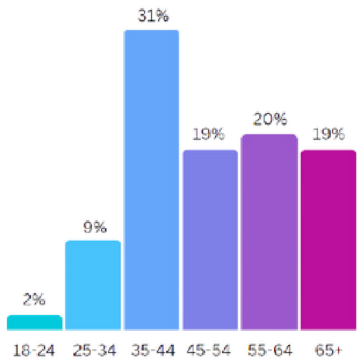




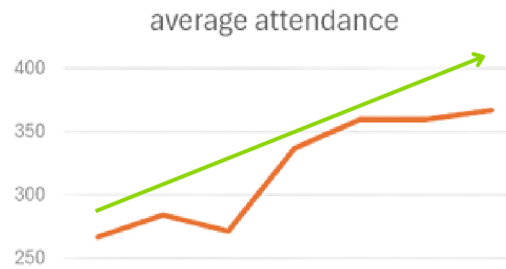
ROYSTON TOWN FC COMMERCIAL BROCHURE 2024/25



RTFC fans cover all ages!

65%

of RTFC fans said they would use a sponsors product over their competitors



our average home attendance has grown almost 41% in the last 6 seasons

98%

of fans believe its important for companies to engage with their local community

75%

of RTFC fans said they had a positive view of brands who sponsor the Crows



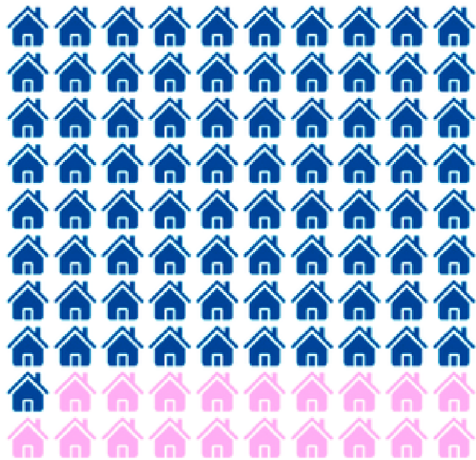
167% growth of YouTube views
129% increase in viewing hours
108% increase in subscribers

54%

of RTFC fans said they had a VERY positive view of brands who sponsor the Crows

3335

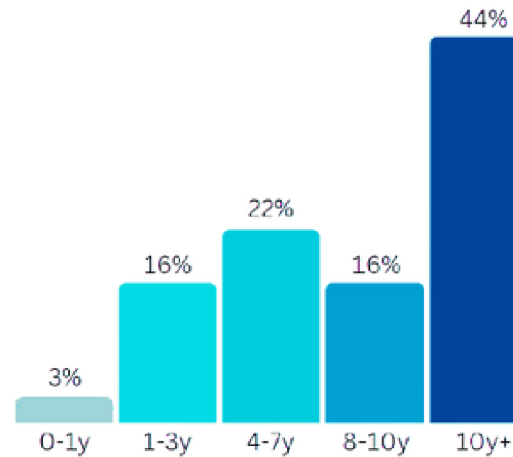
views of our matchday programme last season



80% of RTFC fans live within Royston

58%

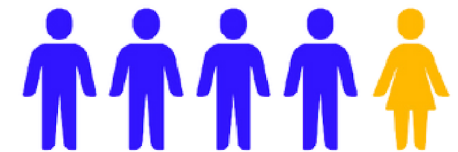
of fans said they would be likely to work for a company that partnered with the club



RTFC fans are very loyal - 82% have supported the club for 4 years or more!

20%

of fans said they bought products/services from sponsors because of their association with RTFC



80% of RTFC fans are male

9540
X FOLLOWERS



INCLUSIVE

We are open to all regardless of race, colour, religion, gender, gender identity, sexual orientation, genetics, disability or age

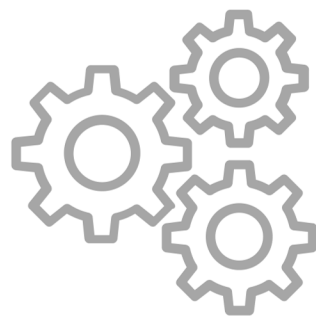


ACCREDITED
PART OF ENGLAND FOOTBALL



CONNECTED

We aim to actively and consistently engage with our supporters and our local community



INTEGRAL

We play an important role in the lives of our volunteers, supporters and the town

1560

FACEBOOK FOLLOWERS



HISTORIC

We are the 3rd oldest football club in Hertfordshire and are closing in on our 150th anniversary.



AFFORDABLE

We are committed to providing affordable football to all within our community



AMBITIOUS

We are constantly looking to improve our status, our facilities and our club to make it the best it can be.

520

YOUTUBE SUBSCRIBERS



COMMUNITY FOCUSED

Committed to supporting our local community and the wider football family

2246
INSTAGRAM FOLLOWERS



FAMILY FRIENDLY

We pride ourselves on being family friendly

ROYSTON TOWN FC

Where Football Runs Deep in the Community

Nestled in the heart of Royston, the Crows boast a rich heritage dating back to 1875, weaving football into the very fabric of our community for nearly 150 years.

We offer something for everyone:

- Men's First Team: Competing at the high-calibre Pitching In Southern Football League Premier Central Division (Step 3 of the Non-League system).
- Rising Stars: Our Under 23's are soaring through the ranks, recently securing promotion to Step 6.
- The Next Generation: Our talented and title-winning Under 18s are already making the next steps on our well-trodden pathway to First Team football
- Empowering Women: The Women's Team is a force to be reckoned with, playing in the Eastern Region Women's Football League Premier Division - just one step below the Women's National League system.
- The Legacy Continues: We have a dedicated Veterans team, keeping the passion alive.
- At the Roots of Grassroots: We have long held and close ties to Royston Town Youth FC with many of the junior Crows going on to represent the adult club

Success runs in our blood. Royston Town FC boasts an impressive trophy cabinet, including the historic Southern Football League Cup.

Join the Royston Town FC family.

Where passion, community, and a winning spirit collide.



Invest in Your Community

Invest in Success: Become a Royston Town FC Sponsor

We're on a mission to elevate our facilities, empower our players and supporters, and solidify our place at the heart of Royston. You can be a part of this exciting journey by becoming a sponsor.

Benefits of a Partnership with The Crows:

- Reach a Dedicated Audience: Over 360 passionate fans consistently pack our Men's First Team home games, and the buzz surrounding our Women's team is undeniable and growing!
- Gain valuable exposure to a loyal and engaged community.
- Align with Success: We boast a rich history of victories and developing talent. Associate your brand with champions who foster a winning spirit.
- Support a Cause You Believe In: Your sponsorship directly translates to improved facilities, increased opportunities for players and fans, and a stronger Royston.

Become a Royston Town FC sponsor.

We are 'More than a Club' we are a Community Cornerstone.



UNLEASH THE POWER OF SPONSORSHIP

Be a Part of the Action at Royston Town FC!

At Royston Town FC, we offer a winning lineup of sponsorship opportunities to perfectly match your brand's goals. Our dedicated team will craft a bespoke package to maximize your impact. Here's a glimpse of the exciting possibilities:

Dominate the Field - Secure prime real estate with our pitchside advertising boards. Gain season-long exposure for your brand, reaching a passionate audience at every match.

Own Match Day - Take centre stage by sponsoring a specific game. Reward your staff, entertain clients, and create lasting brand experiences.

Stand with the Stars - Become a player sponsor! Align your brand with one of our players and showcase your support for the local heroes.

Social Media Blitz - Amplify your reach! Get your brand featured across our expansive social media channels, engaging with a dedicated online fanbase.

These are just the beginning!

Contact us today to explore a world of sponsorship options and become a key player in Royston Town FC's success story.



WELCOME BOARD

Dominate Every Match and Event at Garden Walk! Secure Your Spot as Royston Town FC's Welcome Partner

Make a lasting impression on our passionate fans from the moment they arrive!
Become the official Welcome Partner at Garden Walk.

This exclusive sponsorship offers:

- A High-Impact, High-Traffic Location - Your brand will be prominently displayed on the main welcome board, greeting supporters entering the ground for every home game or event. This includes matches for our:
 - First Team
 - U23's
 - U18's
 - Women's Team
 - Vets Team
- Year-Round Online Presence: Recognition on our dedicated sponsors' area of the website.
- Social Media Boost: Maximize your reach with social media exposure throughout the entire season.

£500



MATCH DAY PROGRAMME ADVERTISING

**Take Centre Stage in the Match Day Programme!
Reach a Dedicated Fanbase with Targeted Advertising**

Engage a captive audience of passionate fans with a prime presence in our free online match day programme.

Unleash the Power of Digital Advertising:

- **Direct Engagement:** Link directly to your website within your ad, driving traffic and boosting conversions.
- **Dynamic Content Options:** Showcase your brand in captivating ways! Include video content or update your advert as often as needed to keep it fresh.
- **Free Design Assistance:** Take advantage of our free advert design service to create a professional and impactful ad.
- **Measure Your Success:** Gain valuable insights with full viewing statistics
- **Flexible options:** Select from full, half, or quarter page ads to suit your budget.
- **Long-Term Value:** Secure multi-year agreements and enjoy attractive discounts

FROM £110



PITCHSIDE ADVERTISING

Be Seen. Be Heard, Be A Part of the Action!
Become a Pitchside Partner and Dominate Every Home Game

Showcase your brand to a passionate fanbase at every Royston Town FC home game! Our pitchside advertising offers unrivalled exposure across all our teams - First Team, U23's, U18's, Women's Team and Veterans Team

Expand Your Reach

Passionate Audience: Catch the eyes of fans from across the area attending games live and those watching highlights online!

Memorable Impressions: Become a fixture in our popular match photography, leaving a lasting impact.

It's More Than Just A Sign:

Community Champion: Align your brand with a beloved local community club and demonstrate your commitment to that community. Our Fan Survey showed that 75% of fans had a more positive view of companies that support their team.

Free Design Service: Let our team create a professional and eye-catching pitchside board for you at no additional cost (if needed).

Become a key player in our success story!
Secure your pitchside advertising spot TODAY!

FROM £495



MATCH DAY SPONSORSHIP

Elevate Your Match Day Experience Become an Exclusive Match Day Sponsor

Our Match Day Sponsorship offers an unparalleled opportunity to combine great hospitality with exceptional brand promotion.

Host in Style:

- Treat up to 10 guests to a VIP match day experience.
- Enjoy premium pre-match or half-time buffets including drink vouchers.
- Engage with club management or players in a pre-match Q&A

Be the Match Day Hero:

- Present the Man of the Match Award
- Relax in reserved seating within the exclusive Crows Lounge, Clubhouse, and Stand.

Widespread Brand Recognition:

- Pre-Match: Generate excitement with pre-match social media announcements
- Matchday: Prominent recognition in the official matchday programme and tannoy announcements.
- Post-Match: See your brand shine in the official match highlights package shared on YouTube, extending your reach beyond the stadium and matchday.

MENS £45 pp*

***minimum 4 people**



WOMEN'S MATCH DAY SPONSORSHIP

The VIP Treatment:

- Enjoy reserved seating within the Club House and Stand, offering a premium game-day experience.
- Fuel the Passion - Complimentary drink vouchers and delicious buffet refreshments ensure everyone stays fuelled throughout the game.
- Be Part of the Match - Have the honor of nominating and presenting the coveted Player of the Match award, leaving a lasting impression on the team.
- Be Seen and Heard: Your company name will be prominently displayed on matchday posters, generating impactful brand exposure.
- Social Media Blitz: Gain pre- and post-match recognition through dedicated social media announcements, extending your reach online.
- Matchday Memories: Showcase your brand in the official match highlights package shared on YouTube, ensuring long-lasting brand presence.

This all-inclusive package is the perfect way to celebrate with colleagues, family, or friends while showcasing your brand to our dedicated fanbase.

FROM £100



SHORTS SPONSORSHIP

Be a Part of Every Move

Fantastic opportunity to be the clubs new shorts sponsor. Your company would receive a number of benefits, including:

Become our exclusive shorts sponsor and secure a prominent position on the pitch throughout the entire season! This dynamic partnership offers a range of exciting benefits:

- Season-Long Visibility - Dominate the shorts of our Men's teams for the entire season, guaranteeing maximum brand exposure.
- Digital Spotlight - Shine online with prominent features on our website and social media channels, reaching a dedicated fanbase.
- Matchday Magic - Capture lasting impressions with exposure in official match highlights and high-quality match photography.
- Community Champion - Showcase your commitment to local sports by supporting a non-league team making a positive impact.

Become an integral part of the Royston Town FC story!

CURRENTLY AVAILABLE FOR BOTH MENS & WOMENS TEAMS

1 TEAM £600 - 2 TEAMS £800



U18's SPONSORSHIP

Invest in Youth, Elevate Your Brand

We are seeking dedicated kit sponsors for our exceptional Under 18s team for the 2024/25 season. This is an unparalleled opportunity to:

Champion the Future:

Align your brand with a vibrant and ambitious team known for nurturing young talent.

Maximize Brand Exposure:

Gain season-long visibility with your logo displayed prominently on the Under 18s' shirts, shorts, or both.

Digital Domination:

Reach a wider audience through prominent features on our website and social media channels.

Community Champion:

Showcase your commitment to our local community by supporting a non-league team making a positive impact.

Partner with Royston Town FC and invest in the future of football!

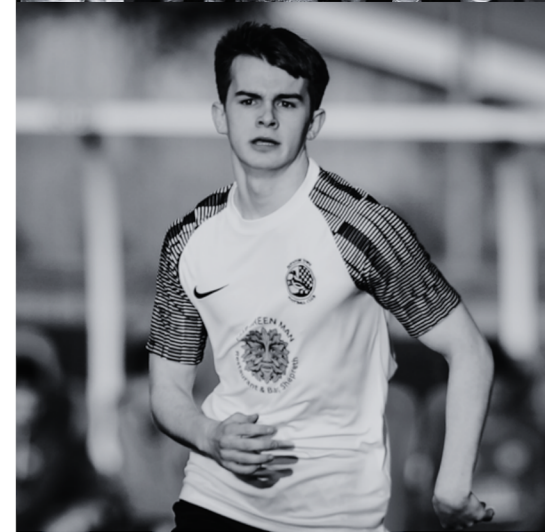
FRONT OF SHIRT
SOLD!

BACK OF SHIRT

£400

SHORTS

£350



U23's SPONSORSHIP

Be Part of Their Journey, Be Part of Their Victories.

Calling all forward-thinking brands! We are seeking dynamic kit sponsors for our U23s as they embark on another thrilling season at Step 6. This is your chance to:

- Own the Spotlight - Become a sponsor for our rising stars, showcasing your brand to a passionate fan base.
- Season-Long Exposure - Gain year-round visibility with your logo proudly displayed on the U23s' shirts, shorts, or both.
- Digital Amplification - Expand your reach through featured placements on our website and social media platforms.
- Community Champion - Demonstrate your commitment to our local community by supporting a non-league team making a positive impact.

FRONT OF SHIRT
SOLD!

BACK OF SHIRT
£500

SHORTS
£500



PLAYER SPONSORSHIP

Elevate Your Support, Connect with a Crowd!

Become more than just a fan – become a Player Sponsor at Royston Town FC! This exclusive opportunity allows you to:

- **Champion Your Hero** - Sponsor your favourite player for the entire season, fostering a unique connection.
- **Matchday Recognition** - Gain prominent recognition within every matchday program, highlighting your support.
- **Goal Time Glory** - Hear your sponsorship proudly announced over the tannoy every time your player scores!
- **Digital Spotlight** - Shine a light on your support with dedicated features on our website's new Player Profile section and social media platforms.
- **Lasting Keepsake** - Treasure a framed and signed photo of your chosen player, a memento of your sponsorship.

This is your chance to forge a lasting bond with Royston Town FC and its players!

Contact us today to discuss Player Sponsorship opportunities.

£150



WOMEN'S PLAYER SPONSORSHIP

Own the Moment. Own the Memory

Become more than just a fan! Royston Town FC's Player Sponsorship program offers an exclusive opportunity to connect with your favorite player.

Unforgettable Fan Perks:

- Digital Spotlight - Showcase your unwavering support with dedicated features on our website's new Player Profile section and official social media platforms.
- Lasting Keepsakes - Cherish a framed and signed photo of your chosen player
- Memorable Moment - Capture the magic! We can arrange a photo opportunity for you with your sponsored player.

**Become a part of the team and celebrate your hero!
Contact us today to explore Player Sponsorship options.**

£125



SOCIAL MEDIA ADVERTISING

Amplify Your Reach. Engage a Dedicated Fanbase.

At Royston Town FC, we're not just about what happens on the pitch we can be your gateway to a thriving online community. We boast a rapidly growing digital presence, reaching over 13,000 passionate fans across our social media platforms.

Unleash the Power of Social Media:

- Targeted Exposure - Partner with us to leverage the power of social media and connect with a dedicated audience.
- Bespoke Solutions - Whether you seek individual posts or comprehensive campaign deals, we'll tailor a package to perfectly suit your needs.
- Increased Brand Awareness - Expand your reach and generate excitement for your business amongst a highly engaged fanbase.

Contact us today to discuss social media sponsorship opportunities.

FROM £99



JOIN US FOR THE 2024 PRESIDENT'S EVENING!

Calling all our corporate partners and future sponsors! Mark your calendars for the unmissable 2024 President's Evening at Garden Walk. This exclusive event, held on Tuesday, July 23rd, offers the perfect platform to:

- Connect with Key Stakeholders - Network with fellow sponsors and the Royston Town Commercial team in a relaxed setting.
- Discover Sponsorship Opportunities - Discuss your promotional requirements and explore a range of sponsorship options to perfectly align with your brand goals.
- Experience the Matchday Magic - Enjoy a thrilling match against St Albans City of the Vanarama National League South, all while savouring our renowned hospitality.

Spaces are limited, so RSVP today!

Contact us to secure your spot at this exclusive event and unlock a world of promotional possibilities with Royston Town FC.

EMAIL: PRESIDENT@ROYSTONTOWNFC.CO.UK

OR TELEPHONE: 07966 296614



"We are proud to be the current sponsors of Royston Town this season and for the last seven seasons. It's been a pleasure to support and provide the kit for the Women's team. 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

"Sponsoring RTFC has greatly boosted our local visibility, displayed prominently at the grounds. This partnership is more than just marketing; it's about fostering connections with fans and local businesses, mirroring our commitment to community support. We're proud to align with The Crows and their dedication to Royston's vibrant sporting community."

C4B Media

"Kewtech supports the Crows for a variety of reasons. From a business perspective, it gives the company a strong identity that our customers, suppliers, and staff can all take pride in. On a personal level, we feel like part of the Royston family when we attend games. From the moment we walk through the gates, we are greeted with a warm welcome. Royston Town is a community club where everyone is welcome. The football is only part of the experience. It's about being part of something special, and feeling like you're making a difference...And of course, no visit to Royston would be complete without a beer and the best burger in the league!"

Phil Smith, Kewtech

"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

Ensum Brown have been delighted to be a supporter and sponsor of Royston Town Football Club for the last 2 years. It is a fantastic opportunity to be involved with a great community club that is actually about more than just football. Our sponsorship creates fantastic brand awareness and is extremely prominent. We do much advertising, but when associated with an organisation or business that is well respected and used within a community it has far greater impact. We look forward to working alongside Royston Town FC for many years to come.

Neil Wise, Managing Director, Ensum Brown

"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

OUR CURRENT SPONSORS

J. COOKE
ENGINEERING LIMITED

the listing

NEWLINGS OF ROYSTON
THE FAMILY FUNERAL SERVICE


LOUNGE INDIA
FINE INDIAN CUISINE

MG Caravans

KING JAMES
ROYSTON

Blanche & Co.

 **Expert**
Mortgages

KEWTECH

Enfield
Electrical
Supplies

AJ Grab Hire
PROFESSIONAL SERVICE

DRAINAGE FACILITIES
DFM
MANAGEMENT LIMITED

Move Wells
MOVERS - STORES - SHREDDERS - PACKERS

DAVEY'S Butchers
Fieldgate Nurseries - Meldreth Herts

TRADEMARK
KITCHENS & BATHROOMS

FLINTSHACK

LUCECO

Royston Complementary
HEALTH CENTRE
& **STUDIO**

THE AWARD WINNING
Royston Tandoori
INDIAN HOME DINING

John R Ford

LASERMARK
SOLUTIONS

C4B

Norburys
BUILDING & LANDSCAPE SUPPLIES

Borders & Bows



KNIBBS

MEAT SAFE



MARQUEE HIRE

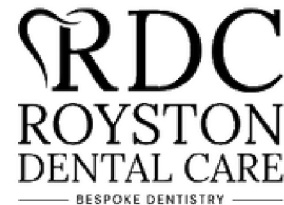


TENTSHARE

Earn . Save . Share



BRICKS & STONE MASONRY



BESPOKE DENTISTRY



FOOD | DRINK | WORKSPACE | MEETING ROOMS | EVENTS



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ROYSTON CRICKET CLUB

GWS

GLOBAL WATCH SHOP



KELSHALL PLASTICS



COMPLIANCE AS STANDARD

The Green Man



Shepreth



The Old Bull Inn





Vrex' Roberts - Andy Peters - Andy To...
 - Barry Hillier - Ben Brew - Ben Dolma...
 an Dickinson - Callum Toovey - Calu...
 Charlotte Pound - Chloe Ennis - Chris C...
 Rinda Bishop - Craig Little - Dalton O...
 Davey's Butchers - David Anderson - F...
 Fiddeman - Duncan Easley - Eddie Ca...
 g Contracts - Frank Booth - Frank Tut...
 Graeme Fell - Graham Hagger - Gre...
 ollamby - Ian Brown - Ian Buckle - Ian...
 James Godfrey - James Phillips - Jame...
 nderson - Jenny Cooper - Jenny Noad...
 John Quinlivan - John Shepherd - Jon...
 - Julie Dickinson - June Massmann - K...
 Collard - Keith Gordon - Kelly Turl - Ke...