



SWINDON TOWN FC COMMERCIAL OPPORTUNITIES 2024/25 SEASON



Connected

Transparent, open engagement
between Club and fan-driven
Advisory Board



Supportive

Committed to supporting
our local community and
the football family



Valued

With high profile and
globally expanding
media coverage



Visionary

To become carbon
neutral with stadium
redevelopment



Ambitious

To reach The Premier
League again



Committed

To working in partnership
with all key stakeholders

WELCOME TO **SWINDON TOWN FC COMMERCIAL**

Swindon Town FC as an inclusive football club continues to strive to be the best that we can be in every area and our commercial avenues are no different. Swindon Town FC covers all areas of commercial activities from match day hospitality to sponsorship and advertising opportunities at The County Ground.

The club has a vibrant history stretching back to its formation in 1879, and the birth of The County Ground in 1892. The club has played at every level of professional football in England with the pinnacle being the 1993/1994 season when Swindon Town spent one season in the Premier League.

Swindon Town FC continue to combine some of the best facilities in Wiltshire with our warm friendly staff who aim to make your experience with the football club an enjoyable one. Progression is the key word at Swindon Town FC. Following the purchase of The County Ground in 2023 with a split 50/50 ownership between the club and the Supporters Trust, the club continues to move from strength to strength both on and off the field.

Swindon Town FC has the vision and ambition to play football at the highest sustainable level and we believe that we provide the ideal platform for you to promote your business, engage with customers both new and old, reward employees and meet all your corporate social responsibilities.



STADIUM SPONSORSHIP

The County Ground is a well-known stadium across the UK and the world with over 140 years of history. Swindon has a catchment area of over 2 million people with close proximity to six major airports. There are several rooms, stand and stadium naming rights options available for the 2023/2024 season. These high-profile sponsorships also include logos on all club documentation. The stadium attracts regular attendances of 9,000 supporters per game with a recent attendance of over 15,000 for the FA Cup tie with Manchester City.

FIRST TEAM KIT SPONSORSHIP

Swindon Town FC play over 50 games per season in front of over 250,000 people across the UK as well as have coverage on TV, I Follow Streaming and social media. As one of the biggest clubs outside of the EFL Championship, there is a lot of media coverage of the football club. Swindon Town FC also sell over 10,000 replica shirts per season to supporters locally, nationally, and internationally. We have several opportunities for the 2023/2024 season such as training kit, warm up kit, shorts, back of shirt and front of shirt sponsor.

Price on request



MIT



PLAYER SPONSORSHIP

This is the ideal opportunity for loyal supporters and businesses to support their favourite Swindon Town FC player. The name of the players sponsor will appear in every match day programme and on the club's website for the duration of the 2023/2024 season.

As a player sponsor, you will receive your players shirt at the end of the season.

This package starts from £400 plus VAT

MATCH SPONSORSHIP

The opportunity to be a match sponsor at Swindon Town FC allows you to entertain your guests with the full County Ground experience.

This is an ideal way for businesses to entertain clients and friends in a relaxed atmosphere. This package also creates an excellent opportunity to promote your business and at the same time support Swindon Town FC.

This package starts at £1,500 plus VAT

The Match Sponsorship Package Includes

- ▶ VIP Exposure in the 1879 Suite
- ▶ Three course meal for ten guests
- ▶ Complimentary tea and coffee
- ▶ Complimentary match programme
- ▶ Seating in the Arkells Stand to view the game
- ▶ Signed shirt presented at the end of the game
- ▶ Opportunity to choose Man of the match
- ▶ Company Write Up in the matchday programme
- ▶ Tannoy announcement
- ▶ Team Sheet provided
- ▶ Interviews with former STFC players
- ▶ Team announcement before social media
- ▶ Priority bookings for cup games and corporate events



MATCH BALL SPONSORSHIP

The opportunity to be a match ball sponsor at Swindon Town FC allows you to entertain your guests with a slightly smaller scale County Ground experience.

This is an ideal way for businesses to entertain clients and friends in a relaxed atmosphere. This package also creates an excellent opportunity to promote your business and at the same time support Swindon Town FC.

This package starts at £1,200 plus VAT

The Match Ball Sponsorship Package Includes

- ▶ VIP Exposure in the 1879 Suite
- ▶ Three course meal for ten guests
- ▶ Complimentary tea and coffee
- ▶ Complimentary match programme
- ▶ Seating in the Arkells Stand to view the game
- ▶ Signed ball presented after the game
- ▶ Company Write Up in the matchday programme
- ▶ Tannoy announcement
- ▶ Team Sheet provided
- ▶ Interviews with former STFC players
- ▶ Team announcement before social media
- ▶ Priority bookings for cup games and corporate events



TOGETHER



EFL CAPTAIN

CAPTAIN'S SPONSORSHIP

The opportunity to be a captain sponsor at Swindon Town FC allows you to entertain your guests with a slightly smaller scale County Ground experience.

This is an ideal way for businesses to entertain clients and friends in a relaxed atmosphere. This package also creates an excellent opportunity to promote your business and at the same time support Swindon Town FC.

This package starts at £1,100 plus VAT

The **Captain's Sponsorship** Package Includes

- ▶ VIP Exposure in the 1879 Suite
- ▶ Three course meal for ten guests
- ▶ Complimentary tea and coffee
- ▶ Complimentary match programme
- ▶ Seating in the Arkells Stand to view the game
- ▶ Company Write Up in the matchday programme
- ▶ Tannoy announcement
- ▶ Team Sheet provided
- ▶ Interviews with former STFC players
- ▶ Team announcement before social media
- ▶ Priority bookings for cup games and corporate events

THE COUNTY GROUND 1879 EXPERIENCE MATCH HOSPITALITY

A very popular matchday package at The County Ground. This package allows both supporters and businesses to enjoy a unique hospitality experience where there is a blend of people discussing Swindon Town FC.

The County Ground Experience is the perfect way to entertain clients, celebrate a special occasion or reward employees. Our hospitality packages have been specifically designed to help create brand awareness and raise your company profile in the local area.

Table of 10, £920 plus VAT *(Individual places available on request)*

The County Ground Experience Package Includes

- ▶ VIP Experience in the 1879 Suite
- ▶ Three course meal for ten guests
- ▶ Complimentary tea and coffee
- ▶ Complimentary match programme
- ▶ Seating in the Arkells Stand to view the game
- ▶ Team Sheet provided
- ▶ Interviews with former players
- ▶ Team announcement before social media
- ▶ Priority bookings for cup games and corporate events



THE ROBINS SUITE MATCH HOSPITALITY

The Robin's Suite is a slightly smaller but very popular matchday package at The County Ground. This package is where supporters, businesses and mascots for the game enjoy a unique hospitality experience.

The Robin's Suite is the perfect way to entertain clients, celebrate a special occasion or reward employees. Our hospitality packages have been specifically designed to help create brand awareness and raise your company profile in the local area.

Table of 10, £625 plus VAT *(Individual places available on request)*

The Robins Suite Package Includes

- ▶ VIP Experience in The Robins Suite
- ▶ Two course meal for ten guests
- ▶ Complimentary tea and coffee
- ▶ Complimentary match programme.
- ▶ Seating in the Arkells Stand to view the game
- ▶ Team Sheet provided
- ▶ Interviews with former players
- ▶ Team announcement before social media
- ▶ Priority bookings for cup games and corporate events



MATCH DAY MASCOT EXPERIENCE

What better Birthday or Christmas Present than letting your son or daughter lead out Swindon Town FC at The County Ground. Being a Swindon Town FC mascot has become a very popular package over the past few seasons as it has been developed to give children a day that they will always remember.

This package starts at £225 plus VAT

The Match Day Mascot Experience Package Includes

- ▶ Two course meal for one parent and one child in The Robins Suite
- ▶ Tour of The County Ground
- ▶ Meet the players
- ▶ Complimentary match programme
- ▶ Lead the Swindon Town FC team out
- ▶ Premium seats for one adult and the mascot
- ▶ 2023/2024 Swindon Town FC Kit provided for the mascot

SWINDON TOWN FC CAN PROVIDE LOCAL, NATIONAL, AND INTERNATIONAL COVERAGE

itv SPORT

650k

Viewers per week
on ITV Highlights

sky sports news
soccer saturday

80k

Viewers per week on
Sky Sports News

BBC RADIO
WILTSHIRE

220k

Listeners per game on local
radio for home matches

sky sports
BBC SPORT

3m

Viewers average across live
TV games in 2021/2022



In addition, the Club's official digital channel,
STFC iFollow also attracts in excess of **6,000 subscribers** and counts
regular viewers from **55 countries** across **five continents**.

Our weekly e-newsletter now reaches **40,000 subscribers**.

SWINDON TOWN FC CAN PROVIDE
EXTENSIVE SOCIAL MEDIA COVERAGE



101k

Followers on
Twitter



53k

Followers on
Facebook



38k

Followers on
Instagram



4k

Followers on
LinkedIn



11k

Subscribers on
You Tube

swindontownnfc.co.uk

1.1m

Unique users on the
STFC website

WEBSITE ADVERTISING

Our website has over 1.1 million hits per year, and we have several different advertising opportunities available including banners, adverts and video.

**Website Advertising
starts at £300** plus VAT

STADIUM ADVERTISING

Internal and external boards are a very popular way of advertising at Swindon Town FC. Not only for the people in the stadium, there is also a large media market that can see your advert through TV highlights, newspapers and social media photographs. There are over 25,000 vehicles per day that drive past The County Ground so an external advertising board can be the perfect way to advertise to your customers.

**Stadium Advertising
starts at £300** plus VAT

PROGRAMME ADVERTISING

These are a very cost-effective way of promoting your business locally. Our programme advertising pack can increase our sales by supporting Swindon Town FC. With over 800 programmes sold at home game and another 500 online, this has become a very popular marketing tool for a lot of well-established local businesses.

**Programme Advertising
starts at £500** plus VAT

DUGOUT SPONSOR

With over 9,000 supporters at every home game and a strong focus throughout the game on both sets of managers, the dugout sponsorship package offers great value for money.

Price on request

MEDIA SPONSOR

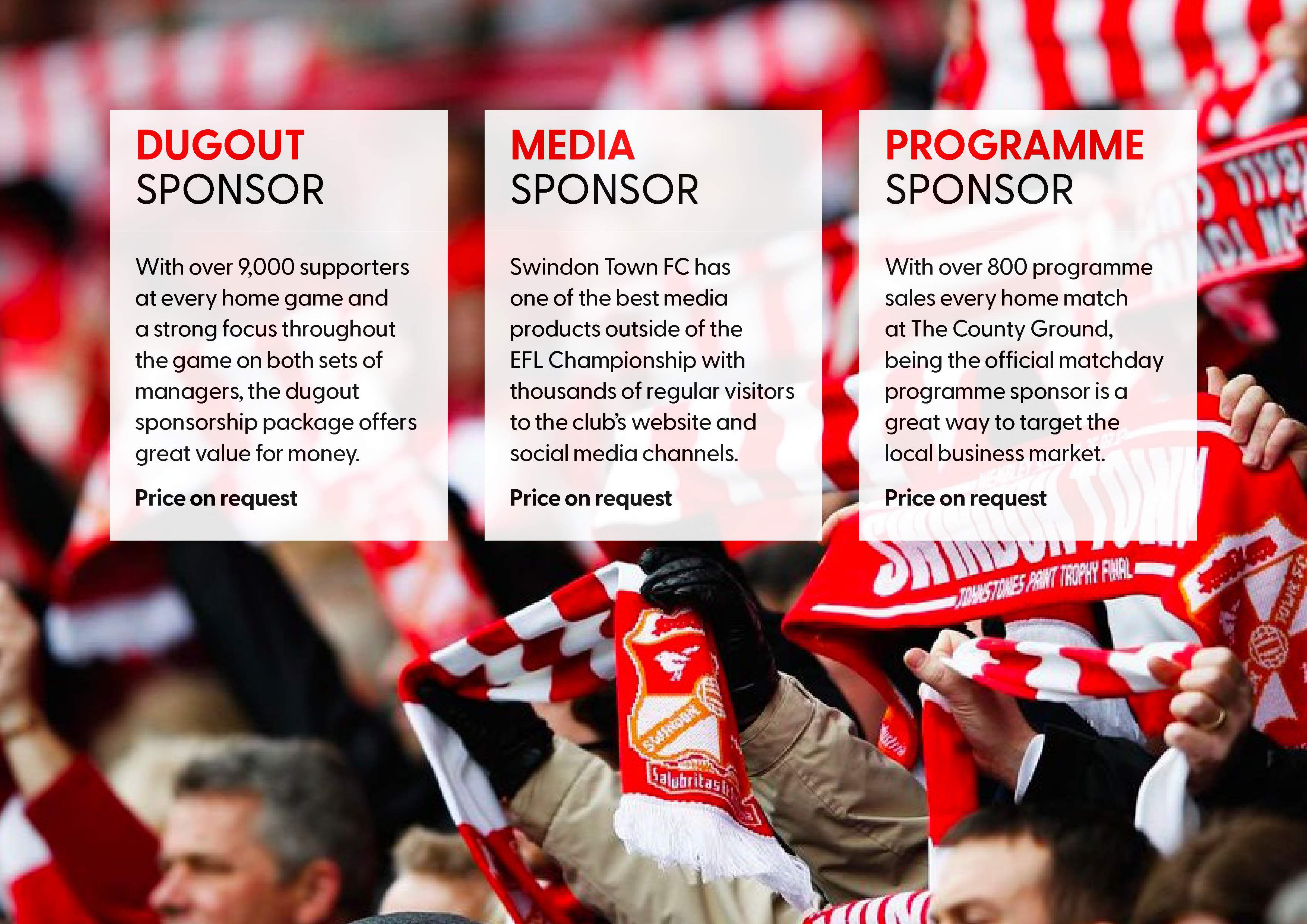
Swindon Town FC has one of the best media products outside of the EFL Championship with thousands of regular visitors to the club's website and social media channels.

Price on request

PROGRAMME SPONSOR

With over 800 programme sales every home match at The County Ground, being the official matchday programme sponsor is a great way to target the local business market.

Price on request



FEATURE SPONSOR

Sponsor your favourite article in the official matchday programme.

Feature Sponsorship starts at £300 plus VAT

PITCH SPONSOR

Help keep the playing surface at The County Ground in fantastic condition by sponsoring a square of the pitch for the 2023/2024 season. Each square sponsored will appear in the matchday programme and on the club website.

Pitch Sponsorship starts at £50 plus VAT

SEASON TICKET SPONSOR

With over 5,000 season ticket holders, this is the ideal way to regularly target the loyal supporters of Swindon Town FC.

Season Ticket Sponsorship starts at £3,000 plus VAT

MATCH TICKET SPONSOR

With regular attendances of over 9,900, being the match ticket sponsor of Swindon Town FC allows your business to target the people of Wiltshire.

Match Ticket Sponsorship starts at £3,500 plus VAT

TEAM SHEET SPONSOR

The Team Sheet has become very popular at The County Ground with over 500 being printed at every home game. By being the team sheet sponsor, your business primarily targets the corporate market at Swindon Town FC games.

Team Sheet Sponsorship starts at £2,500 plus VAT

NEXT FIXTURE SPONSOR

Our next fixture graphic is used across all of our social media channels and used to promote matches at The County Ground.

Next Fixture Sponsorship starts at £1,000 plus VAT

DIGITAL TEAM SHEET SPONSOR

Our digital team sheet used across our social media platforms is viewed by over 150,000 people for every Swindon Town FC league and cup game during the season. The digital team sheet is displayed on Facebook, Twitter and Instagram.

**Digital Team Sheet
Sponsorship
starts at £2,500** plus VAT

GOAL SPONSOR

Have your company name announced over the tannoid every time that Swindon Town FC score at The County Ground during the 2023/2024 season.

**Goal Sponsorship
starts at £5,000** plus VAT

SUBSTITUTION SPONSOR

Have your company name announced over the tannoid every time that Swindon Town FC make a substitution during the 2023/2024 season.

**Sub Sponsorship
starts at £5,000** plus VAT



STFC ACADEMY SPONSORSHIP

Swindon Town FC's Academy looks to develop players who will predominately be recruited and nurtured from within the local area at a young age and only be supplemented from players further a field where necessary. It is integral to our club that the bloodline is maintained locally.

We have several opportunities including shirt, short and training kit sponsorships.

Price on request

The background image shows two female football players in red Swindon Town kits hugging on a green pitch. The player in the foreground has blonde hair in a braid and is wearing a red jersey with the number 17. The player behind her is also in a red kit. They are both smiling and looking towards the right. The background is a blurred stadium with red seating and a blue sky.

STFC WOMEN'S FC SPONSORSHIP

Swindon Town WFC is focussed and dedicated to providing the highest level of women's football possible and supporting all females wanting to play football in Wiltshire. Our women's team now play matches at The County Ground and continue to build a strong online presence.

We have several opportunities including shirt, short and training kit sponsorships.

Price on request

COUNTY GROUND ROOM HIRE

The County Ground is the perfect venue to host conferences and functions. We have a range of rooms that are capable of holding up to 400 people for a wide range of events including training event, birthdays and weddings.

All rooms can be tailored to meet personal needs such as catering and a full stocked bar. All of our rooms are fully air conditioned, and we have a range of audio packages to choose from. **Prices on request**

The Rooms at The County Ground

- ▶ **1879 Suite**
The 1879 Suite is our premium executive sponsor suite hosting 150 guests.
- ▶ **Robins Suite**
The Robins Suite can host up to 100 guests.
- ▶ **John Trollope Suite**
The John Trollope Suite can host up to 25 guests.
- ▶ **Coe Capital Suite**
The Coe Capital Suite can host up to 30 guests.
- ▶ **Lou Macari Suite**
The Lou Macari Suite can host up to 15 guests.
- ▶ **Don Rogers Executive Lounge**
The Don Rogers Executive Lounge can host up to 100 guests.
- ▶ **Legends Lounge**
The Legends Lounge is our largest function room at The County Ground and it holds up to 400 people.
- ▶ **Bar 71**
Bar 71 can host up to 200 guests.



STADIUM EVENTS

The County Ground can facilitate up to 20,000 people for unique events such as concerts. We also have a wide range of meeting rooms which are perfect for conferences, meetings, banquets and exhibitions.

Price on request

A group of approximately ten men, likely Swindon Town FC staff and players, are posing for a group photo in front of the stadium. They are dressed in various jackets and casual attire. The background shows the stadium seating and the 'nationwide' branding on the stands. The entire image is overlaid with a semi-transparent red filter.

**FOR FURTHER INFORMATION REGARDING
SPONSORSHIP AND HOSPITALITY
OPPORTUNITIES AT SWINDON TOWN FC,
PLEASE CONTACT:**

JAMES WATTS CHIEF COMMERCIAL OFFICER
JAMES@SWINDONTOWNFC.CO.UK **07780221391**