Ballymena United Football Club

SEASON 2026 / 2027
PARTNERSHIP OPPORTUNITIES

COMMERCIAL@BALLYMENAUNITEDFC.COM



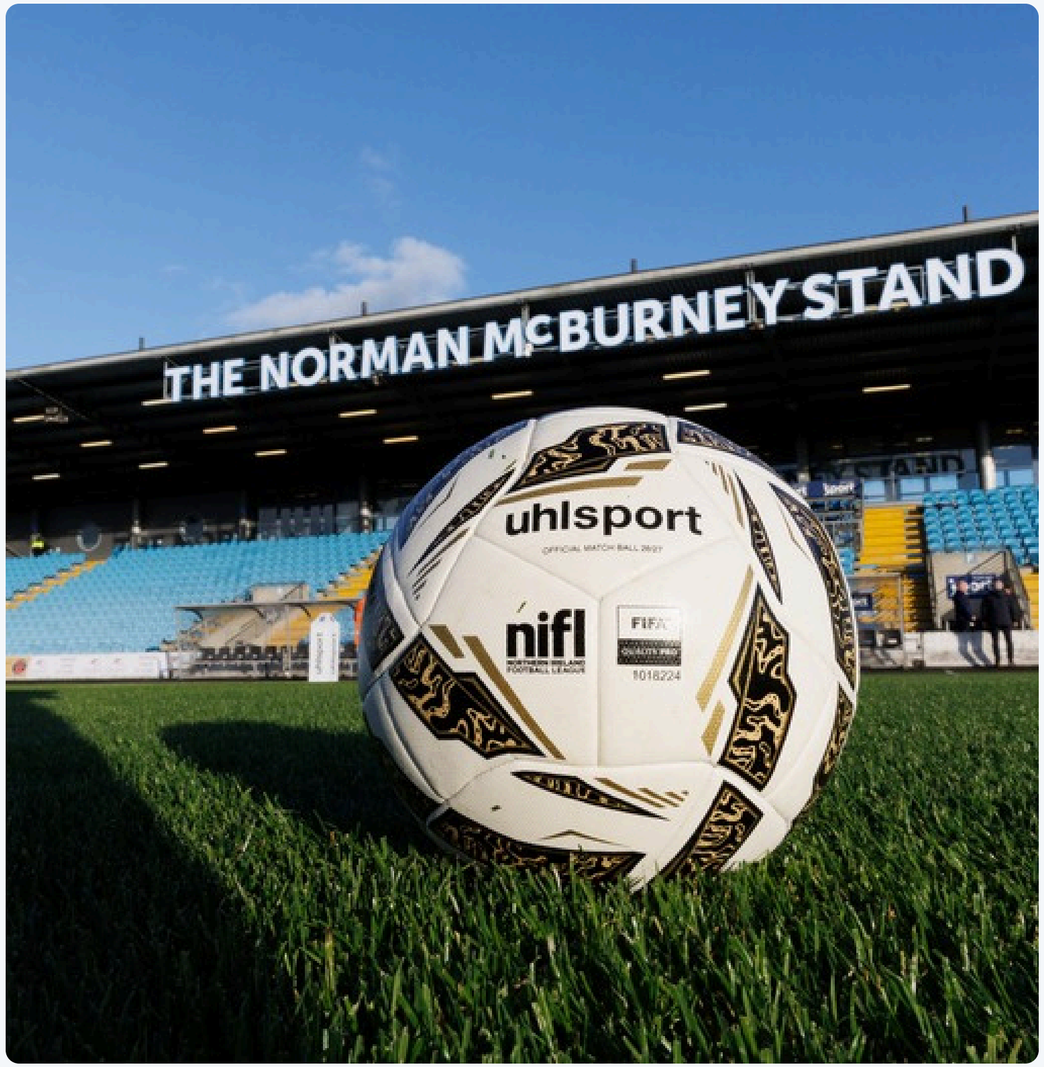
Who we are

Rooted in Ballymena. Built for the next generation.

Historic Pillar Since 1928
Ballymena United Football Club 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

One town. One terrace. Generations of pride.



Partnership that performs

Five commercial outcomes. One trusted local platform.

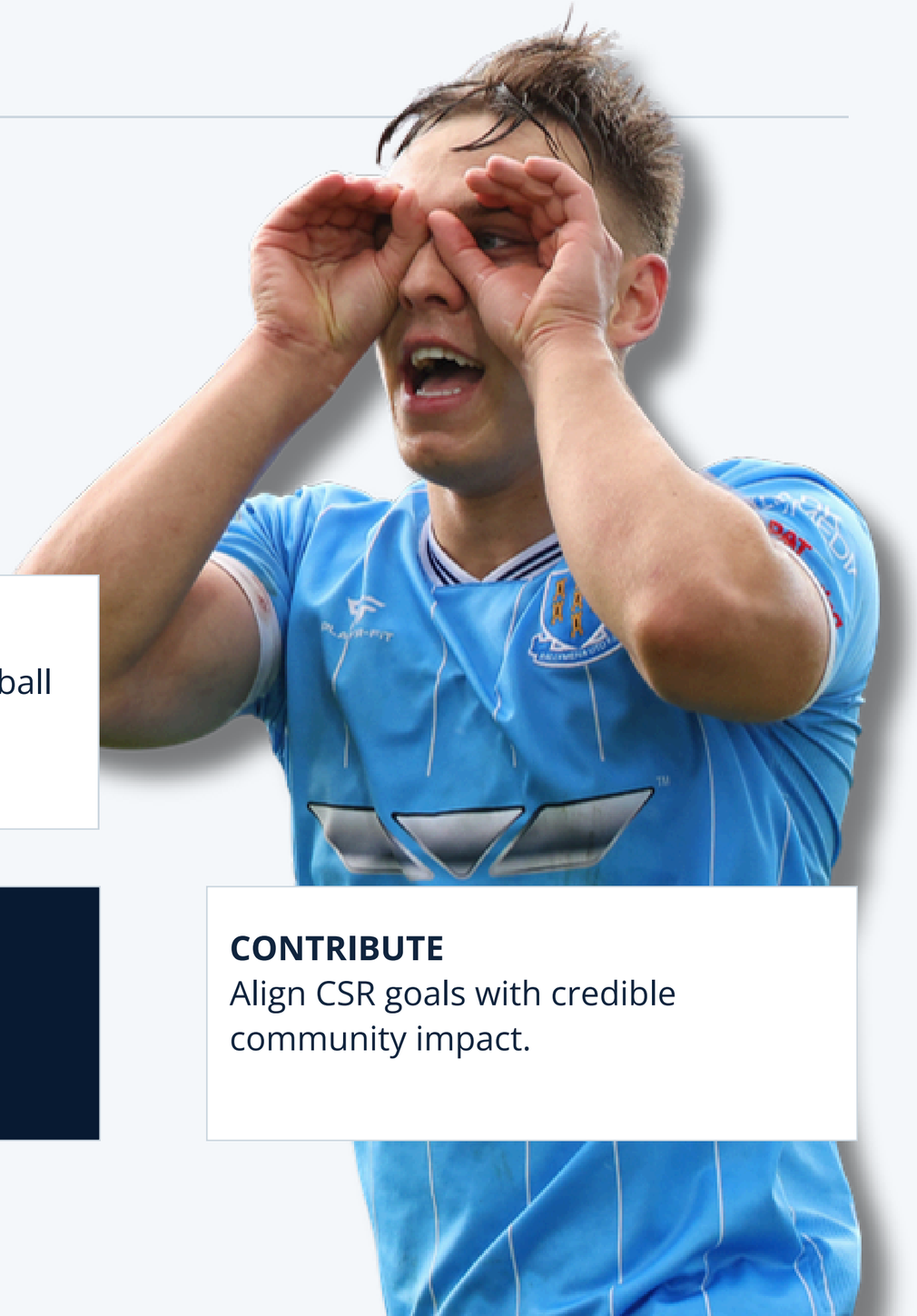
LEADS
Generate qualified interest through targeted campaigns.

CONNECT
Build affinity with passionate football supporters.

PROMOTE
Put products into memorable matchday moments.

RETAIN
Reward customers and deepen loyalty.

CONTRIBUTE
Align CSR goals with credible community impact.



Activate beyond the touchline

A connected toolkit built to turn visibility into relationships.

01
Tickets + hospitality

02
Community outreach

03
Matchday experiences

04
Multi-platform exposure

05
Inner-circle networking

An audience with momentum

Verified audience indicators supplied for the 2026/27 commercial season.

3.2M
social impressions[1]

50K
social followers

1.896M
yearly website visits

280K
live TV viewers / match

£12.5M+
annual media value

2,800+
press articles

60K+
annual attendance

5,000+
database contacts





Explore our partnership opportunities

BUSINESS HOSPITALITY

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 2026/27 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.

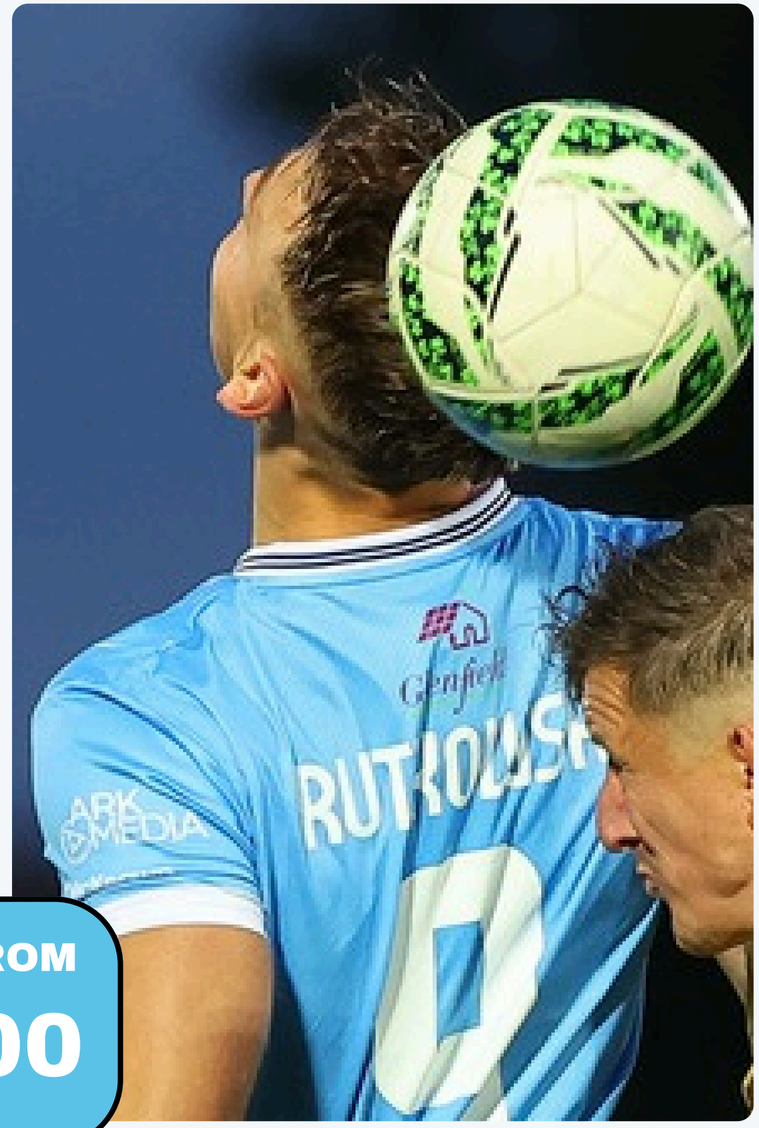
BUSINESS BRANDING

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.



PRICES FROM

£3,000

Our package includes:

- Premium branded logos on all Ballymena United FC home and away & third shirts , 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.

BUSINESS BRANDING

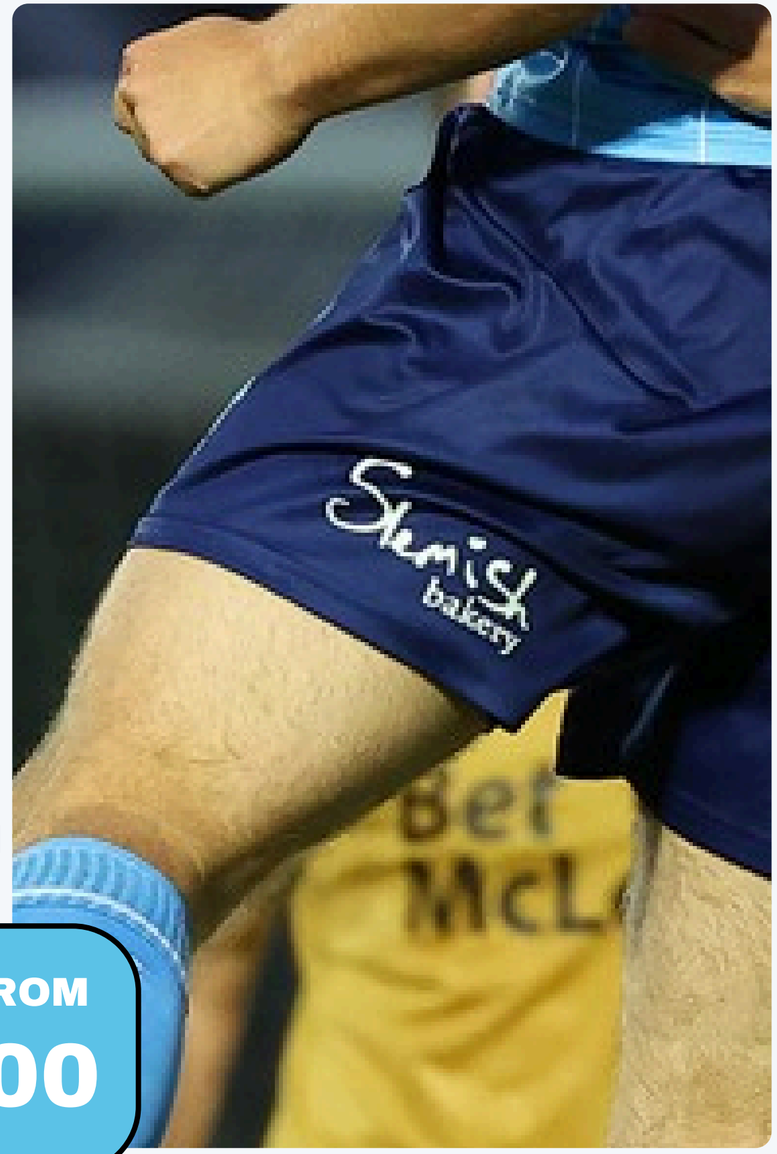
Short sponsorship

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

The hidden gem in the Ballymena United inventory, the short sponsorship continues to provide sponsors with some of the highest visibility on offer.

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.



PRICES FROM
£5,000

Our package includes:

- Premium branded logos on all Ballymena United FC home and away & third shorts.
- 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.

BUSINESS HOSPITALITY

Match sponsorship

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.



PRICES FROM

£300

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

BUSINESS HOSPITALITY

Ball sponsorship

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.



PRICES FROM

£200

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

BUSINESS HOSPITALITY

Stadium signage

A pitchside board at the Ballymena Showgrounds puts your brand in front of one of the most loyal audiences in Northern Irish football. Every home fixture brings Sky Blues supporters through the gates, and your message is there for all ninety minutes.

The reach doesn't stop at the turnstiles. Pitchside boards feature in photography, highlights, broadcast coverage and the club's social channels, carrying your brand across Mid and East Antrim and beyond.

Signage is a cost-effective way to build local recognition, delivering season-long exposure for a single investment and positioning your business as a trusted part of town life.



PRICES FROM
£500

Our package includes:

- Promotional photos with club officials to announce the signage partnership
- Production and maintenance of signage handled by the club.
- Complimentary Match Tickets

LET’S TALK

Let’s build a winning partnership together

Contact
Chris Selwood

commercial@ballymenaunitedfc.com

www.ballymenaunitedfc.com

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

