



COMMERCIAL BROCHURE

#ourtownstrongertogether





COMMERCIAL PACKAGES WITH YOU IN MIND

With promotional, sponsorship and advertising opportunities within football increasingly being recognised as some of the most high profile, yet cost-effective marketing strategies available, Hythe Town Football Club can offer a wide range of opportunities whether it will be pitch side advertising or player sponsorship to programme advertising or stadium naming rights, there is a package that will fit your companies marketing requirements and also your budget.

Our ongoing growth both on and off the field has made Hythe Town Football Club a focal point in the south coast area for not only our loyal and dedicated fans but for businesses and corporate clients to forge a relationship with.

Some of our packages are accessible for fans alike whilst we understand that each of our corporate customers have varied specific requirements and we will strive to deliver flexibility and variety to every individual.

Thank you for taking time to read our commercial brochure and please feel free to contact me if you wish to discuss anything further.

We look forward to welcoming you to Reachfields.

Paul Rogers

Commercial Manager

SPONSORSHIP & ADVERTISING

A SPORTING CHANCE

Associate your company with the positive imagery of sport.

Sport offers complementary ways to promote your business and achieve objectives, particularly in respect of corporate social responsibility. Increase your visibility in local and regional media and your standing as a caring employer with well targeted Investment and brand awareness. It really can make a big difference to a club such as Hythe Town FC.

BY THINKING LOCAL

The byword in sports sponsorship today is 'grassroots', in more ways than one.

Businesses are 'thinking globally and acting locally' in order to reach old and new customers.

The association of your company with Hythe Town FC, the visibility in local and regional media, the gratitude of the fans, your customers and your employees for the support you lend to their team all add up to brand exposure and awareness. Your business can achieve a boost and maximum exposure in return for little cost.

MAXIMISE YOUR BRAND - GET SEEN

Your sponsorship package will be designed to incorporate your logo and ensure it receives maximum exposure from all media especially the local press.

Display of your business name on banners around the ground, advertisements in programmes and on other merchandise. Use of the club in advertisements and other promotions undertaken by your company.

Website links between you, Hythe Town FC and other company websites puts your business further into the spotlight.

All this exposure indicates that your company cares about the local community and is prepared to invest in its future and the welfare of its residents.





STADIUM

Whatever your field or industry your company can be at the forefront of one of the fastest-growing football clubs in Kent.

Get local, regional and national TV and press coverage for your company as well as exposure to all Hythe Town fans and major companies with prime advertising as our main Stadium Sponsor.

Not only will you enjoy the benefits of branding and naming rights but you will also enjoy complimentary match day hospitality for you and your guests.

STADIUM SPONSOR & NAMING RIGHTS

£POA

- Stadium naming rights to Reachfields on all club and league correspondence, club website and season tickets
- Company logo and branding on entrance signs to Reachfields
- Company logo and branding on the first team kits
- 4 x Season tickets with use as matchday boardroom guests
- 4 x Pitch perimeter boards in premium locations (2 either side of each goal ... 1st board from each goal each side)
- 1 x Player sponsor for the season
- 3 x Matchday sponsor days to include:
6 additional matchday guests for your chosen fixtures - £50 Cannons bar drinks voucher - PA announcement of company matchday sponsor - Match day programme company feature with logo - Naming of man of the match and pitch side presentation at fulltime which will be advertised on all HTFC social media channels.
- Company logo on the front of every matchday programme
- Full colour page advert in the match day programme for the entire season
- Website premium placement promotion and link back with by monthly social media company promotion.
- Stadium PA announcements

PARTNERSHIP PACKAGES

Our Town - Stronger Together

We have limited availability for you to cement your company and backing with Hythe Town FC in our exclusive brand exposure with our headline Partnership Packages.

Each package offers great value for money, whether your objective is to promote your company, or brand to a new audience, advertise a local service to the community, or simply treat clients to a memorable day out with some impressive special touches. Whatever your choice rest assured you are at the very forefront of this formidable football club.



ELITE

- 4 x Season tickets with use as matchday boardroom guests
- 4 x Pitch perimeter advertising boards in premium locations (2 x either side of each goal, 2nd board out from each goal, each side)
- Full colour page advert in the match day programme for the entire season
- 1 x Player sponsor for the season
- 3 x Matchday sponsor days to include:
6 additional matchday guests for your chosen fixtures - £50 Cannons bar drinks voucher - PA announcement of company matchday sponsor - Matchday programme company feature with logo - Naming of man of the match and pitch side presentation at fulltime which will be advertised on all HTFC social media channels.
- Website premium placement promotion and link back
- Quarterly social media company promotion

£10,000 + VAT

PLATINUM

- 2 x Season tickets with use as matchday boardroom guests
- 2 x Pitch perimeter advertising boards in premium locations
- Full colour page advert in the matchday programme for the entire season
- 1 x Player sponsor for the season
- 2 x Matchday sponsor days to include:
8 additional matchday guests for your chosen fixtures - £50 Cannons bar drinks voucher - PA announcement of company matchday sponsor - Matchday programme company feature with logo - Naming of man of the match and pitch side presentation at fulltime which will be advertised on all HTFC social media channels.
- Website premium placement promotion and link back

£5,000 + VAT

Partnership Package boardroom guests will receive a free matchday programme and half time finger buffet. To include all home league and cup fixtures. This will include the home play off should HTFC qualify.

EXECUTIVE BOXES

Reachfields is blessed to boast superb bar and hospitality facilities within the main stand with the jewel in the crown by way of four executive boxes.

Watch all the match action with un-interrupted views from your own box with friends, clients or work colleagues.

With the bar and toilet facilities just a small walk away and covered personal space to enjoy the game, our executive boxes make match days just that little bit more special.



BOXES 1, 2 & 4

FOR 8 GUEST (MAXIMUM)

FOR THE SEASON

- 8 x Season tickets with your box for all home league fixtures for the season
- 1 x advertising board placed on the main stand under your box location
- 1 x Player sponsor
- 1 x Matchday programme in your box per home fixture

£2,000 + VAT

The above packages to include all home league fixtures only with first offer on cup fixtures at a reduced per game rate.

In the event of an executive box being available we have the following “per game” hires available:

BOXES 1, 2 & 4

FOR 8 GUESTS PER GAME (MAXIMUM)

£175 + VAT

BOX 3

FOR 16 GUEST (MAXIMUM)

FOR THE SEASON

- 16 x Season tickets with your box for all home league fixtures for the season
- 1 x advertising board placed on the main stand under your box location
- 1 x Player sponsor
- 1 x Matchday programme in your box per home fixture

£3,200 + VAT

BOX 3

FOR 16 GUESTS PER GAME (MAXIMUM)

£225 + VAT



KIT SPONSORSHIP

Brand placement can be a key element for many companies and we have many outlets to get your company name and brand associated on the Hythe Town FC kit and team wear.

From logo branding on the kit shirts, shorts or maybe our squad warm up jackets, we are sure to have the most effective options available. We would be delighted to discuss how we can help.

KIT SPONSORSHIP	
HOME SHIRT FRONT	£ POA
HOME SHIRT BACK	£ POA
HOME SHORT BACK	£ POA
AWAY SHIRT FRONT	£ POA
AWAY SHIRT BACK	£ POA
AWAY SHORTS BACK	£ POA
TRACKSUITS (Inc Polo's)	£ POA
WARM UP T-SHIRTS	£ POA
RAIN JACKETS	£ POA



STAND SPONSORSHIP

Hythe Town have their home firmly based at Reachfields and we will never forget our heritage, roots and home.

In remembrance and recognition of our ground heritage we pay tribute by naming the stand that houses the new dug outs opposite the main stand "The Paul Markland Stand" and the covered end the "Fort Road Stand"

You and your company can associate itself with the foundation of the club by having the sponsorship rights of the famous and very noisy home of our amazing fans at either The Paul Markland Stand of the Fort Road Stand.

- Sponsorship and naming rights to The Paul Markland Stand
- 4.8 metre x 1.0 metre advertising board above the stand
- 2 x complimentary season tickets for all Hythe Town FC First team home fixtures

STAND SPONSORSHIP	
£3000 + VAT	
FORT ROAD END	£ 3,000 + VAT
MAIN STAND	£ 3,000 + VAT



GROUND ADVERTISING

Hythe Town FC advertising options come in many forms . We can offer something just a little bit different in a number of areas of the ground.

Whether its extending your current advertising with us or maybe you are looking at your first advert with us but want something different. We are sure to have the right outlet within Reachfields in partnership with your company.

Please contact us to arrange a viewing and to discuss your requirements.

GROUND ADVERTISING	
DUG OUTS	£ POA
HTFC SCORE BOARD	£ POA
TURNSTILE	£ POA
TEA BAR	£ POA



PITCH SIDE ADVERTISING

Pitch perimeter advertising boards at Hythe Town are constantly proving to be a cost effective way of reaching hundreds of people a week within the stadium for the season.

We also offer a limited number of shared pitch perimeter advertising boards. This allows small businesses the opportunity to have a presence at Reachfields where budget is key*

As well as Hythe Town fixtures our stadium is proud to be the asked by numerous Kent leagues to host their cup finals and cup games. Resulting in getting your brand and company out to people from all areas of Kent.

- Full size perimeter board : 2.4 meters x 0.8 meter
- Shared perimeter board : 1.1 meters x 0.8 meter*

PERIMETER BOARD	YEARLY RENEWAL
£ 300 + VAT	£ 200 + VAT
SHARED BOARD	SHARED RENEWAL
£ 150 + VAT	£ 100 + VAT

Perimeter Boards remain the property of Hythe Town FC
Hythe Town FC reserve the right to place the board in the appropriate position. We will of course work with you in getting the best spot around the perimeter of the ground / stadium

* Shared boards are limited and will only be accepted when the uptake allows manufacture. Placement is dictated by HTFC



MATCH DAY SPONSOR

Make the most of promoting your company and provide valued colleagues, clients, friends and family with an afternoon of first class hospitality.

- 10 x matchday guests for your chosen fixture
- £50 Cannons bar drinks voucher
- PA announcement of company matchday sponsor
- Matchday programme company feature with logo
- Naming of man of the match and pitch side presentation at fulltime
- Advertised on all HTFC social media channels.

Available on all League and Cup fixtures

MATCHDAY SPONSORS	
£300 + VAT	



MATCHDAY PROGRAMME

What better way to convey your companies business in detail and to a wider audience.

Advertising in our match day programme is not only cost effective but has proven beneficial to our existing advertisers.

Our readership extends to not only match day fans but ongoing readers in the community and also our readers via our web based platforms.

With being our principle programme sponsor you receive your company logo and link on the front of every home matchday programme plus the following benefits:

- 2 x Season tickets
- Full page advert in every home matchday programme
- Website premium placement promotion and link back

MATCHDAY PROGRAMME	
PRINCIPLE	£950 + VAT
FULL PAGE	£150 + VAT
HALF PAGE	£75 + VAT



PLAYER SPONSORSHIP

Not all Hythe Town advertising and sponsorship is accessible to all fans but our player sponsorship allows our loyal fans and businesses alike to get behind our entire squad and management team for the season.

Player sponsorship includes the follow:

- Your name against your chosen player in the match day programme
- Your name listed on your chosen players profile on the clubs website
- You'll receive your players shirt at the end of the season

And should your chosen sponsored player be named for an award at the end of the season players presentation, you will have the honour of presenting them with their trophy.

All player partnerships are done on a first come – first served basis. Should your player depart from HTFC during the season your sponsorship will transfer to another available player of your choice.

PLAYER SPONSORSHIP	
PER PLAYER	£100 (INC VAT)



MATCHDAY MASCOT

This is a fantastic opportunity and a very special way to make every young Hythe Town fans dream come true by being a matchday mascot.

As our match day mascot you will receive :

- A family admission ticket for 4*
- A food voucher for the mascot
- Warm up and kick around on the pitch pre-game with the first team squad
- Stadium Announcement
- Name and feature in the matchday programme
- Lead the team onto the pitch

** Free entry for 2 adults and 1 child*

MATCHDAY MASCOT	
PER GAME	£75 (INC VAT)



HYTHE TOWN FC
Reachfields Stadium

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X (twitter): [hythetownfc](https://twitter.com/hythetownfc)
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