



Marketing and Commercial Value 2025/26

Selston Football Club's marketing and commercial value is the combined exposure, audience reach, community influence, media presence, and brand association opportunities delivered to commercial partners through matchday attendance, regional media coverage, social media engagement, youth participation, community activities, and league competition. This value enables businesses to increase brand awareness, strengthen local market presence, engage with target audiences, and align themselves with a successful and trusted community organisation.

This Report looks at the overall **marketing and commercial exposure value of Selston FC during the 2025/26 season** and shows that it is in the region of:

£40,000 – £75,000 per annum

This is separate from the club's wider **social value impact**, which is considerably higher (estimated at over £500,000 annually).

How this marketing value is calculated

Digital Media Exposure

With:

- 7,000+ Facebook followers
- Active X and Instagram channels
- Estimated 6,000–10,000 weekly impressions
- Approximately 45–50 weeks of annual activity

The club is generating between:

270,000 – 500,000 annual digital impressions

Using typical local digital advertising rates (£4–£8 CPM), this alone creates a notional advertising value of:

£1,500 – £4,000

However, because club followers are highly engaged and geographically targeted, sponsorship value is often 3–5 times greater than standard digital advertising.

Adjusted sponsorship value: £5,000 – £15,000

Matchday & Physical Exposure

Assuming:

- 25–30 home fixtures annually
- Average attendance of 100–140
- Junior football activity every weekend
- Training sessions and events

The club generates approximately:

15,000–20,000 annual physical impressions

Pitchside boards, player sponsorships and matchday sponsorships typically generate a value equivalent of:

£8,000 – £15,000

Youth & Family Network

Selston FC's biggest commercial asset is arguably its community network:

- 13 youth teams
- 160+ youth players
- 300–500 weekly visitors
- Hundreds of parents and family members

For local businesses, this audience is highly valuable because it represents:

- Local homeowners
- Working families
- Consumers within a 10–15 mile radius

Estimated annual marketing value:

£10,000 – £20,000

Regional Media Coverage

The 2025/26 title-winning season generated regular coverage through:

- Mansfield and Ashfield Chad
- Eastwood Advertiser
- League media channels
- Non-league football websites

- Community social media groups

The promotion-winning campaign significantly increased exposure beyond the club's own channels.

Equivalent advertising value:

£5,000 – £10,000

Championship & Promotion Premium

Winning the league and gaining promotion adds considerable intangible value:

- Increased credibility
- Enhanced local awareness
- Greater supporter engagement
- More media coverage
- Increased attractiveness to sponsors

Estimated added commercial premium:

£10,000 – £15,000

Total Estimated Commercial Marketing Value

Asset	Estimated Value
Digital Reach	£5,000 – £15,000
Matchday Exposure	£8,000 – £15,000
Youth & Community Reach	£10,000 – £20,000
Regional Media Coverage	£5,000 – £10,000
Championship & Promotion Effect	£10,000 – £15,000

Total Estimated Annual Marketing Value £40,000 – £75,000

What this means for sponsors

A business investing:

- £300 in a pitchside board
- £500–£1,000 in kit sponsorship
- £2,000–£5,000 in a major partnership

is buying access to a club that now reaches:

- Thousands of local residents each week
- Hundreds of families every month
- A growing Step 6 football audience
- Regional newspaper readership across Ashfield, Mansfield, Eastwood and the surrounding areas

Following promotion to the United Counties League, I would expect Selston FC's marketing value to increase further during the 2026/27 season, potentially moving into the **£60,000–£100,000 annual exposure value range** if attendances, digital engagement and media coverage continue to grow.