



A Club For The Community



2015/16

Sponsorship and Hospitality Brochure



Contents (click to visit page)

- 3** Introduction
- 5** Stadium Naming Rights
- 7** Shirt Sponsor
- 9** Programme Sponsorship
- 11** Programme Advertising & Ticket/Season Ticket Sponsor
- 13** Website / Social Media Sponsorship
- 15** Manager, Coach or Player Sponsorship
- 17** Matchday Sponsorship Opportunities
- 19** Perimeter Board Advertising and Away Travel Sponsorship
- 21** Executive and VIP Packages

INTRODUCTION

Welcome to Hereford FC's Sponsorship and Hospitality Brochure for the 2015/16 season. We hope the birth of this reformed club will be a new dawn for football at Edgar Street and this is your chance to be part of the adventure right from the very start.

Hereford FC has been formed with the community at the very heart of its aims and goals and you have a wonderful opportunity to be an integral part of that community by supporting the club, whether as a business, a group or as an individual.

Whether your desire is to increase the profile of your business or simply to get more from your matchday experience, we believe the advertising and sponsorship packages that Hereford FC is offering can provide you with what you want.

We can offer a significant number of corporate matchday packages – to suit all budgets – so why not use this as an opportunity to bring along your colleagues, your contacts, your family or friends and share with them the intimate, enjoyable experience we aim to offer at the club?

While we will embrace and celebrate the history of Hereford United Football Club, we are determined to build a club that becomes the very heart and soul of the city and county, and one that is based on solid financial and commercial foundations.

These aims, together with a high level of professionalism, both on and off the pitch, will hopefully see us build a bright future together.

Already, relationships and partnerships being forged off the pitch bear testimony to this strategy and this is your chance to be a key partner in the exciting times that lie ahead for us all.

The support of the local business community and local people is something we really value and we look forward to seeing you throughout the forthcoming campaign.

Please feel free to contact Hereford FC's Commercial Manager, Chris Ammonds, on **07468 495731** or at commercial@herefordfc.co.uk if you'd like to speak to him about any of the sponsorship or hospitality packages available.

Best Wishes

Jon Hale	Chairman	Hereford Football Club
Chris Williams	Chairman	Hereford United Supporters Trust





STADIUM NAMING RIGHTS

Official Sponsor - The Edgar Street Stadium - £POA

This is the flagship sponsorship product for Hereford FC.

The stadium naming rights package offers you a unique and hugely effective way to promote your company to a captive market not just within Hereford, but also beyond.

The potential reach of this package is not only to the thousands of spectators who will attend matches during the season, but also to a much wider audience through media exposure and the extended publicity that can now be achieved through the ever growing use of official websites and social media platforms.

As well as having your brand linked with the Edgar Street Stadium at all times, this package also means your company's name and logo will be displayed prominently around the stadium, both externally and internally.

The stadium sponsor will also receive the following benefits:

- Executive Club season tickets
- Complimentary programme for each guest
- Headline exposure on the Hereford FC website as official stadium sponsor
- Prominent exposure in every match programme, including on the front page and a full page advert
- Prominent promotion on all official Hereford FC communications

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about this package

(NB: Packages can be altered and negotiated to suit your business needs)





SHIRT SPONSOR (HOME AND AWAY)

SHIRT SPONSOR (home and away) - £POA

This is a major sponsorship package for any business.

The package offers the opportunity to have your company's logo displayed prominently on the front of the home and away playing shirts and replicas for the whole of the 2015/16 season.

This package can be negotiated and tailored to meet your requirements, but as a guideline the benefits would include:

- Executive Club season tickets
- Complimentary programme for each guest
- Perimeter advertising board
- Prominent adverts on the official Hereford FC website as shirt sponsor
- Prominent exposure in every match programme, including a full page advert
- Company logo on all official Hereford FC communications

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about this package

(NB: Packages can be altered and negotiated to suit your business needs)





PROGRAMME SPONSOR

PROGRAMME SPONSOR - £1000 plus VAT

There will be a programme (matchday magazine) produced for every home game during the 2015/16 season. Several hundred programmes are likely to be sold at each match.

Any unsold programmes will be circulated free-of-charge around local schools and junior football clubs.

This package will see your company logo featured prominently on the front of the programme as well as seeing a full page advert for your business inside.

Also included will be:

- Two Executive Club tickets for a League game of your choice
- Company profile and features to be published in the programme periodically during the season
- Your company's name will be listed on the official Hereford FC website as the programme sponsor (with optional link to your company website)

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about this package





PROGRAMME ADVERTISING & TICKET/SEASON TICKET SPONSOR

FULL PAGE ADVERT - £300 plus VAT

- An A5 full colour advert that will be displayed in every 2015/16 match day programme.

HALF PAGE ADVERT - £200 plus VAT

- Half page full colour advert that will be displayed in every 2015/16 match day programme.

LOGO ON SPONSOR PAGE - £50 plus VAT

- The programme will have a dedicated sponsor page where all companies backing the club will have their name and logo displayed. For just £50 your company can be included on this page.

TICKET / SEASON TICKET SPONSOR - £1000 plus VAT

- This package would see your company logo printed on every match and season ticket bought.

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about these packages





WEBSITE / SOCIAL MEDIA SPONSORSHIP

OFFICIAL WEBSITE SPONSOR - £POA

For an opportunity to reach out to the largest possible audience, website advertising is a fantastic option we are offering.

All subscribers to web advertising packages will have their company name and logo promoted on the official **Hereford FC website** and all social media platforms.

As an official website sponsor you would see the following:

- A prominent banner promoting your business towards the top of the Hereford FC homepage with clickable hyperlink to your company website
- Your company's logo on the footer of every page
- Company profile news story on the official website during the course of the season

SOCIAL MEDIA SPONSOR - £POA

As a social media sponsor you would see the following:

- Prominent banner / advert on the Facebook page
- 'Shout outs' for your business on both Twitter and Facebook – these will take place over the season and on match days
- Company profile news story on the official Facebook page at least five times over the season
- Hyperlink to your company website
- Logo on our website showcasing you as our social media sponsor

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about these packages





MANAGER, COACH OR PLAYER SPONSORSHIP

MANAGER, COACH OR PLAYER SPONSORSHIP – £200

Manager, coach or player sponsorship is a great way to show your support for Hereford FC.

The benefits of this type of sponsorship include:

- At the last home game of the season you will be presented with a signed match shirt from the season
- You will be presented with a photograph of you with your chosen player or staff member during the course of the season
- Your name/s (or your company's) will be listed against the player's name in the match day programme and on the official website

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about these packages





MATCH DAY SPONSORSHIP OPPORTUNITIES

MATCH SPONSOR - £320 plus VAT

For the 2015/16 season, we are offering an improved matchday hospitality experience and excellent food at Edgar Street.

As a Match Sponsor you will enjoy the following benefits:

- Executive seats for eight guests
- Buffet lunch
- Two complimentary bottles of wine
- Fully licensed pay bar
- Half-time refreshments
- Complimentary programme for each guest
- The chance to vote for your Man of the Match (MOM), have it announced over the PA system and on the electronic scoreboard
- A pre-match photo with the two captains and the match officials on the pitch before the game and post-match photo with your chosen MOM afterwards
- Your name/s in the programme and on the website

MATCHDAY HOSPITALITY - £240 plus VAT

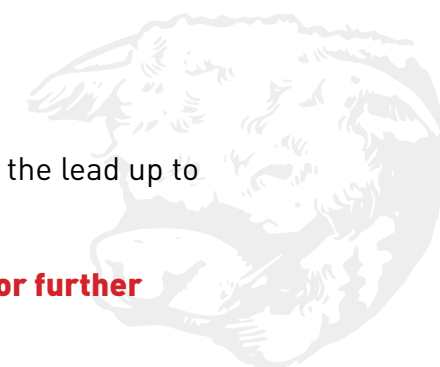
Enjoy the whole matchday experience with our hospitality package:

- Executive seats for eight guests
- Buffet lunch
- Two complimentary bottles of wine
- Fully licensed pay bar
- Half-time refreshments
- Complimentary programme for each guest
- Your name/s in the programme and on the website

MATCH BALL SPONSORSHIP - £70 plus VAT

- Executive seats for 2 guests
- Complimentary programme for each guest
- Your name/s in the programme and on the website
- Twitter and Facebook announcements to an audience of 1000s in the lead up to the game

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about these packages





PERIMETER BOARD ADVERTISING

Perimeter board advertising is a very traditional way to show your support for the football club whilst getting something in return.

In order to secure a prime position, which will be seen in both video and print format, please contact us without delay.

The prices of our various advertising board opportunities are as follows:

PITCH PERIMETER BOARD (8' X 2') - £500 plus VAT

- This deal also includes your company logo on the sponsors' page on the official website and in the matchday programme

FLOODLIGHT ADVERTISING BOARDS - £800 plus VAT

- Have your board positioned externally on the A49 outside Edgar Street and have it seen by 1000s of people every day
- Package also includes your company logo on the sponsors' page on the official website and in the matchday programme

SCOREBOARD SPONSORSHIP - £1000 plus VAT

- Your chance to have your company's name adorning the scoreboard at Edgar Street. The latest football scores from across the country are displayed on a match day and therefore the board is an excellent marketing opportunity

OFFICIAL AWAY TRAVEL SPONSOR

OFFICIAL AWAY TRAVEL SPONSOR – POA

As Hereford FC's official away travel sponsor you will have your company's logo on signage at the front of the bus on which staff, players and supporters travel to away games. In addition, this package includes:

- Two Executive Club season tickets
- Two reserved seats on bus for away travel
- Half-page advert in match programme

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about these packages





EXECUTIVE/VIP PACKAGES

HEREFORD FC EXECUTIVE CLUB (FORMERLY THE VP CLUB)

The Executive Club has its own fully licensed bar and is located directly under the main stand. As a club member you can enjoy this private facility and also a prime seat in the Directors Box overlooking over the half-way line.

EXECUTIVE CLUB SPONSOR - £P0A

The Executive Club will carry your company name for the 2015/16 season, and the package also includes:

- Four season tickets for the Executive Club
- Perimeter advertising board
- Full-page advert in the match programme
- Advertisement on Twitter and Facebook

CORPORATE SPONSOR - £1300 plus VAT

- Two season tickets for the Executive Club
- Perimeter advertising board
- Half page advert in the match programme
- Your company or individual name/s in the programme and on the official website

We are also happy to discuss sponsorship packages that include season tickets for the Executive Club linked to other advertising ideas.

PRIVATE EXECUTIVE BOXES - £10,000 plus VAT (FOR THE WHOLE 2015/16 SEASON)

We have two pitch-side boxes, where you can entertain your guests, colleagues, and clients in a friendly, but private atmosphere.

As part of your Executive Box package you will also receive:

- Executive seats for your guests
- Buffet lunch
- Two complimentary bottles of wine
- Fully licensed pay bar
- Half-time refreshments
- Complimentary programme for each guest
- Company name in the programme and on the website
- Opportunity to use the boxes during the week for business functions

Please contact Chris Ammonds (commercial@herefordfc.co.uk) for further details about these packages





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