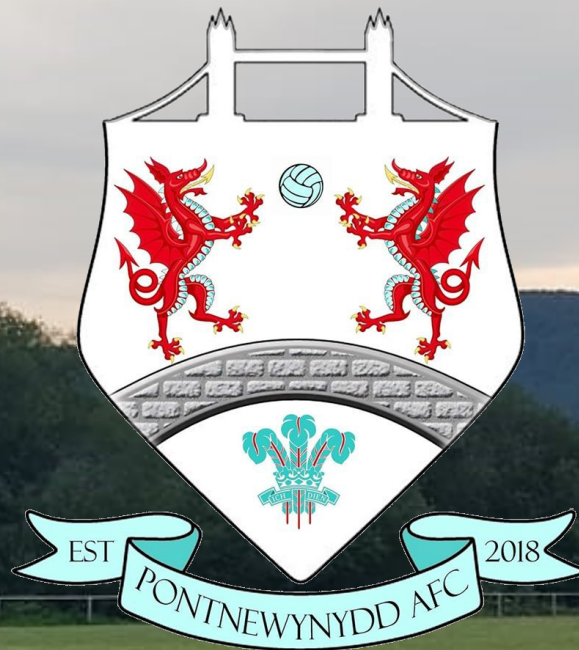


PONTNEWYNYDD AFC SPONSOR PACKAGE'S



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First Things First!

Firstly thank you for taking the time and showing interest in a local sports team such as ourselves. As you may know sponsorships are a vital part of grass roots clubs like ourselves in covering the costs of the day to day running's of the club.

Please be assured that being a sponsor is by no means a one sided deal. It really does need to be considered as a partnership as the exposure we offer in return is hands down better than any advertising one could buy in a local adds magazine.

Why do Companies Sponsor Sports Clubs?

Companies sponsor sport for a number of reasons, including the following:

- Publicity
- Corporate image
- Public relations/community involvement
- Direct marketing
- Endorsement
- Target marketing
- Community development

Packages

The club offer a range of packages from digital advertising to full club sponsors. All of which can be viewed below.

- Digital Advertising.
- Pitch side Banners
- Team Kit Sponsor
- Club House Sponsor
- Extras

Digital Advertising

An advert for the sponsor appears on the club website which receives on average 3,000 views each week. Furthermore our marketing team will fully SEO your online advert, optimized with hyperlinks back to your own web pages. The sponsor will also appear in club newsletters, And will also get weekly post shares and mentions on the club's social media channels which reaches on average of over 5,000 people Just on Facebook each week.

Snippet from Club Website



CLUB SPONSORS



Social Media

- ⇒ Facebook views average anywhere between 1,300 - 5,300 views each week, depending on what content we push out.
- ⇒ Instagram between 600- 2,000 views each week, depending on what content we push out.
- ⇒ Twitter averages 1,800 views per tweet
- ⇒ Website averages 15,000 - 17,000 hits a month.
- ⇒ YouTube is new but each video averaging between 130-200 views

All metrics can be provided upon request. A sample can be found on the next page.

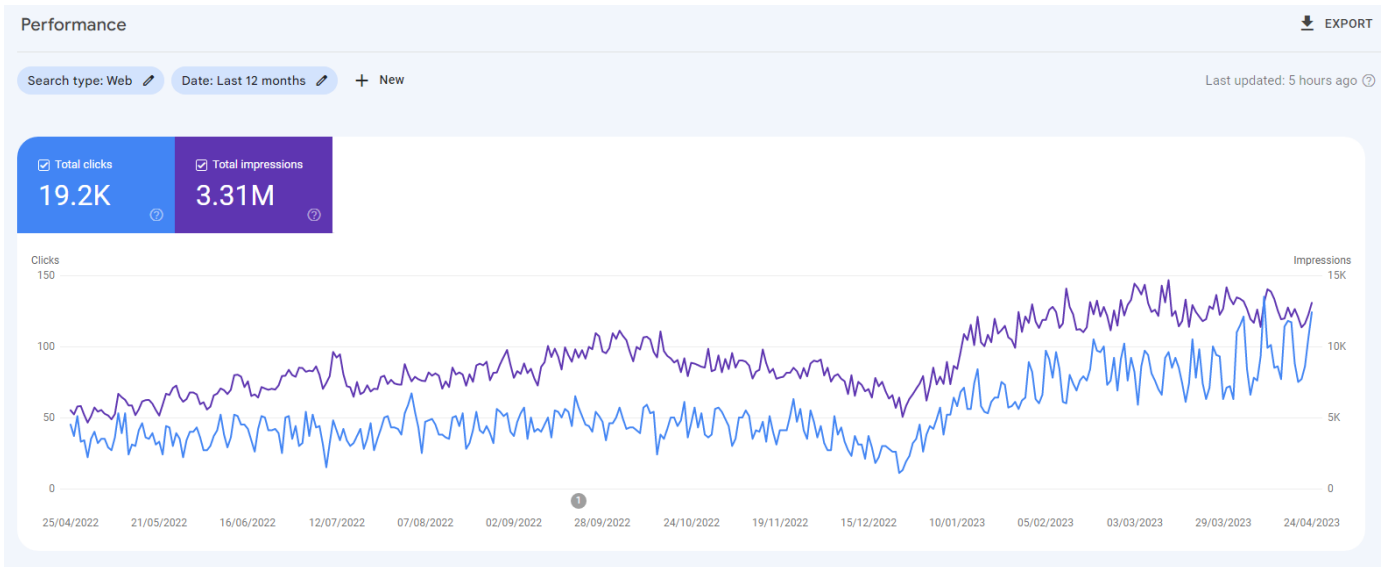
Digital Advertising Package

Price: £100 per year

What Do I get: A years worth of online advertising via our website fully optimized, Your own business page on our website. Weekly social media post and page shares. Branding in our news letters, e-programs, Video packages and various club art work.



The Meta Data



Above are the statistics provided by google for the past 12 months a total of 3.31 Million impressions on google alone with 19,200 clicks leading from google to our own website.

Every sponsor is shown on each individual page on our website, extending their potential audience.



Bounce Rate Explained

A bounce rate of 0.43% is considered very good. In general, a bounce rate is the percentage of visitors to a website who navigate away from the site after viewing only one page. A low bounce rate indicates that visitors are engaged with your website and are viewing multiple pages before leaving.

Pitch Side Banners

This package features a 8ft x 2ft banner that will advertise your company and be viewed by 1,000's by the end of the season. The Banner will be displayed every home game for a season. Each banner is made out of 510GSM Heavy Duty PVC Vinyl guaranteed to withstand all weather conditions. Furthermore, with a high quality full coloured finish, the sky is the limit for your companies exposure.



Quality Guaranteed

Our outdoor PVC banners are printed on 510GSM Heavy Duty PVC Vinyl guaranteed to withstand all weather conditions and protected against UV rays. Printed in high-resolution full colour. All banners are hemmed for extra strength and are fully customizable to your desired design.

Banner Advertising Package

Price: £150 for the first year

Price: £80 each year after

What Do I get: A one off payment of £150 this includes the fee to have the banner to the design of your choice. Each season after that we will only charge you £80 a season to re-advertise your banner.



Digital Advertising Package. (See Package for more details)

Team Kit Sponsor

Kit Sponsorship will see you enter into a mutually beneficial relationship with the club. You provide the club with funding, resources or services and in return will be afforded the opportunity to use the name, logo and rights as part of a mutually agreed association with the club.

In business, it is important to generate new leads whenever possible and sponsoring a team kit will allow you to do just that. With many kit sponsorship packages, you'll receive invitations to key events in the team's calendar, giving you the opportunity to connect with potential clients who have an interest in your industry.

Having your brand name on the front of a team kit also offers you first class coverage across all forms of modern media, putting you in front of hundreds if not thousand over the duration of your sponsorship.



Benefits

- One of the most prominent forms of sports advertising
- Offers multiple benefits for businesses of all sizes
- A tried and trusted method of increasing brand awareness
- Generate revenue
- Generate great publicity and a huge amount of goodwill

Kit Sub Sponsor

On a Budget? We also offer a kit sub sponsor. These appear on the back of our kits whilst not as prominent as the front of the kit sponsor these smaller logos feature a fully customizable design.



Quality Guaranteed

All football kits are fully sublimated. Instead of print the logos and designs are dyed into the kit. In time prints can fade or even peel away. With our Sublime kits you need not worry about this as the brand is dyed into the kit ensuring and guaranteeing the longevity of your brand and increasing its maximum exposure.

(Kits will also feature in our online club shop.)

This Seasons Kits

Home Kit



Away Kit



Kit Sponsors Package

Main Kit sponsor

Price: £500.00

Sub Kit sponsor

Price: £300.00

What Do I get: A one off payment of this includes a 2 season sponsorship package (most clubs only offer a single season). These packages ensure optimum exposure over the course of 2 seasons.

Please note that with some sponsorship deals your company logos may remain on club kit longer than the specified season.



Pitch side Banner package. (Worth £150 per season)

Digital Advertising Package. (See Package for more details)

Club House Package

Our club house package is the ultimate package in terms of sponsorship with the added aspect of revenue return. This package includes a main kit sponsor on our home kit. Plus the potential to gain back your sponsorship fee via revenue produced by the clubs players. Our team will use your facilities before each weekend fixture and after on each home fixture.

The club will also use your facilities for AGM, other club meetings, Festive outings and our annual end of season bash / presentation night.



Five ways sports sponsorship helps pubs

1. They attract a reliable clientele on specific days, generating the kind of atmosphere that attracts others for relatively little cost
2. They widen a pub's catchment area because, as publicans point out, most members of a sponsored club as well as their opponents live and work outside the pub's range
3. They help showcase the pub or bar in ways that wouldn't otherwise have happened
4. They introduce a new customer dynamic in the smoke-free, food-led era
5. It's better to support a team rather than an event because the former will generate year-round business while the latter is a one-off.

Club House Package

Price: POA

What Do I get: A one of payment of this includes a 2 season sponsorship package, This includes a front main sponsor on our home kit. An almost guaranteed return in revenue, with the potential of added profit.

Please note than with some sponsorship deals your company logos may remain on club kit longer than the specified season.



Pitch side Banner package. (Worth £150 per season)

Digital Advertising Package. (See Package for more details)

Extras

The club also offers extra services and packages.

- Club Merch Sponsorships
- Training wear Sponsorships
- Equipment sponsorships
- Website Design
- + More

For more details please contact our club secretary Dan

contact@pontnewynyddafc.co.uk or via one of our social media outlets.



@PontnewynyddAFC