



# COMMERCIAL BROCHURE

# WELCOME

# ABOUT HITCHIN TOWN FC.

Our commercial options allow both individuals and local/national businesses the opportunity to become part of Hitchin Town FC.

For individuals, we're delighted to offer you an unprecedented variety of opportunities to publicly support the Club.

For businesses, we can offer unique opportunities for both advertising and sponsorship which will enhance your business profile not only locally but also nationally. The profile of being part of a football club can bring so many positives to any business whether large or small, as illustrated by the large number of repeat commercial engagements each season.

Our packages start from as little as £60 plus VAT and can be tailored to suit your business requirements. Join us this season and be part of our historic, inclusive and ambitious football club.

\*All pricing shown is per 12-month period, unless otherwise stated.

## CONTACT

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It's important for us to give something back, so we like to support community projects and local initiatives. Through our association with the football club we've helped with fundraising efforts such as the Cider and Cheese festival, and brewing the commemorative '1871 Hop Field' FA Cup Ale.

One of our 'corporate hospitality' highlights every year is when we are HTFC match sponsors. Who needs a box at Wembley when you can visit Top Field!

TIM DAVIES, IDNET

## 19K+

Total number of visitors through the Top Field turnstiles last season.

## 3RD

We're the third most successful football club in Hertfordshire.

## £60

Advertising and sponsorship opportunities start from just £60.

## 1865

The original Hitchin FC was formed over 150 years ago.

## 1ST

We competed in the first FA Cup back in 1871, contributing to the cost of the trophy.

## 7878

The record attendance at our historic Top Field home.

## 500+

We're the largest sports club in the town, with 500+ players across all ages and genders.



# — MATCHBALL SPONSORSHIP

A tried and tested Top Field offering, we offer both individual and corporate rates.

## INDIVIDUAL SPONSOR

- Select and present the Man of the Match award
- Pre-match, half-time and post-match hospitality.

**£80** +VAT PER FIXTURE

## CORPORATE SPONSOR

- All of the Individual Sponsor benefits
- Social media and Top Field tannoy publicity
- 1/2 page advert in matchday programme
- Discounted perimeter advertising available.

**£120** +VAT PER FIXTURE

A very popular option, with regular repeat bookings, our matchday sponsorship package offers pre-match and half-time refreshments. Have you ever sat there in the stands and selected your outstanding performer? Well, now your choice can be the official 'Man of the Match' selection. If you're a business, we'll promote your brand both on and offline, as well as offering discounted perimeter advertising.



Either package can be upgraded to include a signed matchball for £50 extra.



# KIT SPONSORSHIP

The most recognisable form of football sponsorship - your brand emblazoned on the Club shirts.

## MAIN SHIRT SPONSOR

- Branding on chest area of match shirt
- Printed on all replica and player shirts.

£POA

## BACK OF SHIRT SPONSOR

- Branding on back of match shirt
- Printed on all replica and player shirts.

£POA

## TRAINING WEAR SPONSOR

- Branding on training and travel wear
- Printed on all player and staff items.

£POA

Many Club shirts have become synonymous with the main sponsor across the chest of the shirt and that could be your business. This is the key sponsorship offering available at Hitchin Town, with both local and national press coverage enjoyed by our existing sponsors over the past few years.

A popular option among many regular and one-off visitors to our historic stadium, programme advertising is an attractive option to many small-to-medium sized businesses. This professionally printed, full-colour glossy document is printed for each Hitchin Town home game, seeing your brand circulated over 20 times per season.

# PROGRAMME ADVERTISING

We have printed a programme for all home games since our reformation in 1928.

## BENEFITS

- Over 2,000 printed and sold each season
- Collectors item ensures continued brand exposure
- Various sizes available depending upon budget.

## PRICING

FULL PAGE

1/2 PAGE

£600 +VAT

£300 +VAT

Plus many more sizes and layout options.



# PERIMETER ADVERTISING

With over 19,000 people through the Top Field turnstiles last year, this is a powerful brand option.

## SMALL BOARD

- 3' x 2' (0.9 x 0.6m)
- Within view of over 19,000 annual visitors
- A sponsored post on one chosen social platform.

**£350** +VAT

## PITCHSIDE BOARD

- 8' x 2.6' (2.4 x 0.75m) or 4' x 4' (1.2 x 1.2m)
- Within view of over 19,000 annual visitors
- A sponsored post on one chosen social platform.

**£350** +VAT

## LARGE PITCHSIDE BOARD

- 16' x 4' (4.8 x 1.2m)
- Within view of over 19,000 annual visitors
- Two sponsored posts on each social platform.

**£500** +VAT

Top Field is the centre of sporting activity in the town of Hitchin, so where better to display your brand. Our supporter demographic ranges from toddlers to long time supporters in their 90s, so regardless of who you're looking to reach, Top Field is the place to do it.



# ADVERTISING AT THE ARENA

The opportunity to advertise at our training facility in Baldock, Hertfordshire.

Our training and community facilities at The Arena in Baldock also provide various advertising opportunities for your business. We have plenty of pitch-side advertising spots available where your brand will be seen by the thousands of locals we have through the facility every year.

We also offer prominent advertising spots available on the perimeter of the ground that face the main London to Cambridge trainline which is seen by thousands of commuters every single day.

## PITCHSIDE BOARD

- 8' x 2.6' (2.4 x 0.75m) or 4' x 4' (1.2 x 1.2m)
- Within view of over 5,000 annual visitors
- A sponsored post on one chosen social platform.

**£350** +VAT

## LARGE PITCHSIDE BOARD

- 16' x 4' (4.8 x 1.2m)
- Within view of over 5,000 annual visitors
- Two sponsored posts on each social platform.

**£500** +VAT

## TRAIN LINE ADVERTISING BOARD

- 16' x 4' (4.8 x 1.2m)
- Within view of thousands of daily commuters
- Two sponsored posts on each social platform.

**£600** +VAT



# WEBSITE ADVERTISING

With over 700,000 page views per annum, we can offer valuable links to your website.

## SPONSOR PAGE

- Hyper-linked logo on our sponsors page
- This offering returns an average of 44 clicks / year
- A sponsored post on one chosen social platform.

**£150** +VAT

## OFFICIAL WEBSITE SPONSOR

- Hyper-linked logo in header of every site page
- This offering returns an average of 420 clicks / year
- Two sponsored posts on each social platform.

**£1,000** +VAT

Our digital home, the official Club website is our go-to spot for all Hitchin Town matters, regularly visited by fans from across the globe. Equally, this offering enables local advertisers the perfect medium, with over 50% of the traffic arriving from within Hertfordshire, Bedfordshire and Buckinghamshire.



# SOCIAL MEDIA SPONSORSHIP

With a loyal and engaged audience across three social platforms, we can promote your services.

Whilst the Club website is the official location of all news, many supporters utilise their chosen social media platform for seeing this. Depending on the demographic of audience you're looking for, we've got the platform to suit your business, from our youthful Instagram followers to our Facebook people which welcomes a slightly more mature audience, all of our platforms reach highly-engaged audiences.

## OFFICIAL SOCIAL SPONSOR

- Sponsor branding in banner-area of platform
- Four promoted posts per platform / per year
- Opportunity to reach 13.5k+ X followers
- Opportunity to reach 3.7k+ Facebook followers
- Opportunity to reach 6k+ Instagram followers
- Option to also sponsor the 'Player of the Month'

ONE PLATFORM

**£500** +VAT

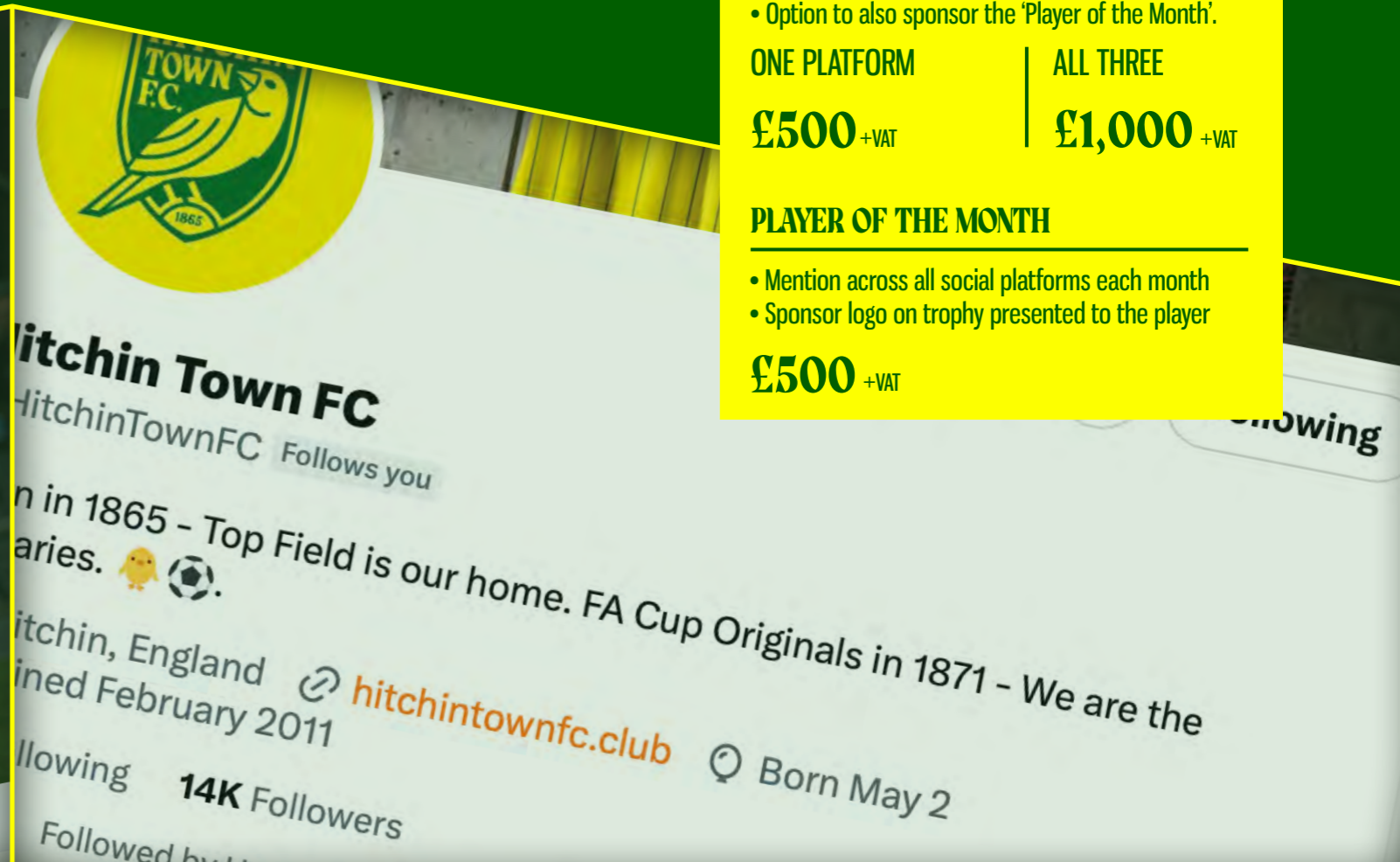
ALL THREE

**£1,000** +VAT

## PLAYER OF THE MONTH

- Mention across all social platforms each month
- Sponsor logo on trophy presented to the player

**£500** +VAT



YOUR TARGET AUDIENCE

REPLICA SHIRTS  
SOLD 2021 TO 2023

450+

AVG. LEAGUE MATCH  
ATTENDANCE

560+

ANNUAL TOP FIELD  
ATTENDANCE

15,000+

SOCIAL MEDIA  
FOLLOWERS

23,500+

MONTHLY ONLINE  
POST REACH

600K

AVG. MONTHLY  
WEBSITE PAGEVIEWS

60K

## PLAYER SPONSORSHIP

Increasingly popular in recent seasons, this allows individuals or businesses to sponsor a player.

Always fancied the opportunity to publicly back your favourite Canaries player? Well now you can. This small financial outlay will let everyone know you're backing him right from the first kick-off.

### BENEFITS

- Name / Logo in Programme and on Website
- Tannoy Shoutout when player scores OR is 'Man of the Match'
- Invite to end of season awards
- Photo with sponsored player during awards evening
- First-come, first-served from early July each year.

### COST PER PLAYER

£100 +VAT



# CANARY CLUB HIRE

Hitchin's premier function room for any event, hosting up to 100 guests.

## FACILITIES INCLUDE

- Function hall which comfortably hosts 150 people
- A fully licensed bar
- Catering facilities
- Catered cold buffet option available
- On site car parking for 75+ vehicles
- Great Hitchin location
- Use of furniture and seated garden area included
- Seat covers & tablecloths optional extra
- Close proximity to North Herts Crematorium
- Easy access to A505, A1 and Luton Airport

£POA

Here at Hitchin Town Football Club we're delighted to offer the hire of our Canary Club function hall, with its dedicated licensed bar. It's a great venue for both private events including birthday parties, wedding receptions, funeral wakes and christenings or any business event requirements.

The function room is available to hire Mon to Fri 12pm-11pm, Sat 11am-12am and Sun 11am-11pm.



# STADIUM ADVERTISING

We offer a variety of advertising options on the busy thoroughfares in and around the ground.

Here is an opportunity to align your business with one of the most recognisable, historic and characterful stadiums in the non-league game. Football has been played at Top Field since 1873 and these various options will give you the opportunity to display your branding on a local and national level.

## EXTERNAL ADVERTISING

- Various advertising sizes and plots available
- One of the busiest traffic thoroughfares in Hitchin
- Includes limited external "next match" board spots.

£500-£1000 +VAT

## MAIN STAND SPONSOR

- Branding at either end of main stand HTFC signage
- Official season squad photo taken in front of this
- Brand new sponsorship opportunity.

£4000 +VAT^

^Minimum three-year



# — MATCHDAY HOSPITALITY —

We offer a unique non-league matchday hospitality package.

## PACKAGE INCLUDES

- Unique access to our stadium on matchday
- Pre match main meal served in the boardroom
- This includes two drinks from the bar
- Matchday programme and ticket included
- Reserved main stand seating to enjoy the match
- Half-time dessert in the boardroom

**£50/PERSON** +VAT

Here at Hitchin Town Football Club we're delighted to matchday hospitality opportunities for all mens first team home games.

Sold by the table of 6 or 8 this provides you the opportunity to visit Top Field in style either with your family and friends or with business colleagues and clients.



# — STADIUM / PITCH HIRE —

We can cater a stadium / pitch hire to your unique requirement, from playing to filming.

We offer a variety of options for pitch hire or full stadium hire to suit your match or event requirements. Host your football match at a historic football ground that can cater for attendances up to 2000. We can tailor a package to your needs to include as little as just ground and pitch access all the way up to providing full hospitality packages for your guests.

We also regularly provide hire of the ground for filming and media events.

Get in touch to discuss your specific event needs.

## BENEFITS INCLUDE

- Opportunity to utilise a historic football ground
- Matchday facilities and extras available
- Support with catering, medical, security etc.

**£POA**





**THANK YOU  
FOR READING**