



COMMERCIAL OPPORTUNITIES 2023/24



#STRENGTHINNUMBERS

INTRODUCTION

Born in 2015 from the ashes of Hereford United, Hereford FC is located in the heart of the City of Hereford in the historic Edgar Street stadium.

Part owned by the Hereford United Supporters Trust, we're proud of our heritage and the strong part that our fans have to play in the success of the club.

The Bulls are at the centre of the community both geographically and emotionally and we strive to be a club that the whole County can be proud of.

In 2016 over 24,000 fans traveled to Wembley Stadium to cheer on The Bulls in the FA Vase Final, in 2021 The Bulls returned to the home of football with a Covid-reduced 3,500 fans in attendance.

The size of following highlights the support and potential that Hereford FC has, with fans from across the UK and further afield traveling to cheer on The Bulls.

We're pleased to introduce our range of sponsorship and advertising options available and would be delighted to discuss these opportunities with you in more detail.



THANK YOU

We're extremely thankful to all of our sponsors and commercial clients who support us and work with us. Below are just a few of our key sponsors. We're sure that our commercial opportunities can help grow your business as well as play a key role in the success of Hereford FC and we'd be delighted to get a conversation started with you!



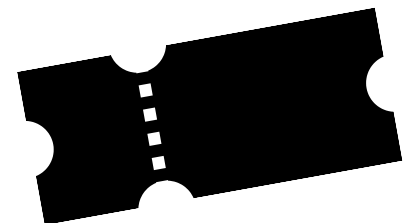
STRENGTH IN NUMBERS



192,000+
POPULATION OF
HEREFORDSHIRE



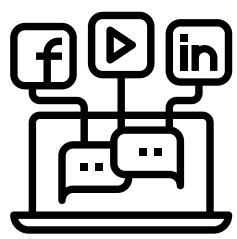
45,000+
TOTAL EDGAR STREET
ATTENDANCE



1,000
SEASON TICKET
HOLDERS



25,000+ CARS PASS
EDGAR STREET
EACH DAY



66,000+ FOLLOWERS
2,500,000+
MONTHLY IMPRESSIONS



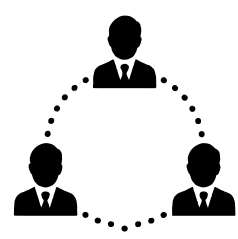
15,000+
MONTHLY
VIDEO VIEWS



4,500+
WEEKLY EMAIL
SUBSCRIBERS



1,000+
RADIO HEREFORD FC
LISTENERS PER GAME



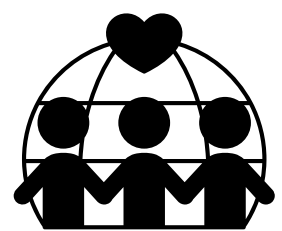
100+
LOCAL BUSINESS
CONNECTIONS



1,000+
MATCHDAY
HOSPITALITY CLIENTS



ONLY ELITE
SPORTS CLUB IN
30MILE RADIUS



ENGAGE WITH OVER
2,500 YOUNG PEOPLE VIA
HEREFORD FC COMMUNITY

ADVERTISING

INTERNAL ADVERTISING BOARDS

Pitchside boards offer you the chance to showcase your brand to an average of over 1,800 fans each game, displaying your support for The Bulls to a loyal band of supporters.

Not only will your boards be seen by supporters in attendance, but also by thousands of fans each week who watch our match highlights and the many thousands of fans who view match photos on social media and newspapers.

PRICES START AT **£575** +VAT

PAY MONTHLY FROM **£50** +VAT



EXTERNAL ADVERTISING BOARDS

External advertising boards are an extremely popular way of advertising at Hereford FC. Your company's message will be displayed 24/7 and viewed by an average of 25,000+vehicles per day that pass the stadium.

PRICES START AT **£1000** +VAT

PAY MONTHLY FROM **£85** +VAT

Our external advertising boards are extremely popular and there is often a waiting list in order to get one of the allocated spaces.

Please get in touch asap if your interested in taking advantage of this great source of advertising.



GET IN TOUCH

Our Commercial Manager, Martin Brain will be able to discuss your exact requirements and come up with a tailor-made package that will get the best outcome for your business.

Email mbrain@herefordfc.co.uk or phone Martin on 07468 495731 or 01432 268257 for more information!

ADVERTISING

DIGITAL SCREEN ADVERTISING

Digital screen advertising is an area that's getting increasingly popular with fantastic results. Your logo will be displayed to the whole stadium during key moments throughout a matchday.

We've got two packages to choose from that will both ensure your brand is promoted throughout the course of a matchday at Edgar Street.

A PLATINUM advert for the scoreboard costs £500 +VAT. and includes;

Minimum of 60 seconds of screen time pre-match including at least 10seconds within the 5minutes ahead of kick-off

20 seconds 1st half screen time

20 seconds half time screen time

20 seconds second half screen time

20 seconds full time

Adverts will appear in 10second slots.

A GOLD advert for the scoreboard costs £300+VAT., and includes;

- Minimum of 40 seconds of screen time pre-match including at least 10seconds within the 10minutes ahead of kick-off

- 10 seconds 1st half screen time

- 10 seconds half time screen time

- 10 seconds second half screen time

Adverts will appear in 10second slots.

Total – 1mins 10 seconds of screen time each game

PRICES START AT **£300** +VAT

PAY MONTHLY FROM **£25** +VAT



GET IN TOUCH

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ADVERTISING

WEBSITE ADVERTISING WITH CLICKABLE LINK

Our website www.herefordfc.co.uk has over 2.8 million hits per year and we have several different advertising / sponsorship opportunities available including banners, adverts and video. Packages starts from £100 + VAT per month

THANK YOU TO OUR CURRENT
WEBSITE SPONSOR



PRICES START AT **£1200** +VAT

PAY MONTHLY FROM **£100** +VAT

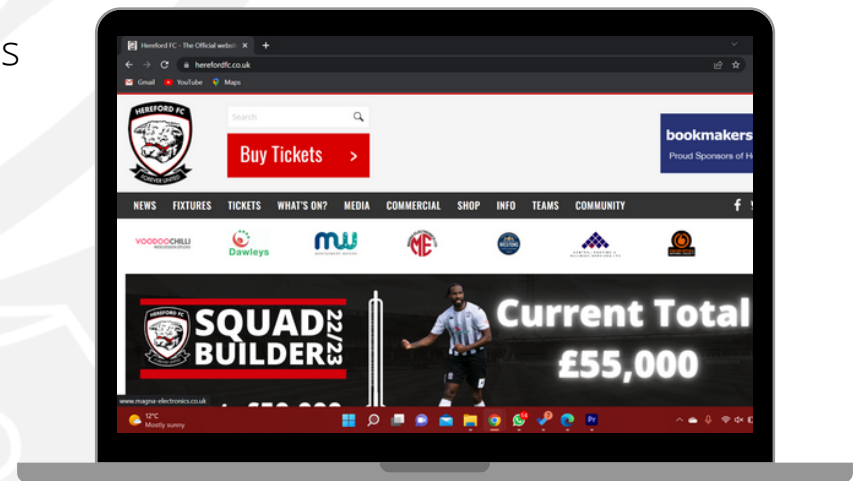
SECTION SPONSORSHIP WITH CLICKABLE LINK

Sponsor a specific section of the official website including some of our most popular pages such as 'latest news', 'fixtures', 'tickets' and 'league table'.

Get repeated views from engaged supporters who will visit pages repeatedly during the course of a season.

PRICES START AT **£1200** +VAT

PAY MONTHLY FROM **£100** +VAT



ADVERTISING

SOCIAL MEDIA

Our social media accounts have a combined total of over 66,000 followers with 2.5 Million monthly impressions.

We have an exciting opportunity to become our official social media sponsor which would see your business enjoy the following;

Company logo to appear on the official Hereford FC Facebook page header and Twitter page header as well as a pinned post on the official Hereford FC Instagram account throughout the course of the sponsorship agreement.

One post per month on the official Hereford FC website to solely advertise your business linked to via our social media channels

Logo on images for Ticket News, Match Reports and Player Signings throughout the season with a link to either your social channels or website. This would be a minimum of five posts per week on average.

Monthly analytics report so you can track the success of your sponsorship

PRICES START AT **£1500**

PAY WEEKLY FROM **£30** +VAT



ADVERTISING

EMAIL NEWSLETTER

Company logo to appear on the header of the official Hereford FC weekly newsletter sent to over 4,500 subscribers each week.

The newsletter will include your logo at the top of the email along with links to your website and social media channels.

An advertorial article at the foot of the email that can be changed monthly.

**EXPECTED REACH
OF 250000**

PRICES START AT **£500**



SPONSORSHIP

MATCHDAY SPONSORSHIP

PRICES START AT **£250** INC.VAT

Match sponsorship is a perfect opportunity for you to support Hereford FC in a relaxed and informal way.

- . Use of the Hereford FC Executive Club pre-match, half time & post-match
- . Two seats in the main stand executive seating area
- . Choose Man of the match
- . Opportunity to buy additional seats in the Executive Club at £25
- . Receive a signed shirt
- . Photo with man of the match
- . Cost £250

MATCH BALL SPONSORSHIP

- . Use of the Hereford FC Executive Club pre-match, half time & post-match
- . Two seats in the main stand Executive seating area
- . Opportunity to buy additional seats in the executive club at £25
- . signed Ball
- . Photo with the man of the match
- . Cost £150

UPGRADE YOUR MATCHDAY SPONSORSHIP

Entertain your guests with the full Edgar Street Experience. This is an ideal way for businesses to entertain clients and friends in a relaxed, fun atmosphere or just enjoy the games with family & friends.

- . VIP experience in the RE Recruitment Hereford Suite
- . Two-course meal for 10 guests
- . Additional spaces available
- . Complimentary tea & Coffee
- . Seating in the Merton Stand to view the game
- . Interviews with Former players
- . Team Sheet
- . Cost £470 inc. VAT.

HOSPITALITY

THE EDGAR STREET EXPERIENCE

PRICES START AT **£47^{PP}** INC VAT

Entertain your guests with the full Edgar Street experience. This can be an ideal way for businesses to entertain clients and friends in a relaxed, fun atmosphere, or enjoy the game with family or friends.

- VIP experience in the RE Recruitment Hereford Suite.
- Two-course meal (up to ten guests per table).
- Complimentary tea and coffee.
- Seating in the Merton Stand to view the game.
- Team Sheet provided.
- Interviews with former players (Subject to availability).
- £47 per person, £35 for season ticket holders.



PITCHSIDE ROOMS

An opportunity to enjoy a tailor made unique matchday experience in your own pitch side room for up to 10 guests.

Liaise with our commercial team to build your own experience from 'beers and pizza' to a two-course a la carte meal, the choice is yours!

Prices per person available on enquiry



ROOM HIRE

CONFERENCES & SEMINARS

PRICES START AT **£100** +VAT

Hereford Football Club are proud to offer a range of rooms featuring excellent facilities for your conferences, meetings, Training and seminars. These rooms are fully accessible and has full range of facilities to suit your event.

We can provide a full PA system with microphones, flip charts and a full audio visual package. We have rooms to hold 20-120 persons and are confident we can fulfil all your needs.

A full menu of catering options can be offered including light breakfasts and lunches all made on the premises by our team of chefs as well as unlimited tea and coffee.

We offer both full and half day rates and are happy to work with you to deliver the perfect package.

