
- Individual matches
- Pitchside advertising boards
- Our Community Programme
- Members of the playing squad and Management team
- Man of The Match award
- Social media posts and channels





# 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

**Main Stand: £2000**

**Terrace Stand: £1000**



# 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
- 1 Free season ticket included per dug out
- Exposure during all home games, including reserve team, ladies and U18 fixtures and other events!

**£450 each**

**£800 both**





# TEAM LINE-UP BOARD

- 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**

\*Covid-19 guidelines permitting



# MATCH DAY SPONSORSHIP PACKAGES

## **GOLD** **£350**

- For up to 10 Guests
- Programme and drink voucher for each guest
- Half-Time Buffet, Full-Time platter plus welcome drink and tea, coffee and biscuits pre-match and at Half-Time
- Nominate and present Man of the Match award
- Reserved seating in Club House and Stand
- Sponsors name displayed in programme, on notice boards, social media and announced over the tannoy

## **SILVER** **£200**

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

## **BRONZE** **£150**

- 4 Guests
- Hot drinks and biscuits pre-match and Half Time plus Full Time platter
- Vouchers for 4 drinks at the bar
- Nominate and present Man of the Match award
- Reserved seating in Club House and Stand
- Sponsors name displayed in programme, on notice boards, social media and announced over the tannoy





# PITCHSIDE ADVERTISING

- Advertise your brand or company at every Royston Town home game across our various teams - First, Reserves, Womens, 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
- 1 Free season ticket included

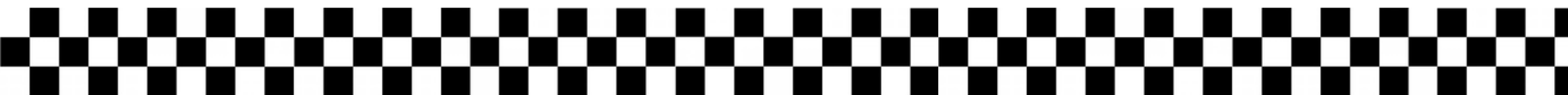
**FROM £450**



# 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
- Discounts available for multi-year agreements

**FROM £125**



# PLAYER SPONSORSHIP

- Sponsor your favourite player for the season
- Recognition within every matchday programme
- Announcement over the tannoy of your sponsorship every time your player scores
- Publicity on our website in new Player Profile section
- 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**





# YOU TUBE CHANNEL

- Your logo prominently displayed on channel home page and all videos
- Match highlights, interviews and special features
- Men's and Women's teams covered
- Company name and logo featured in all social media activity promoting videos
- Watched by both RTFC supporters and visiting fans
- Big growth area
- Over 1000 viewing hours in last 12 months!

**£750**

**NEW SIGNING!**  
**ISAAC GALLIFORD**  
**JOINS THE CROWS!**



#RTFCTV

**POST MATCH INTERVIEW**  
**STEVE CASTLE**  
**ROYSTON TOWN**  
**VS**  
**NEEDHAM MARKET**



Southern League Premier Central  
Garden Walk

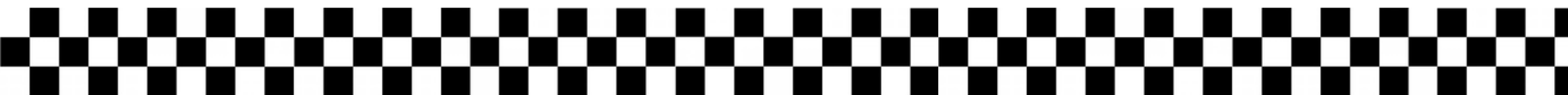
#RTFCTV

**MATCH HIGHLIGHTS**  
**Royston Town**  
**VS**  
**Needham Market**



Southern League Premier Central  
Garden Walk  
Saturday 23rd November 2020

#RTFCTV



# SOCIAL MEDIA BLASTS



- Advertise via our social media channels - Facebook, Twitter and Instagram
- Highly engaged communities
- Big growth area
- Individual and bespoke packages available
- One off or regular campaigns

**From £99**



# COMMUNITY PROGRAMME

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 Women's 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.

What we provide:

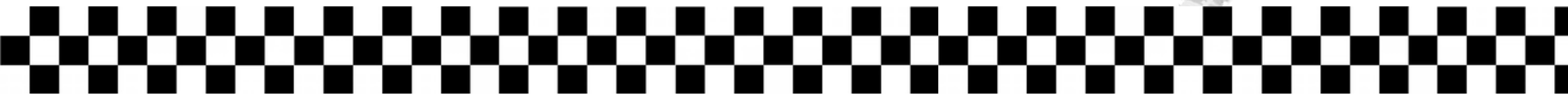
- School Holiday courses
- PE curriculum support
- Extra curricular clubs
- School Assemblies
- PPA Cover
- RTFC Projects
- Anti-Bullying projects
- Education projects
- Tiny Tots activity programme

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**





# DON'T JUST TAKE OUR WORD FOR IT...

"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*

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

*Newlings of Royston*

"We are proud to be the current sponsors of Royston Town this season and for the last five seasons. It's been a pleasure to support and provide the kit for both of Women's teams. Our sponsorship has not only helped us 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."

*Royston Tandoori*

"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*

"We take great pride in sponsoring a home match each year. 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"

*Royston Cricket Club*

# INTERESTED?

Every year we hold a Sponsors Event ahead of one of our home 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.

Due to the current situation we are unable to provide a firm date when the Sponsor Event will take place. However, you can still contact us to reserve your place as spaces will be limited.

If you would like to discuss any of the sponsorship opportunities contained within this brochure, or to secure your place at our 2020/21 Sponsors Day please email:

**[PRESIDENT@ROYSTONTOWNFC.CO.UK](mailto:PRESIDENT@ROYSTONTOWNFC.CO.UK)**

OR TELEPHONE:

**07966 296614**



# ROYSTON TOWN FC COMMERCIAL OPPORTUNITIES

[WWW.ROYSTONTOWNFC.CO.UK/SPONSORSHIP](http://WWW.ROYSTONTOWNFC.CO.UK/SPONSORSHIP)



CHARTER  
STANDARD  
CLUB

