



BARNSELY FOOTBALL CLUB

ADVERTISING BROCHURE

SEASON 2022/23

PLAYER SPONSORSHIP

Show your support for your favourite Barnsley FC players by sponsoring them for the 2022/23 season with our EXCLUSIVE packages!

Our exclusive player sponsorship packages incorporate valuable marketing exposure by showcasing your company to over 300,000 supporters, including over 1,000 corporate members and - on average - 10,000 passionate home supporters every home game.

The offering includes your company details in every official matchday programme and continual tannoy references during matchdays.

This sponsorship package also provides your company details on the official Barnsley FC website, including a click through to your own personal or company website.

Finally, get to meet with your sponsored player and other squad members at the training ground at the end of season for a commemorative photo.

YOUR PLAYER SPONSORSHIP PACKAGE WILL INCLUDE:

- Signed and framed 2022/23 shirt of your chosen player
- Company accreditation on the player sponsorship page in the official matchday programme
- Matchday tannoy company references
- Company logo under the player's profile page on the official Barnsley FC website with hyperlinks to your company website
- Invitation to an evening dinner with your sponsored player for two guests

Prices start from - £600 + vat per player for home and/or away shirt.

LED ADVERTISING

Perimeter Board advertising provides a powerful platform for any forward-thinking business, and adds a new dimension to your company's advertising strategy.

TV Arc advertising with Barnsley Football Club is the most effective way to increase brand awareness and presents a fantastic opportunity for companies to not only market their product and messages to our loyal and passionate fans within the stadium, but to ever-increasing national audiences of millions, through live TV games and highlights on Sky Sports channels and on highlights programmes on terrestrial TV.

Pitchside advertising boards provide opportunities for brands and businesses to realise the potential of this unique reach for:

- Increasing brand loyalty
- Creating awareness & visibility
- Changing/reinforcing image
- Driving sales
- Target audience
- Showcasing community responsibility

Alternatively, we have crowd facing advertising that will market your company to our passionate and loyal supporters, focusing on enhancing your brand locally. Here at Barnsley Football Club we offer exposure to all fans including corporate customers, season ticket holders and visiting away fans.

PITCHSIDE ADVERTISING BOARDS OPPORTUNITIES

**North Stand second tier TV Arc Static Advertising Boards:
Prices start from - £2,500.00 + vat**

**South Stand second tier TV Arc Static Advertising Boards:
Prices start from £2,500.00 + vat**

**West Stand Non TV Arc Static Advertising Boards:
Prices start from - £2,000.00 + vat**

**1 minute* in-game LED advertisement -
Prices start from £2,500.00 + vat**

*LED Advertisement will also be shown pre-match, at half-time and post-match.

CLUB SPONSORSHIP

Sponsorships with Barnsley Football Club offer fantastic brand awareness, providing and delivering company brands direct local community engagement.

Association with Barnsley Football Club presents a unique bond creating a sense of connection between the Football Club, your company brand, the local area and the surrounding region.

As a result of becoming part of the fabric of the Club and forming a bond with the local community, your brand will be viewed more positively locally, and in doing so the opportunity of reaching an extended consumer audience, which may not have been accessed previously.

Whether your brand objectives are to increase brand loyalty, create awareness and visibility, change/reinforce image, or showcase community engagement, Sponsorship with Barnsley Football Club gives your brand an opportunity to be seen not only by existing clients, employees and stakeholders but also to a wider untapped audience.

Club success brings with it, increased media attention via television coverage, radio, and extensive written publications which further promote your brand positioning and corporate image.

Barnsley Football Club has numerous types of Sponsorship opportunities available including:

- **Shirt Sponsorship**
- **Back of Shirt Sponsorship**
- **Back of Shorts Sponsorship**
- **Training Kit Sponsorship**
- **Stand Sponsorship**
- **Stadium Dugout Sponsorship**
- **Stadium Tunnel Sponsorship**
- **Training Ground Sponsorship**
- **Academy Sponsorship**
- **Suite/Lounge Sponsorship**
- **Club Events Sponsorship**

PROGRAMME ADVERTISING

Our superb 68-page official matchday programme remains a cost-effective vehicle through which to promote your business for the 2022/23 season.

The matchday programme remains an integral part of the fans' matchday experience with thousands of programmes sold at each of our 23 home league matches, as well as every cup game.

With sales of over 27,000 copies per season it's also an ideal advertising platform for businesses looking to promote their services within the local community.

Programme advertising is a great way to target both home and away fans, distributed on matchday and available daily through the Reds Superstore and online. Unlike newspapers, matchday programmes are a collectable item.

Advertising space in the programme is limited, so there's less 'noise' to get lost in, and your advert, will be surrounded by lively and relevant copy.

You can take a full page advert or maybe sponsor one of our regular features in the programme – how about the Gaffer's notes? Your business name, logo, website and/or contact details will appear on the bottom of your chosen page for every game of the season in a one inch strip.

We're flexible, and we understand the benefits of advertising in matchday programmes, which is why we will change any of your adverts for free throughout the season to suit your own campaigns.

CONTACT US

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