



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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// We are exceptionally proud to work with Hitchin Town FC. It's a fantastic club, supremely marshalled and run by a great bunch of people.

For us as a business, it's important that we support the local community and having been long-time sponsors of the Club, have received at least a ten-fold return on our investment.

TIM SMITH, MASTERCARS



13K+

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.

#1

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.

£70 +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.

SHIRT SLEEVE SPONSOR

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

£1500 +VAT

BACK OF SHIRT SPONSOR

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

£POA

MAIN SHIRT SPONSOR

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

£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 2,500 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 13,000 people through the Top Field turnstiles last year, this is a powerful brand option.

PITCHSIDE BOARD

- 8' x 2.6' (2.4 x 0.75m) x 4' x 4' (1.2 x 1.2m)
- Within view of over 13,000 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 13,000 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.



— WEBSITE ADVERTISING —

With over one million 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 11.5k+ Twitter followers
- Opportunity to reach 2.5k+ Facebook followers
- Opportunity to reach 4.5k+ 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 to provide prize per winning player.

£500 +VAT





PLAYER SPONSORSHIP –

This is a new offering, allowing individuals or businesses to sponsor a player for the season.

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

SHIRT	SHORTS	SOCKS
£50 +VAT	£30 +VAT	£20 +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





**THANK YOU
FOR READING**