

# HARROGATE TOWN SPONSORSHIP



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# INTRODUCTION

# 2021/22 SEASON

## **SKYBET LEAGUE TWO 2021/22 SEASON; SPONSOR, ADVERTISE, ENTERTAIN, ENGAGE**

Harrogate Town Football Club play in SkyBet League Two, the fourth tier of English football, having won promotion from the National League in August 2020. This brochure details a number of opportunities available for your company to become a club sponsor.

In the last season almost 30,000 people watched first team football at The EnviroVent Stadium. The ground capacity was recently increased to 5,000, all under cover including 1,143 seats giving scope for the crowd to continue to grow. We had five league matches broadcast live on BT Sport during the 2019/20 season, plus two broadcast live on Sky Sports so far in 2020/21 with average national viewing figures of 100,000.

# INTRODUCTION

## 2021/22 SEASON

### **SKYBET LEAGUE TWO 2021/22 SEASON; SPONSOR, ADVERTISE, ENTERTAIN, ENGAGE**

Success on the field over the last 5 years topped by last season's Wembley win and promotion to the EFL is complimented by a dedicated approach to customer service and tailoring our commercial packages to meet your needs.

Year on year match crowds increase and EFL football will add to that momentum as well as the leap in social media hits across all the channels. All our matches will be highlighted on Sky Sports, available on a nation wide streaming service and be covered by local and national press. So whilst the current social distancing measures will mean reduced crowds for a time to come supporters will still have the opportunity to watch the team playing on grass at The EnviroVent Stadium.

The next step is promotion to SkyBet League One and stepping up the gears across every aspect of the club.

# TOWN STATS



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**57,000+**  
SOCIAL MEDIA AUDIENCE

**7 MILLION**  
TWITTER IMPRESSIONS PM, SINCE AUGUST

**2,000+**  
PROGRAMMES SOLD

**1576**  
AVG. HOME ATTENDANCE  
2018/19 SEASON

**37,000**  
WEBSITE USERS PER MONTH

# MATCHDAY SPONSORSHIP



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# MATCHDAY SPONSORSHIP

## THE MATCHDAY SPONSORSHIP PACKAGE

Our Corporate Matchday Sponsorship Package puts your company at centre stage. You and your guests will enjoy pre-match hospitality in the Corporate Suite, match seats in the Corporate Stand whilst benefitting from high profile brand exposure to a supportive captive audience. A very cost effective way to entertain, advertise and engage.

TO EXPRESS YOUR INTEREST [CLICK HERE](#)





# MATCHDAY SPONSORSHIP

## THE MATCHDAY SPONSORSHIP PACKAGE INCLUDES:

### PRE-MATCH

- › A pre-match meal for up to 8 people in the Corporate Suite
- › Reserved Seats in the Corporate Stand which also allows you access to the suite throughout the match
- › A drinks package
- › Complimentary matchday programme and team sheet for each guest
- › Half time refreshments served at your table
- › Reserved parking close to the stadium
- › Enjoy the pre-match build up including an interview with the First Team Manager

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# MATCHDAY SPONSORSHIP

## THE MATCHDAY SPONSORSHIP PACKAGE INCLUDES:

### POST-MATCH

- › You and your guests choose the Harrogate Town Man of The Match
- › Presentation of the Man of The Match award and commemorative photograph

### BRANDING

- › Website match preview
- › Pre-match social media shout-out
- › Full page advert in the match day programme
- › Company Logo on the front page of the match day programme
- › PR announcements promoting and thanking you for your sponsorship
- › Optional sampling of products / promotional literature to the crowd

# MATCHBALL SPONSORSHIP



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# MATCHBALL SPONSORSHIP

## MATCHBALL SPONSORSHIP

Our Corporate Matchball Sponsorship Package puts your company at centre stage. You and your guests will enjoy pre-match hospitality in the Corporate Suite, match seats in the Corporate Stand whilst benefitting from high profile brand exposure to a supportive captive audience. A very cost effective way to entertain, advertise and engage.

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# MATCHBALL SPONSORSHIP

## THE MATCHBALL SPONSORSHIP PACKAGE INCLUDES:

### PRE-MATCH

- › A pre-match meal for up to 4 people in the Corporate Suite
- › Reserved Seats in the Corporate Stand which also allows you access to the suite throughout the match
- › A drinks package
- › Complimentary matchday programme and team sheet for each guest
- › Half time refreshments served at your table
- › Reserved parking close to the stadium
- › Enjoy the pre-match build up including an interview with the First Team Manager

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# MATCHBALL SPONSORSHIP

**THE MATCHBALL SPONSORSHIP PACKAGE INCLUDES:**

## **POST-MATCH**

- › You and your guests will be presented with a signed match ball and a commemorative photograph with the Man of the Match

## **BRANDING**

- › Half page advert in the match day programme
- › Company Logo on the front page of the match day programme
- › PR announcements promoting and thanking you for your sponsorship

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# ADVERTISING BOARDS



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# ADVERTISING BOARDS

A popular way to engage your company brand with the Club's loyal supporters, visitors to the stadium and TV audiences.

Enjoy brand exposure to over 85,000 supporters and visitors to The Envirovent Stadium, with regular Sky Sport and media coverage your brand will gain extensive coverage.

Our pitchside, crowd facing, back of stand and elevated stand advertising packages provide a cost effective opportunity to make a rewarding association with North Yorkshire's leading professional football club.

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# ADVERTISING BOARDS

## THE ADVERTISING PACKAGES INCLUDE:

- › Pitch or crowd facing location
- › National TV exposure on Sky Sports
- › Logo included in all home match programmes
- › Opportunities to provide exclusive offers and discounts to 500 season ticket holders and supporter club members
- › Networking opportunities with other club sponsors and partners

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# DIGITAL & ONLINE SPONSORSHIP



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# DIGITAL & ONLINE SPONSORSHIP

We have a host of digital advertising platforms for you to maximise your company brand exposure to a large on line audience.

## **WEBSITE SPONSOR**

Our website receives over 165,000 page views per month. Becoming the main club website sponsor, your company logo and branding will be at the forefront of all visitors to our site.

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# DIGITAL & ONLINE SPONSORSHIP

## WEBSITE SPONSOR PACKAGE INCLUDES:

- › Corporate Table for up to 8 people at a Skybet League Two Match
- › Opportunities to engage with the club's supporters, community and corporate clients
- › Regular opportunities to provide website brand content and messaging
- › Main landing page of the website including click through link to your website
- › Logo shown on other website pages
- › TV facing pitchside advertising board





# DIGITAL & ONLINE SPONSORSHIP

## SOCIAL MEDIA SPONSOR

Sponsorship of our social media channels is a large platform in which to associate your business. We have over 30,000 Twitter followers, 10,000 likes on Facebook, 14,000 followers on Instagram, 2,500 subscribers on YouTube. The advertising reach is extensive and daily.

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# DIGITAL & ONLINE SPONSORSHIP

## **SOCIAL MEDIA SPONSOR PACKAGE INCLUDES:**

- › Half page advert on the match day on line programme
- › Corporate Table for up to 4 people at a Skybet League Two Match
- › Opportunities to engage with the club's supporters, community and corporate clients
- › Promotional material shared on all social media channels
- › Company logo displayed on the club website and all social media channels
- › TV facing pitchside advertising board



# DIGITAL & ONLINE SPONSORSHIP

## E-NEWSLETTER SPONSOR

The opportunity to exclusively sponsor our regular e-newsletters distributed to our supporters, Player Development player's parents, community and corporate partners. The newsletters covers a raft of events, breaking news items, promotional offers, match day ticket sales, season ticket sales, retail sales and player development centre and community newsletters.

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# DIGITAL & ONLINE SPONSORSHIP

## **E-NEWSLETTER SPONSOR PACKAGE INCLUDES:**

- › Half page advert in the match day online programme.
- › Corporate Table for up to 4 people at a Skybet League Two Match
- › Opportunities to engage with the club's supporters, community and corporate clients
- › Promotional material shared on all e-newsletters across all our social media channels
- › Company logo displayed on the club website and all social media channels
- › Header and Footer of the e-newsletters
- › TV facing pitchside advertising board





# DIGITAL SPONSORSHIP

## **MATCH DAY GALLERY SPONSOR**

Again at least 46 times per season, this would appear in the post on Facebook, Instagram and Twitter, as well as in the album description on Flickr.

## **PRE-MATCH PRESS CONFERENCE SPONSOR**

Sponsor tagged in the post on Twitter and Facebook, as well as in the YouTube description.per month.

## **POST-MATCH INTERVIEW SPONSOR**

Same as above, but post-match.

## **MATCH REPORT SPONSOR**

Sponsor mentioned in the social media post and 'match report brought to you by \_\_\_\_' at bottom of report (4,800 website hits per year

\*based on last 12 months), with link to sponsors website.

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# DIGITAL SPONSORSHIP

## YOUTUBE SPONSOR

Sponsors name and link to website in description of every YouTube video. Over the past month our YouTube channel has 20,400 views and a watch time of 950+ hours.

## HEADER PHOTO SPONSOR

This is the area at the top of the page with next match details on, we could include a sponsor's logo in this. In terms of numbers both our Facebook and Twitter profiles are visited on average 231,000 times.

## MATCH HIGHLIGHTS SPONSOR

Link and mention in YouTube description and web story (11,000+ website hits per year), Sponsor tagged in posts on social media. Minimum 46 times per season.

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# PROGRAMME ADVERTISING



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# PROGRAMME ADVERTISING

## THE ADVERTISING PACKAGES INCLUDE:

Our match day programme is collected by supporters, distributed to all our corporate guests and puts your company brand at the forefront at all Skybet League Two matches as well as FA Cup and FA Trophy matches.

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# STAND SPONSORSHIP



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# STAND SPONSORSHIP

A unique opportunity to become a main stand sponsor at The Envirovent Stadium.

Put your company and brand at the forefront of every visitors' mind, home and away supporters, visitors at other events and functions.

Extensive coverage on Sky sports, local media including The Harrogate Advertiser, Stray FM and BBC Radio York.

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# STAND SPONSORSHIP

## THE SPONSORSHIP PACKAGE INCLUDES:

- › Company name and logo central across the top of the stand
- › On all stadium signage and on line maps
- › All fan guides and match day experience website page
- › Online tickets
- › Visiting club websites
- › Official team sheet
- › Club website
- › You will receive 4 season tickets and corporate passes
- › Pre-match hospitality for up to 8 people at a Skybet League Two match

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# STAND SPONSORSHIP

## ALL TV FACING STANDS:

- › Wetherby Road Terrace
- › Wetherby Road Seated Stand
- › North Terrace – behind the goal
- › South Terrace – behind the goal
- › Car Park Terrace
- › Main Seated Stand
- › Corporate Suite Stand

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# CONTACT US

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**WANT TO KNOW MORE?** FOLLOW US ON FACEBOOK AND TWITTER

**\*ALL FIGURES QUOTED CORRECT AS OF DECEMBER 2020**



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