



**NORTHERN PREMIER LEAGUE**



**Kendal Town Football Club**

**First Team Sponsorship**

***Season 2021/22***

## ***Introduction to Kendal Town FC***

**Kendal Town Football club** is South Lakelands Premier Football Club, ranking as the **third highest** ranking football club in Cumbria, Standing behind EFL teams Barrow AFC and Carlisle United FC, alongside fellow league rivals Workington AFC. Playing at Parkside Road, we celebrate the highest Football attendances in the area, with **358 meters** of pitchside sponsorship space available to your company and with packages covering everything from social media brand endorsements to stadium sponsorship, there is plenty to choose from.

In this brochure you will find a comprehensive list of the sponsorship packages that we offer, along with the steps that you need to take, in order to take your companies marketing strategy to the next level. If you would like a bespoke package to suit your company that is different to what we offer please contact us to discuss and we will do our utmost to accommodate your requirements.

### ***Key Points:***

- KTFCS First team play in the Northern Premier League Division One North West, playing at the 4<sup>th</sup> step of the non-league system and the 8<sup>th</sup> step of the entire English football pyramid.
- The club was formed in 1919 and has recently celebrated its 100-year anniversary.
- Parkside Road Stadium, the home of Kendal Town FC, has a capacity of 2,400 and celebrates the highest football attendances in the area.
- Our Twitter page boasts over 8,000 followers.
- Our Facebook page reaches on average over 8,500 people every month.
- Our website receives on average 1,300 views per month, with an average session duration of 15 minutes and approximately 12 page views per session!



## **Social Media**

Twitter: @KendalTownFC  
Facebook: @KendalTownFC  
Instagram: Kendal.TownFC

## **Contact Us**

T: 07557 526324  
E: Enquiries.ktfc@outlook.com  
W: [www.kendaltownfc.org](http://www.kendaltownfc.org)



## ***Sponsorship Opportunities***

### **Social Media Package (£100)**

- A post advertising your company on all our social media platforms (Twitter, Facebook, Instagram and our website).
- A Story on Instagram promoting your company.
- A tweet on our Twitter promoting your company.
- For an extra £25 you can have a player or bench official of your choice promote your product on an Instagram story and a Twitter fleet.

### **Programme Advertising opportunities (£200-£300)**

- Half page £200 Full Page £300

### **Manager or favourite player package (£50)**

- Two tickets to the match.
- Match day meal plus programme each
- Meet the manager or favourite player before the match plus signed ball.
- Have your picture taken with your chosen player or manager after the game.

### **Match day sponsorship opportunities from (£100- £300)**

- Sponsor the match, man of the match or match ball.
- Have your company name announced over the speaker system as a match day sponsor prior to the match and on the club social media platforms and website as a match day sponsor.
- Have your company name in the programme as a match day sponsor.
- Reserved seats in the stand for your party
- Receive a special memento of your day at the game
- Price dependant on type of sponsorship and size of party which will include: - match entry, pre match meal, match day programme and refreshments.

**Follow Us on Facebook and Twitter!**



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**@KendalTownFC**

## **Player Sponsorship (£150)**

- Sponsor a player of your choice for the full season.
- Your name or company logo included in our matchday programme alongside the player's name.
- Have your company logo shown next to your chosen player on our Twitter page when they score a goal.
- Photo of you and player displayed in clubhouse for the season and yours to keep at end.



## **Pitch side Sponsorship Board (£395 per season)**

- A Pitch side Sponsorship board. (around the pitch 8ftx3ft, main stand wall 8ft x 4ft)
- Sign provided by company or club can arrange for sign to be made at cost providing company provides design required.

## **Business season ticket (£250 each)**

- Entry into every home league game at Parkside Road home of Kendal Town FC
- Match Day meal, match day programme and team sheet
- Company name displayed in Clubhouse

## **Bronze Package (£500)**

- Two season tickets to every home league game of Kendal Town FC.
- Match Day meals, programmes and team sheets.
- Named reserved seats in main stand.
- Engraved tankard as a memento of your sponsorship.

## **Silver Package (£700)**

- Two season tickets to every home league game of Kendal Town FC
- Match Day meals, programmes and team sheets plus bottle of wine.
- Named reserved seats in main stand.
- Company name displayed in Clubhouse.
- Signed shirt and engraved tankard as mementos of your sponsorship
- Pitch side advertising board (board provided by the company)

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## Gold Package (£1,000)

- A Pitch side Sponsorship board. (company to supply board)
- Two season tickets to every home game of Kendal Town FC
- Match Day meals, programmes and team sheets
- Bottle of wine with your meal
- Named reserved seats in main stand
- Company name displayed in Clubhouse plus engraved tankard
- Both guests of Kendal Town to all away games on team coach
- Only two available!



## Diamond Package (£4,000)

- Clubs Grandstand to be named after your company, with a sponsorship board to be displayed along its terracing.
- Two season tickets to all home games of Kendal Town FC
- Match Day meals with two complimentary drinks each, programmes and team sheets
- Named reserved seats in main stand
- Company name displayed in Clubhouse plus engraved tankard
- Both guests of Kendal Town to all away games on team coach
- Private seating in the Directors box of the stand.
- Half page advert in match day programme
- A Pitch side Sponsorship board.
- A full-page advertisement in our matchday programme.

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## Platinum Elite Package (£12,000) Stadium Naming

- Club home ground to be named after your company, this will be included on all documentation from the club, on our website, on google maps, in our programme, on all social media channels etc.
- External sign advertising your company at the entrance to the club, as can be seen from the road when the public are driving past.
- Name announced on local radio when Radio Cumbria comes for match updates and post-match discussions.
- Two pitch side Sponsorship boards.
- Private named seating in the Directors box of the stand.
- Four business season tickets for home games with pre match meals & refreshments.
- Two guests of Kendal Town to all away games on team coach
- A full-page advertisement in our matchday programme.
- Your company will be featured on our website as the official stadium sponsor.
- Signed framed Kendal Town Shirt for your office.
- Sponsorship placement on our squad photo for that season.



**For all Enquiries, please contact us on: -**

**Phone:** 07557 526324

**Email:** [Enquiries.ktfc@outlook.com](mailto:Enquiries.ktfc@outlook.com)

**Website:** [www.kendaltownfc.org](http://www.kendaltownfc.org)

**Address:** Kendal Town FC, Parkside Road, Kendal, Cumbria, LA9 7BL

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