



# Partnership Opportunities

**Season 2025/2026**





# Who are Ballymena United?

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## Historic Pillar Since 1928

Ballymena United Football Club, founded in 1928 as Ballymena FC, is a cornerstone of sporting tradition in Northern Ireland. The club has been a central figure in the Irish League for nearly a century. Over the decades, Ballymena United has built a reputation for resilience, pride, and passion, continually inspiring generations of football supporters and young players alike.

## Community-Driven Institution

More than just a football team, Ballymena United is a vital part of the local community. The club serves as a rallying point for people across the town and surrounding areas, bringing individuals together from all walks of life - the Sky Blues play a proactive role in uniting the community through shared identity and support.

## Platform for Youth and Local Talent

Ballymena United has long invested in developing home-grown talent, giving local young players a platform to shine on a national stage. Through its academy and youth development programs, the club not only nurtures footballing skills but also instils values of discipline, teamwork, and ambition. Many young players have found a pathway to professional careers thanks to the opportunities created by the club.

# A club like no other

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## Family-Friendly Matchday Experience

The Showgrounds, home to Ballymena United, offers a welcoming environment for families and fans of all ages. The matchday atmosphere is known for its warmth and inclusivity, often cited as one of the friendliest in Northern Irish football. The club has worked tirelessly to maintain a safe and enjoyable environment where community spirit thrives.

## Charity and Social Impact Work

Ballymena United has consistently used its platform to support charitable causes, promote mental health awareness, and engage with local schools and organisations. The club has partnered with various community groups to address social challenges and support those in need, demonstrating a deep commitment to social responsibility beyond the football pitch.

## Source of Local Pride

Through triumphs and challenges, Ballymena United has remained a beacon of pride for the town. The club's enduring presence has provided a sense of continuity and belonging for nearly 100 years. With loyal fans and deep roots in the region, Ballymena United continues to embody the spirit of its community—proud, passionate, and ever forward-looking.







# Solutions that work for you

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## **Generate New Leads**

By partnering with Ballymena United FC, your brand will take centre stage in front of a passionate and engaged audience across Northern Ireland. With regular media coverage from outlets like BBC NI, Sky Sports, and the Belfast Telegraph, your brand benefits from unmatched exposure.

## **Build Stronger Brand Connections**

Join a club with history, heart, and ambition. Our fans are loyal and community-driven—giving your brand the chance to connect with supporters who appreciate and support our partners. Strengthen your brand image by aligning with our inspiring mission.

## **Deliver on CSR Goals**

Our deep community roots make us the ideal partner for businesses looking to meet their Corporate Social Responsibility targets. Your support helps us make a difference locally, while boosting your reputation as a brand that gives back.

## **Promote Your Products and Services**

Use our platform to highlight your offerings. From matchday activations to digital features, you'll have opportunities to showcase your products directly to our loyal fanbase.

## **Enhance Customer Loyalty**

Delight your clients with exclusive experiences, hospitality packages, and matchday perks that leave a lasting impression. It's a powerful way to increase customer satisfaction and build long-term relationships.

# The tools in our locker

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## **Tickets and Hospitality**

Impress clients and recognise top performers with VIP matchday experiences. From premium seating to exclusive access, create unforgettable moments that strengthen your business relationships.

## **Community Involvement**

Demonstrate your brand's dedication to social responsibility by aligning with our impactful local initiatives. Support programs that make a real difference while boosting your company's image within the community.

## **Matchday Experiences**

Connect with fans in a meaningful way through engaging matchday activations at the Ballymena Showgrounds. Capture attention, drive interaction, and bring your brand to life in front of a loyal audience.

## **Powerful Brand Exposure**

Gain standout visibility through high-impact branding opportunities. Whether it's shirt sponsorship, pitch-side advertising, or digital promotion, your brand will be front and centre at every game and event.

## **Be Part of the Inner Circle**

Our partners enjoy privileged access to the heart of the club. Build relationships with influential figures on and off the pitch, and collaborate with fellow sponsors who share your drive for business growth and community success.





# Our audience

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Social Media Impressions

**3,200,000** (30 Days to July 31<sup>st</sup> 2025)

Yearly Website Traffic

**1,896,000**

Total Media Value

**12,500,000+**

Annual Stadium Attendance H&A

**60,000+**

Total Social Media Followers

**45,000**

Live TV Viewership

**280,000**

Written Press Articles

**2,800+**

Club Database

**5,000+**



# The United Connection

Here are some of the brands we have worked with



Walter Young





# Our Partnership Opportunities

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**Season 2025/2026**



# Arena naming rights

Securing the naming rights to the Ballymena Showgrounds offers your brand unparalleled exposure at one of Northern Ireland's most recognisable sporting venues.

As the home of Ballymena United FC, the stadium hosts regular league fixtures, cup competitions, and community events—delivering consistent footfall, media coverage, and visibility across local and national platforms.

Your brand name will become synonymous with a hub of passion, pride, and community spirit, creating powerful associations that go far beyond the pitch.

It's more than a sponsorship—it's a long-term partnership with a club at the heart of its town and a unique opportunity to position your business at the centre of the action.

## Our package includes:

- Branded signage opportunities both inside and outside the main Showgrounds complex.
- Media launch and naming ceremony to celebrate the partnership.
- Digital branding and links on club website and social media.
- Full title usage in all media output (digital, broadcast and print) for all references to Ballymena United FC home matches.
- Six complimentary season tickets with Directors' Box and Boardroom access each season.
- Complimentary table for all corporate dinner events each season.
- Signed and framed Ballymena United FC shirt each season.

**MORE INFO AVAILABLE ON REQUEST**



# Corporate Lunch Sponsorship

Position your brand at the forefront of Northern Ireland's business and sporting community by becoming the main sponsor of one or more of the Ballymena United Corporate Lunches.

Held five times per season, each event attracts over 300 professionals for a day of premium hospitality, featuring a gourmet four-course meal, top guest speaker, and live post-match entertainment.

As sponsor, your company will receive prominent branding across all event materials, digital platforms, and matchday announcements.

This is a unique opportunity to gain high-impact exposure and build meaningful connections.

## Our package includes:

- Title sponsorship of any one of or all of our 5 corporate lunch events throughout the 2025/26 season
- Complimentary table of ten at whichever event you choose.
- Matchday announcements before during and after all event matchdays.
- Your Branding prominently displayed on our Corporate Dinner Brochure
- Promotional features with the manager and (or) players before and after the game online via club channels and in the local media to celebrate your commitment to the Sky Blues.
- Signed and framed Ballymena United FC shirt each season.

**STARTING FROM £1000 + VAT**





# Corporate Lunch Per Person/Table

Our Match Day Corporate Dinners are the best Corporate Dinners available at any ground in the NIFL Premiership

Our events attract 300 guests, making them the perfect networking opportunity for your business, an opportunity to entertain your customers or treat your staff to a great day out.

Starting around 12.30pm, we have a short introduction from our MC, followed by a 3 Course Meal, drinks, Tea & Coffee, followed by a Guest Speaker, 90 minutes of football, then post-match music to finish off the day.

Our Sky-Blue Bar is open throughout the event.

## Our package includes:

- A table of 10 people at one of our 5 corporate lunch events throughout the 2025/26 season.
- 3 Course Meal in Our Des Allen Suite plus Tea/Coffee/Biscuits including 2 bottles of red and 1 white wine per table plus bottled water
- Pre match entertainment from our celebrity guest speaker.
- Complimentary Match ticket - Watch the match from the comfort of The Des Allen Suite or take your seat in the stands to soak up the match day atmosphere
- Full cash bar facilities from our Sky-Blue Bar
- Post-match Live Music

**STARTING FROM £50 per person**



# Shirt sponsorship

Shirt branding on Ballymena United's playing kits offers your business high-impact, continuous visibility both on and off the pitch.

Worn with pride by players during every competitive fixture—home and away—your brand will be seen by thousands of fans in stadiums, across televised broadcasts, and throughout digital and print media.

As part of a historic and community-driven club, your logo becomes associated with local pride, sporting excellence, and loyal fan engagement. It's a cost-effective way to boost brand awareness while aligning with a trusted and widely supported football institution.

## Our package includes:

- Premium branded logos on all Ballymena United FC home and away shirts & 3<sup>rd</sup>, worn by players and fans alike.
- Press announcement to celebrate the partnership
- Prominent stadium branding signage
- Digital branding and links on club website and social media.
- 2 Complimentary season tickets with Directors' Box and Boardroom access each season.
- Complimentary table for corporate dinner events each season.
- Signed and framed Ballymena United FC shirt each season.

**PRICE AVAILABLE ON REQUEST**





# Shorts sponsorship

Shorts branding on Ballymena United's playing kits offers your business high-impact, continuous visibility both on and off the pitch.

Worn with pride by players during every competitive fixture—home and away—your brand will be seen by thousands of fans in stadiums, across televised broadcasts, and throughout digital and print media.

As part of a historic and community-driven club, your logo becomes associated with local pride, sporting excellence, and loyal fan engagement. It's a cost-effective way to boost brand awareness while aligning with a trusted and widely supported football institution.

## Our package includes:

- Premium branded logos on all Ballymena United FC home and away & 3<sup>rd</sup> kit shorts, worn by players and fans alike.
- Press announcement to celebrate the partnership
- Prominent stadium branding signage
- Digital branding and links on club website and social media.
- 2 Complimentary season tickets with Directors' Box and Boardroom access each season.
- Complimentary table for corporate dinner events each season.
- Signed and framed Ballymena United FC shirt & shorts each season.

**PRICE AVAILABLE ON REQUEST**



# Match Sponsorship **Standard**

Match sponsorship at Ballymena United FC is a prime opportunity to put your brand in the spotlight during key fixtures that draw strong crowds, media attention, and community buzz.

As a match sponsor, your business will benefit from pre-match promotion, in-stadium branding, VIP hospitality, and direct engagement with fans—maximising visibility and impact.

These high-profile games generate real excitement and demand, and with big matches snapped up quickly each season, now is the time to secure your date and stand out as a key partner on one of the club's biggest stages.

## Our package includes:

- Promotional photos with the manager and (or) player before and after the game online via club channels and in the local media to celebrate your commitment to the Sky Blues.
- Signed shirt from the team of your sponsored match
- 2 Complimentary Match Tickets
- Access to The McBurney Suite Boardroom at Half-Time for tea & refreshments
- Post match access to the Boardroom to hear the thoughts of the manager and/or a player and celebrate a Ballymena United win in style!

**STARTING FROM £300+VAT**





# Match Sponsorship **Premium**

Match sponsorship at Ballymena United FC is a prime opportunity to put your brand in the spotlight during key fixtures that draw strong crowds, media attention, and community buzz.

As a match sponsor, your business will benefit from pre-match promotion, in-stadium branding, VIP hospitality, and direct engagement with fans—maximising visibility and impact.

These high-profile games generate real excitement and demand, and with big matches snapped up quickly each season, now is the time to secure your date and stand out as a key partner on one of the club's biggest stages.

**STARTING FROM £550+VAT**

## Our **Premium** package includes:

- Promotional photos with the manager and (or) player before and after the game online via club channels and in the local media to celebrate your commitment to the Sky Blues.
- Signed shirt from the team of your sponsored match
- 4 Seats in the comfort of the Directors Box to watch the match with half time refreshments in the Boardroom
- Exclusive VIP matchday experience with three course meal for up to 10 people in the BUFC boardroom.
- Post match access to the Boardroom to hear the thoughts of the manager and/or a player and celebrate a Ballymena United win in style!



# Match Ball Sponsorship **Standard**

Match ball sponsorship at Ballymena United FC offers a unique and cost-effective way to align your brand with the heart of the action.

As the official match ball sponsor, your business is promoted in the lead-up to the game, announced on matchday, and featured in our digital channels—giving you targeted exposure to a dedicated fanbase. With added VIP hospitality and the chance to present the match ball, it's a memorable way to connect with supporters and enhance your brand presence.

Demand is high and big match slots are limited, so secure your fixture early to make the most of this impactful opportunity!

## Our **Standard** package includes:

- Promotional photos with the manager and (or) players before and after the game online via club channels and in the local media to celebrate your commitment to the Sky Blues.
- 2 complimentary match tickets
- Signed ball from the team of your sponsored match
- Post match access to the Boardroom to hear the thoughts of the manager and/or a player and celebrate a Ballymena United win in style!

**STARTING FROM £200+VAT**





# Match Ball Sponsorship **Premium**

Match ball sponsorship at Ballymena United FC offers a unique and cost-effective way to align your brand with the heart of the action.

As the official match ball sponsor, your business is promoted in the lead-up to the game, announced on matchday, and featured in our digital channels—giving you targeted exposure to a dedicated fanbase. With added VIP hospitality and the chance to present the match ball, it's a memorable way to connect with supporters and enhance your brand presence.

Demand is high and big match slots are limited, so secure your fixture early to make the most of this impactful opportunity!

## Our **Premium** package includes:

- Promotional photos with the manager and (or) players before and after the game online via club channels and in the local media to celebrate your commitment to the Sky Blues.
- 2 Seats in the comfort of the Directors Box to watch the match with half time refreshments in the Boardroom
- Signed ball from the team of your sponsored match
- Post match access to the Boardroom to hear the thoughts of the manager and/or a player and celebrate a Ballymena United win in style!

**STARTING FROM £300+VAT**



# Captain Sponsorship

Become the Captain Sponsor and align your brand with leadership, passion, and pride by sponsoring the Ballymena United matchday captain.

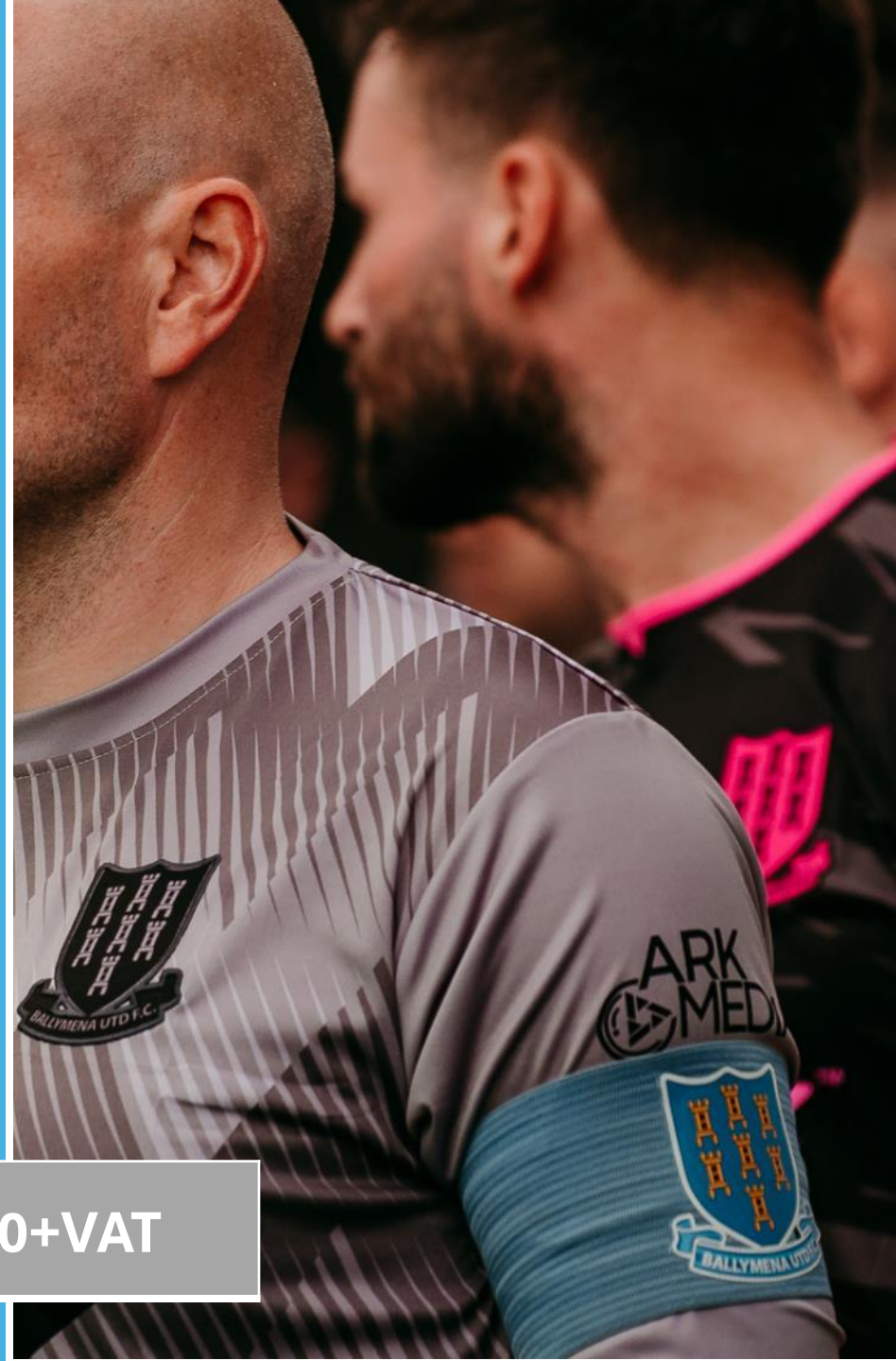
This unique opportunity offers high-impact visibility every home game, with your company featured in matchday build up, social media posts, and stadium announcements as the official Captain Sponsor.

It's a powerful way to showcase your support, increase brand awareness, and connect with loyal fans. With limited availability each season, this is your chance to stand out, lead, and inspire alongside the team's on-field leader.

## Our package includes:

- Promotional photos with the manager and (or) players before and after the game online via club channels and in the local media to celebrate your commitment to the Sky Blues.
- Signed shirt from the Captain on your matchday (Sean O'Neill GK)
- 2 Seats in the comfort of the Directors Box to watch the match with half time refreshments in the Boardroom
- Post match access to the Boardroom to hear the thoughts of the manager and players and celebrate a Ballymena United win in style!

**STARTING FROM £200+VAT**





# Player Shirt Sponsorship

Become a Player Shirt Sponsor and align your brand with leadership, passion, and pride by sponsoring an individual Ballymena United player, home, away or third kit or any combination of the 3.

This unique opportunity offers high-impact visibility every game, with your company featured in matchday build up, social media posts, and our club website and app.

It's a powerful way to showcase your support, increase brand awareness, and connect with loyal fans. With limited availability each season, this is your chance to stand out, lead, and inspire alongside the team's on-field leader.

## Our package includes:

- Promotional photos with the manager and (or) players before and after the game online via club channels and in the local media to celebrate your commitment to the Sky Blues.
- Signed shirt from your chosen player at the end of the season.
- Choice of framed or unframed.
- Your name appears on Player Shirt Sponsorship List on our Official Club website and Club app

**STARTING FROM £150+VAT**





**For further information please contact:**

**Chris Selwood, Chairman on 07837 000060**

**or**

**Liam Wilson, Vice Chairman on 07376978027**

**or**

**email [commercial@ballymenaunitedfc.com](mailto:commercial@ballymenaunitedfc.com)**

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## **Ballymena United Football Club**

Ballymena Showgrounds, 30 St Patricks Link, Ballymena, BT43 7FU

**[www.ballymenaunitedfc.com](http://www.ballymenaunitedfc.com)**