

BY THE FANS | FOR THE FANS



COMMERCIAL BROCHURE 2022/23

Welcome to our 2022/23 commercial brochure.

After a phenomenal campaign in 2021/22, capped off with a championship and promotion, we go again in 2022/23 with a new challenge in the North West Counties Premier League.

We have had fantastic support from our already established commercial partners, who continue to support us into this season.

Our fan-owned club has continued to grow over the last year driven by great seasons for both our men's, women's and recreational teams. Our online fan base has also grown in this period:

+1,450 Members

+600 Season ticket holders

+25,000 Twitter Followers

+6,000 Facebook Fans

+6,000 Instagram Followers

+2,800 Youtube Subscribers

+54,000 TikTok Followers

We would love to have your company/brand linked with the packages on the following pages.

BY THE FANS FOR THE FANS





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NEW SEASON NEW START



FRONT OF PLAYING SHIRT

KIT SPONSORSHIP

Sponsor the front of Bury AFC's playing shirts.

As well as having your logo on the front of the shirt, you will also receive:

- 2 x Advertising boards
- A framed shirt
- Matchday social media plugs
- Regular social media shares
- Your logo on the front of the home matchday programme

**£25,000
PER SEASON**

SOLD

Sponsor a sleeve of Bury AFC's playing shirts.

As well as having your logo on one sleeve of the shirt, you will also receive:

- Matchday social media plugs
- Regular social media shares
- Your logo on the sponsor's page of the home matchday programme

SLEEVES OF PLAYING SHIRT

KIT SPONSORSHIP

**£2,000
PER SEASON**

SOLD



BACK OF PLAYING SHIRT

KIT SPONSORSHIP

Sponsor the back of Bury AFC's playing shirts.

As well as having your logo on the back of the shirt, you will also receive:

- Matchday social media plugs
- Regular social media shares
- Your logo on the sponsor's page of the home matchday programme

**£15,000
PER SEASON**

SOLD

Sponsor the front of Bury AFC's training shirts.

As well as having your logo on the front of the shirt, you will also receive:

- Advertising board
- Matchday social media plugs
- Your logo on the front of the home matchday programme
- A framed shirt
- Regular social media shares

FRONT OF TRAINING SHIRT

KIT SPONSORSHIP

**£10,000
PER SEASON**

SOLD



BACK OF TRAINING SHIRT & TRAVEL WEAR

KIT SPONSORSHIP

Sponsor the back of Bury AFC's training shirts and travel wear.

As well as having your logo on the back of the training shirt and travel wear, you will also receive:

- Matchday social media plugs
- Regular social media shares
- Your logo on the sponsors page of the home matchday programme

**£5,000
PER SEASON**

SOLD

Sponsor a sleeve of Bury AFC's training shirts.

As well as having your logo on the front of the shirt, you will also receive:

- Matchday social media plugs
- Regular social media shares
- Your logo on the front of the home matchday programme

SLEEVE OF TRAINING SHIRT

KIT SPONSORSHIP

**£1,500
PER SEASON**

SOLD



BACK OF PLAYING SHORTS

KIT SPONSORSHIP

Be seen week in, week out with your logo on the back of the shorts that the team wear each week.

As well as having your logo on the back of the shorts you, will also receive:

- Matchday social media plugs
- Regular social media shares
- Your logo on the sponsor's page of the home matchday programme

**£1,500
PER SEASON**

SOLD

Sponsor the front of Bury AFC's travel tops.

As well as having your logo on the front of the shirt, you will also receive:

- Matchday social media plugs
- Regular social media shares
- Your logo on the front of the home matchday programme

SLEEVE OF TRAVEL WEAR

KIT SPONSORSHIP

**£3,000
PER SEASON**

SOLD



PITCH PERIMETER ADVERTISING BOARD

(3050MM X 762MM)

Increase your brand's exposure with a pitchside perimeter board on display for the 2022/23 season. This package provides additional exposure as it will also be on display for our landlord's home games as well as our own.

You will also receive:

- Regular social media plugs
- Regular social media shares
- Discount for multiple boards

PITCH BRANDING

**£600
+ VAT**

Sponsor the front of Bury AFC's training shirts.

SMALL FRONT OF TRAINING SHIRT

As well as having your logo on the front of the shirt, you will also receive:

- Advertising board
- Matchday social media plugs
- Your logo on the front of the home matchday programme
- A framed shirt
- Regular social media shares

KIT SPONSORSHIP

**£4,000
PER SEASON**

SOLD

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MATCH DAY SPONSOR

Soak in the matchday atmosphere at The Neuven.
Matchday packages include.

- 4 Matchday tickets
- Matchday social media plugs
- Regular social media shares
- Your logo on the front of the matchday programme
- Complimentary hot drinks and food
- Pitchside photo
- Choose and present the Man Of The Match award
- Complimentary team sheet and programme
- 2 car park spaces

MATCHDAY SPONSORSHIP

**£200
+ VAT**

The Matchball package includes:

- 2 Matchday tickets
- Matchday social media plugs
- Regular social media shares
- Your logo on the back cover of the matchday programme
- Complimentary hot drinks and food
- Complimentary team sheet and programme
- 1 car park space

MATCH BALL SPONSOR

MATCHDAY SPONSORSHIP

**£100
+ VAT**



MATCH DAY PROGRAMME ADVERTISING

MATCHDAY SPONSORSHIP

FULL PAGE - SEASON

**£600
+ VAT**

FULL PAGE - HALF SEASON

**£450
+ VAT**

A matchday programme is all part of the matchday experience of being a football fan, and that is no different at Bury AFC where we distributed over 4,500 copies last season.

Increase your brand awareness and stay at the top of your audience's mind with an advertisement in our award winning programme.



MANAGER SPONSORSHIP

Sponsor the Manager or one of his back room staff.

PLAYERS & MANAGEMENT

This package includes:

- Your name/logo next to the managers photo in the programme
- Hospitality for the last home game of the season where you will receive a signed training shirt presented to you from the Manager with a pitch side photo.

RAFFLE
£10 PER TICKET

1st prize: Sponsor Andy, plus a season ticket

2nd prize: 4 hospitality tickets for any league game.

3rd prize: hat and scarf

Head to www.buryafc.uk/tickets to enter

Sponsor a player's shirt or a member of the backroom staff. This package includes:

PLAYER/STAFF SPONSORSHIP

PLAYERS & MANAGEMENT

- Your name/logo next to your chosen player's shirt in the programme
- A signed shirt presented to you from the player at the end of the season.

£80
+ VAT



HIGHLIGHTS & MEDIA SPONSORSHIP

When we're not winning trophies on the field, our team are also busy sweeping them up off the pitch.

Our media team, winners of "Best Non League Media" at the Football Content Awards 2021, reach an average of 3 million people across our channels every month, and your brand could be a part of that.

We have 3 packages to choose from.

MEDIA TEAM SPONSORSHIP

YOUTUBE & VIDEO SPONSOR

£4,000
+ VAT

LIVE STREAM SPONSOR

£4,000
+ VAT

MATCHDAY SOCIAL MEDIA SPONSOR

£4,000
+ VAT

**SHOULD YOU BE INTERESTED IN ANY OF THE PACKAGES
IN THIS BROCHURE, PLEASE GET IN TOUCH VIA EMAIL AT
COMMERCIAL@BURYAFC.UK**

#BYTHEFANS | #FORTHEFANS