



COMMERCIAL PARTNER BROCHURE

23/24 SEASON

WE ARE FARNHAM TOWN FOOTBALL CLUB. HERE TO DISRUPT.

**ONE OF THE LARGEST AND FASTEST GROWING
COMMUNITY FOOTBALL CLUBS IN THE SOUTH OF ENGLAND
WITH OVER 1200 PLAYERS COMPETING ACROSS OVER 70 TEAMS.**

**SUPPORTED
BY GLOBALLY
RECOGNISED
BRANDS**



**MINI MONSTERS / WALKING FOOTBALL
/ DISABLED / GIRLS / U23S / U18S
FIRST TEAM / VETS / YOUTH**

A BADGE EVERYONE CAN WEAR

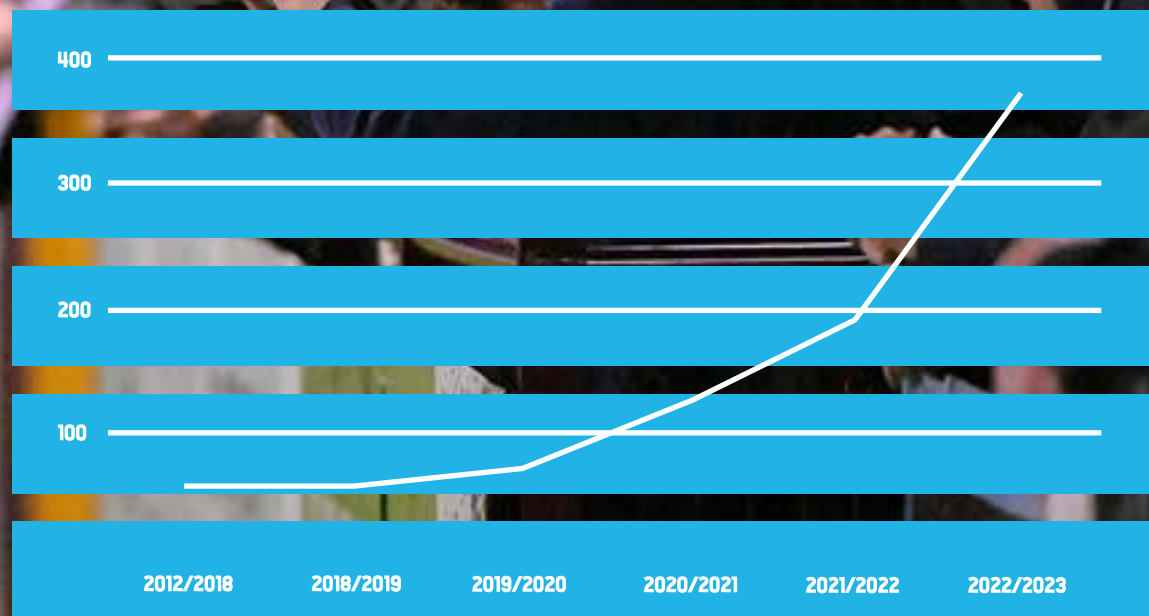




ONE OF OUR WALKING FOOTBALL TEAMS IN ACTION

FANS FANS FANS

552%
GROWTH IN
ATTENDANCES
IN JUST 5
SEASONS

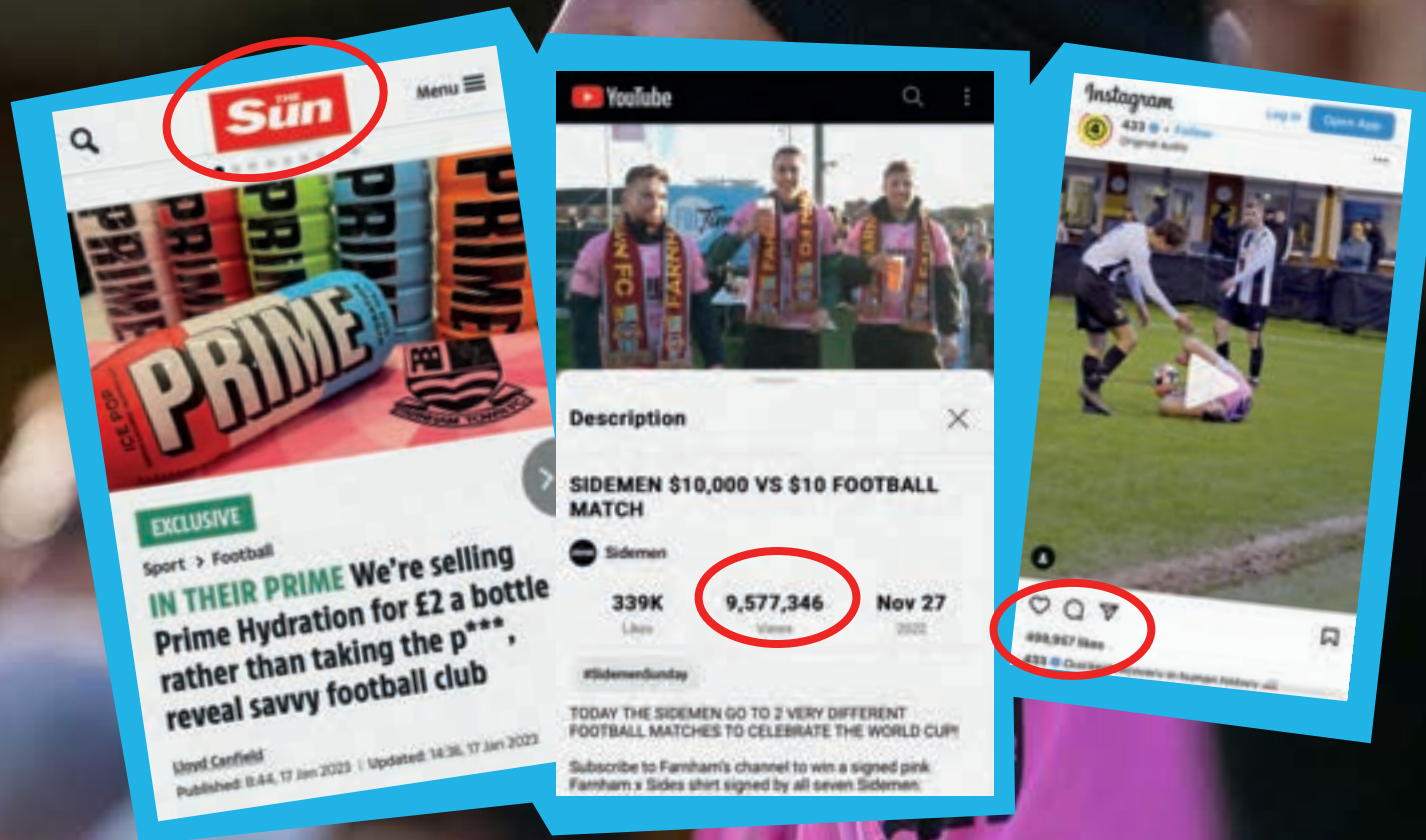


OVER 6,000 FREE TICKETS GIVEN OUT TO CHILDREN AND FAMILIES OF LOCAL SCHOOLS EVERY SEASON AS PART OF OUR SCHOOLS OUTREACH PROGRAMME,

SINCE 2021 FARNHAM TOWN FOOTBALL CLUB HAS BECOME A DROP ZONE FOR THE LOCAL FOODBANK. WE REGULARLY OFFER PROMOTIONS AT THE CLUB BASED ON THE BACK OF FANS DONATING FOOD.



SEEN BY MILLIONS



SUBSCRIBERS

AND YEARLY GROWTH



63,000

0-63000 IN ONE YEAR



11,000

1500-11000 IN ONE YEAR



7,200

4500-7200 IN ONE YEAR



5,450

0-5450 IN ONE YEAR

**LEADING THE WAY IN NON LEAGUE FOOTBALL WITH
HUGE GROWTH ACROSS SOCIAL PLATFORMS IN 1 YEAR**



ONE OF THE FASTEST GROWING CLUBS ON AND OFF THE PITCH

WITHIN JUST 6 MONTHS WE HAVE MORE TIKTOK FOLLOWERS THAN
52 PERCENT OF CLUBS WHICH PLAY IN THE EFL. FARNHAM RANK 55TH
OUT OF ALL FOOTBALL LEAGUE CLUBS WITHIN ENGLAND



18TH



10TH



6TH

ABOVE IS WHERE WE WOULD RANK IN ENGLANDS BEST LEAGUES BASED ON TIKTOK FOLLOWERS

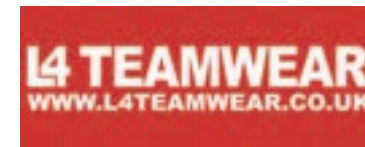
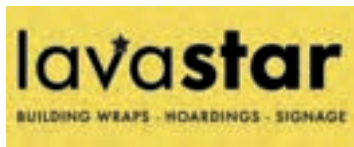
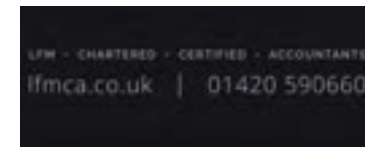
**REPLICA SHIRTS
DISPATCHED TO OVER
15 COUNTRIES**



**50 MILLION+
ONLINE VIEWS
ON KIT LAUNCH WEEK**



JOIN SOME OF OUR GROWING LIST OF COMMUNITY PARTNERS



"WE ARE DELIGHTED TO BE PARTNERING WITH A FORWARD THINKING AND DISRUPTIVE BRAND LIKE SIDES ON THEIR FIRST MOVE INTO SPONSORSHIP IN FOOTBALL."

FTFC COMMERCIAL DIRECTOR



THE SIDEMEN ARE THE UK'S LARGEST INFLUENCER GROUP, CONSISTING OF SEVEN MEMBERS, WHO COMBINED FOR OVER 140 MILLION SUBSCRIBERS. OVER 90% OF THEIR AUDIENCE ARE OVER 18, WITH A HEAVY MALE SKEW. SPORT, GAMING AND FASHION ARE AMONG THE GROUP'S CORE INTERESTS AND CONTENT THEMES, THOUGH THIS HAS EXPANDED INTO MUSIC AND TRAVEL IN RECENT YEARS.

THE GROUP HAVE BECOME LARGER THAN SIMPLY YOUTUBERS, HOWEVER. THEY OWN A NUMBER OF BUSINESSES BETWEEN THEM. SIDES AGREED A SPONSORSHIP PACKAGE WITH FARNHAM TOWN FC IN 2022 TO BECOME FRONT OF AWAY-SHIRT SPONSOR, AS WELL AS THE OPENING OF A SIDES FOOD TRUCK ON MATCHDAYS. THE PARTNERSHIP IS SET TO EXPAND IN 2023/24, FOLLOWING A SUCCESSFUL FIRST SEASON WHICH SAW THE CLUB FEATURED IN A SIDEMEN MAIN CHANNEL VIDEO, ACHIEVING OVER 10 MILLION VIEWS.

"FOR US IT'S ABOUT HELPING OUR COMMUNITY AND THE GREAT THING WITH FARNHAM IS THE CLARITY AROUND WHAT AREAS OUR SPONSORSHIP IS BEING INVESTED."

KEV MAILEY

ATI.



"THE EXPOSURE WE GET THROUGH FARNHAM TOWN EXCELS WHAT WE HAVE RECEIVED FROM CLUBS PLAYING IN FAR HIGHER LEAGUES AND WE FEEL LIKE OUR SUPPORT MAKES AN IMPACT."

PHIL BLACKMORE - CATCH RECRUITMENT



Catch
Resource Management



"I'M VERY THANKFUL FOR THE HELP AND SUPPORT THE COUNTLESS PEOPLE AT FARNHAM TOWN GAVE ME AS A YOUTH PLAYER TO HELP ME BECOME A PROFESSIONAL FOOTBALLER."

MICHAEL STICKLAND - READING FOOTBALL CLUB

"THE GROWING IMPACT THIS CLUB HAS WITH THE COMMUNITY IS UNBELIEVABLE AND IT'S A COMPLETE JOY TO SUPPORT THEM ON THEIR JOURNEY."

JOEL FREELAND - PORTLAND TRAIL BLAZERS



JOEL WENT FROM PLAYING FOR FARNHAM TOWN YOUTH TO PLAY BASKETBALL IN THE NBA FOR PORTLAND TRAIL BLAZERS. HE IS NOW AN AMBASSADOR AND SPONSOR FOR THE CLUB

WHERE HAVE WE INVESTED

SPONSORSHIP MONEY



WE REFURBISHED OUR CLUBHOUSE IN 2020 WHICH HAS IMPROVED THE MATCHDAY EXPERIENCE, INCREASED OUR INCOME FOURFOLD AND BECOME A HOME FOR MULTIPLE OTHER SPORTS CLUBS IN THE TOWN.





NEW STAND

IN 2023 WE PURCHASED A NEW COVERED STAND TO HELP WITH GROWING GATES.

OUR ROTTEN PITCH SIDE BARRIERS WERE REPLACED WITH CLUB COLOUR METAL RAILINGS MAKING THE GROUND A SAFER PLACE TO WATCH FOOTBALL.



FTFC SAINTS



ENABLING YOUNG PEOPLE WITH A WIDE RANGE OF DISABILITIES AND/OR LEARNING DIFFICULTIES, TO PARTICIPATE IN FOOTBALL

THE SAINTS IS A TEAM WHICH ENABLES YOUNG PEOPLE WITH A WIDE RANGE OF DISABILITIES AND/OR LEARNING DIFFICULTIES TO PARTICIPATE IN FOOTBALL. THANKS TO OUR SPONSORS THEY RECENTLY BENEFITED FROM NEW FOOTBALL KIT!

SPONSORSHIP CHANGES LIVES



**GIVING THOSE WHO HAVE STOPPED
PLAYING...
NO EXCUSE TO NOT START PLAYING.**



**A SUCCESSFUL CROWDFUNDING
CAMPAIGN ALLOWED US TO PURCHASE
A PITCH SIDE FOOD TRUCK.**

**CLUB SPONSORSHIP WAS REINVESTED TO HELP LAUNCH THE FARNHAM TOWN
WALKING FOOTBALL TEAM. AN AGGRESSIVE ADVERTISING CAMPAIGN HAS LEAD TO
THE WALKERS BECOMING ONE OF OUR FASTEST GROWING TEAMS FOR AGES 35+**

SPONSORSHIP PACKAGES

**FARNHAM TOWN FC CONTENT IS
SEEN BY:**

**5+ MILLION PEOPLE
ACROSS 30+ DIFFERENT COUNTRIES**

EACH MONTH

**ENOUGH TO FILL WEMBLEY STADIUM
MORE THAN 55 TIMES!**



DIGITAL SPONSOR PACKAGE

- > 'SPONSORED BY' VISUAL PROMPTS IN ALL NON-LEAGUE DIARIES, HIGHLIGHTS AND PMR YOUTUBE CONTENT
- > SEASON-LONG 'EVER-PRESENT' LOGO ON SOCIAL CHANNEL HEADERS: TWITTER, YOUTUBE, FACEBOOK
- > MONTHLY TWITTER POST PROMOTING SPONSOR, WITH AGREED CALL-TO-ACTION
- > 120+ YOUTUBE VIDEO FEATURES ESTIMATED 75M+ TOTAL VIEWS, 8M+ ENGAGEMENTS
- > X4 4880 X 1100MM PITCH SIDE ADVERTISING BOARDS



COST: £20,000

MAIN STAND

- **BRANDING ACROSS FULL FRONTAGE OF MAIN STAND AT GROUND**
- **1000 TICKETS TO HAND OUT TO CLIENTS**
- **ANNOUNCEMENT ACROSS ALL OUR SOCIAL MEDIA PLATFORMS**
- **X2 PITCH SIDE ADVERTISING BOARDS**
- **ADVERT IN MATCHDAY PROGRAMME THROUGH SEASON**
- **AD ON CLUB WEBSITE**
- **X4 SEASON TICKETS**
- **INVITATION FOR X6 TO OUR ANNUAL CLUB SPONSOR DAY**

NEXT AVAILABLE 25/25

GROUND SPONSOR

- **BRANDING ACROSS ALL MAIN ENTRANCE TO CLUB**
- **ANNOUNCEMENT ACROSS ALL OUR SOCIAL MEDIA PLATFORMS**
- **X2 PITCH SIDE ADVERTISING BOARDS**
- **ADVERT IN MATCHDAY PROGRAMME THROUGH SEASON**
- **AD ON CLUB WEBSITE**
- **X4 SEASON TICKETS**
- **INVITATION FOR X6 TO OUR ANNUAL CLUB SPONSOR DAY**

MAIN SHIRT

THIS PACKAGE IS CURRENTLY NOT AVAILABLE FOR THE CURRENT SEASON.

IF YOU ARE INTERESTED IN FUTURE SEASON SHIRT SPONSORSHIP PLEASE GET IN TOUCH AND LET US KNOW. WE HAVE ADVERTISING SPACE ALLOCATED ON THE FRONT, SLEEVES AND REVERSE.



NEXT AVAILABLE 23/24

TRAINING KIT

THIS PACKAGE IS CURRENTLY NOT AVAILABLE FOR THE CURRENT SEASON.

IF YOU ARE INTERESTED IN FUTURE SEASON SHIRT SPONSORSHIP PLEASE GET IN TOUCH AND LET US KNOW.



NEXT AVAILABLE 23/24

HEADLINE PROGRAMME SPONSOR

- ADVERT WITHIN THE PROGRAMME
- COMPANY LOGO ON FRONT PAGE
- X2 SEASON TICKETS
- ANNOUNCEMENTS ON ALL SOCIAL MEDIA

MATCHDAY SPONSOR

- ADVERT WITHIN THE PROGRAMME
- ENTRY TO FIXTURE X4
- FREE DRINK AND FOOD X4
- YOUR LOGO ON ALL SOCIAL MEDIA GRAPHICS IN THE WEEK LEADING UP TO THE FIXTURE

FANZONE SPONSOR

- YOUR LOGO INSTALLED ON GRAPHIC BOARDS AROUND OUR CLUBHOUSE GARDEN / FANZONE
- ADVERT IN PROGRAMME
- X2 SEASON TICKETS
- ANNOUNCEMENT ON ALL SOCIAL MEDIA
- FEATURE ON NON LEAGUE DIARY VLOG

PITCHSIDE BOARD SPONSOR

- 2440 X 1100 OR 4880 X 1100MM BOARD
- X2 SEASON TICKETS
- LOGO ON WEBSITE
- ANNOUNCEMENT ON ALL SOCIAL MEDIA

WEBSITE SPONSOR

- HEADLINE WEBSITE SPONSOR BANNER SEEN BY OVER 150,000 PAGE VIEWS
- X2 SEASON TICKETS
- X1 4880 X 1100MM PITCH SIDE BOARD
- ANNOUNCEMENT ON ALL SOCIAL MEDIA

DONATIONS

NOT EVERY SPONSOR OF THE CLUB WANTS SOMETHING BACK. MAKING A DONATION TO FARNHAM TOWN FOOTBALL CIC IS A GREAT WAY TO GIVE BACK TO THE COMMUNITY AND BE ABLE TO SEE HOW YOUR DONATION IS IMPROVING THE CLUB. SPEAK TO US TO FIND OUT MORE!

SCHOOLS OUTREACH SPONSOR

THE PERFECT SPONSOR PACKAGE FOR A COMPANY WANTING TO INCREASE BRAND AWARENESS LOCALLY AND GET BEHIND A GREAT COMMUNITY INITIATIVE.

EVERY HOME GAME WE GIVE OUT A FREE FAMILY MATCHDAY PASS TO EVERY PUPIL WITHIN A SELECTED SCHOOL. THIS TOTALS UP TO OVER 8,000 FREE FAMILY PASSES EVERY SEASON.

- ADVERT ON ALL PRINTED TICKETS
- ADVERT ON ALL POSTERS PUT UP AROUND THE SCHOOLS
- ARTICLE IN THE HERALD AROUND THE PARTNERSHIP
- ANNOUNCEMENT ON ALL SOCIAL MEDIA
- LOGO ON WEBSITE
- X1 4880 X 1100MM PITCH SIDE BOARD
- X6 SEASON TICKETS

FUTURE GOALS

EXPAND WOMENS FOOTBALL AND HAVE A COMPETITIVE SENIOR WOMENS TEAM.

MENS SENIOR TEAM TO OBTAIN PROMOTION TO STEP 4 FOR THE FIRST TIME IN THE CLUBS HISTORY.

CONTINUE TO LEAD THE WAY TO IMPROVING THE PHYSICAL AND MENTAL HEALTH IN THE COMMUNITY.

INCREASE PARTICIPATION RATES IN BOTH PLAYERS AND CLUB VOLUNTEERS.

DEVELOP OUR GROUND TO STEP 2 STATUS (CURRENTLY STEP 4).

CONTINUE TO BUILD ON OUR EXPANDING LIST OF COMMUNITY PARTNERS AND HELP TO RAISE THEIR COMPANY PROFILES.

DEVELOP A 3G PITCH LOCALLY FOR USE ACROSS THE ENTIRE CLUB WHICH CURRENTLY SPENDS OVER 80K A YEAR IN HIRE FEES.

**WE OPERATE AS A COMMUNITY
INTEREST CLUB (CIC) WHERE ALL PROFITS ARE
REINVESTED INTO IMPROVING THE CLUB AND ITS
OFFERING TO THE LOCAL COMMUNITY. WE HAVE
BEEN A REGISTERED CIC SINCE 2021.**

CLUB COMMERCIAL CONTACT



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