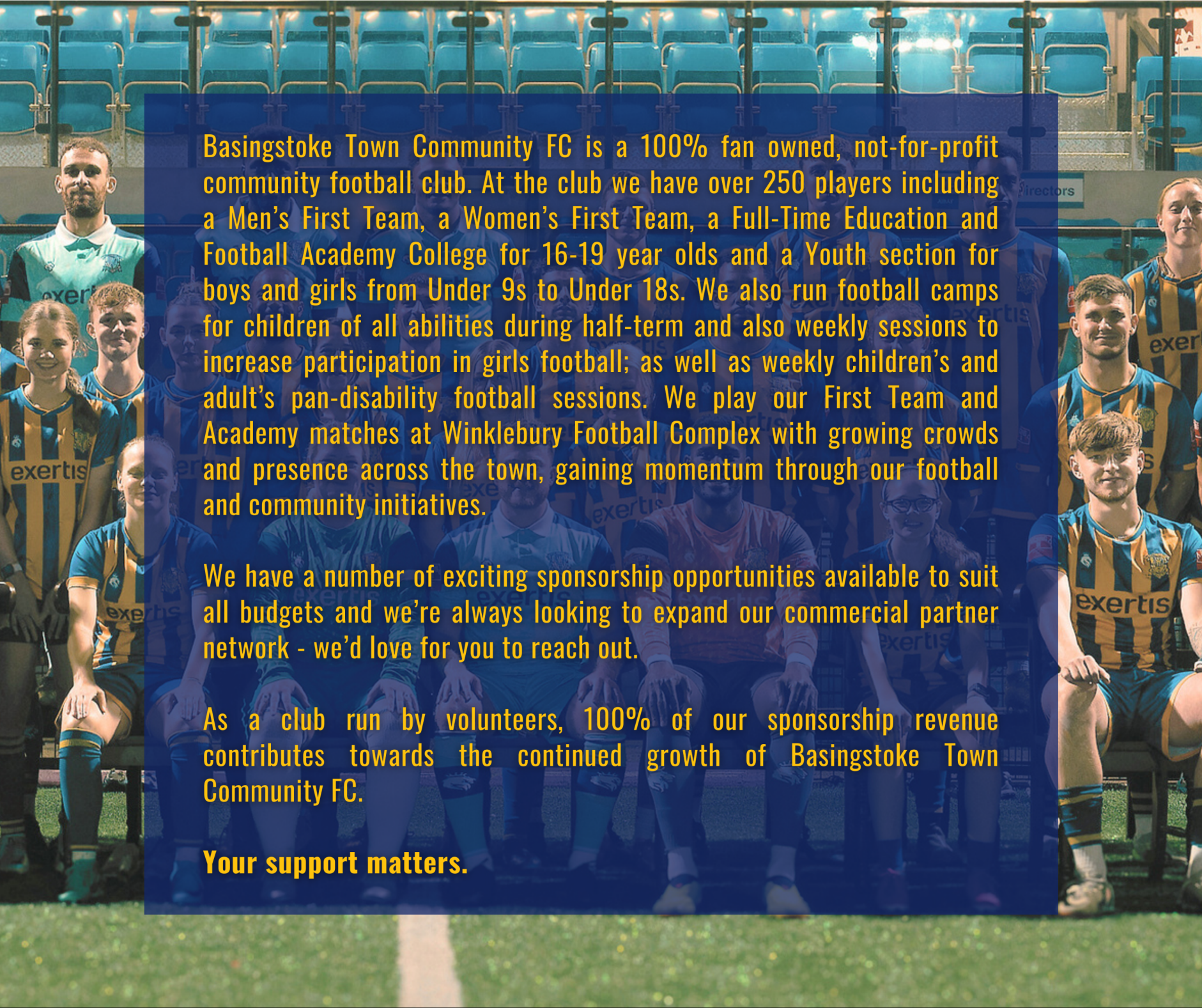


BASINGSTOKE TOWN COMMUNITY FOOTBALL CLUB

COMMERCIAL OPPORTUNITIES 2025/26


We sincerely thank all of our current sponsors for their continued support of Basingstoke Town Community FC.
Your contributions truly make a meaningful impact.
btfc.co.uk/sponsors



Basingstoke Town Community FC is a 100% fan owned, not-for-profit community football club. At the club we have over 250 players including a Men's First Team, a Women's First Team, a Full-Time Education and Football Academy College for 16-19 year olds and a Youth section for boys and girls from Under 9s to Under 18s. We also run football camps for children of all abilities during half-term and also weekly sessions to increase participation in girls football; as well as weekly children's and adult's pan-disability football sessions. We play our First Team and Academy matches at Winklebury Football Complex with growing crowds and presence across the town, gaining momentum through our football and community initiatives.

We have a number of exciting sponsorship opportunities available to suit all budgets and we're always looking to expand our commercial partner network - we'd love for you to reach out.

As a club run by volunteers, 100% of our sponsorship revenue contributes towards the continued growth of Basingstoke Town Community FC.

Your support matters.

PERIMETER SPONSORSHIP BOARDS

Pitch-facing perimeter sponsorship boards provide visibility for your business whilst supporting our football club!

£600 for one season
£1000 for two seasons

Double sided (pitch-facing and fan-facing):
£900 for one season
£1300 for two seasons

Price includes manufacturing and installation and also includes your company logo on btfc.co.uk/sponsors





MATCHBALL SPONSOR

For one match of your choice:

- Two matchday tickets with reserved seating
- Your logo on cover of matchday programme for that match.
- Tannoy announcements before the match and at half-time highlighting your matchball sponsorship for that match
- Can be a great gift!
- To book visit btfc.co.uk/matchball

£65

MATCHDAY HOSPITALITY

For one match of your choice (per person):

- Matchday ticket with reserved seating
- Complimentary welcome drink
- Pre-match meal in reserved area of Clubhouse
- Pre-match meet the Manager
- Hot drink and biscuits at half time
- To book visit btfc.co.uk/matchday

£50

£500

MATCHDAY SPONSOR

If your business would like to sponsor a match, you will receive Matchday Hospitality as per the above for 10 people and additionally includes:
Your business logo on cover of matchday programme for that match, 10 x matchday programmes, 3 x reserved parking spaces, tannoy announcements at the match, highlighting your matchball sponsorship for that match, a special note of your matchday sponsorship on social media and your selection of man of the match with photo.

OUR OUTREACH

16.3k Followers
13.2m Annual Impressions

7k Followers
55k Annual Impressions

7.7k Followers
2.5m Annual Impressions

4.2m Photo Views

800+
First Team
Avg. Attenance
2024/25

1000+
Stadium
Weekly Footfall

2.7k
Followers
20.8k
Likes

1.4k
Subscribers
100K+
Views

CLUBHOUSE SPONSOR

Are you interested in being the headline sponsor of our brand new Clubhouse?

- Company name/logo on all Clubhouse events/social media
- Sponsorship digital/ banner in Clubhouse
- Additional sponsorship opportunities
  e.g. sustainable branded re-usable plastic cups, branded beer mats
- Free event/party bookings p/a

The Clubhouse is open to all showing live football from Sky, TNT and Amazon.
The Clubhouse is also available for corporate/party hire
clubhouse@btfc.co.uk





MATCHDAY PROGRAMME SPONSORSHIP

- Half-Page Programme Ad - £250 per season
- Full-Page Programme Ad - £500 per season
- Logo on front/back cover - - £POA

PLAYER SPONSORSHIP

- Sponsor your favourite BTFC player!
- Your name in every matchday programme and on player profile on btfc.co.uk
- Signed photo of your player
- £150 per player for season

MAN OF THE MATCH SPONSOR

- "Man-of-the-match sponsored by your business" announced on tannoy at the end of each home first team match and posted on social media.
- Great exposure for your business every home match.
- Opportunities for a representative from your business to select their man of the match throughout home matches.



£POA



YOUTH SPONSOR

- We're on the lookout for sponsors to support the on-going running of Basingstoke Town FC Youth.
- Includes Perimeter Sponsorship board highlighting your support of Basingstoke Town FC Youth. This can additionally be recognised by social media sponsorship, a back of shirt sponsorship, sleeve sponsor, shorts sponsor. trainingwear sponsor and/or venue sponsor.

£POA

WOMEN'S TEAM SPONSORS

- We're on the lookout for sponsors to support the on-going growth of Basingstoke Town FC Women.
- Includes Perimeter Sponsorship board highlighting your support of Basingstoke Town FC Women.
- This can additionally be recognised by social media sponsorship, a back of shirt sponsorship, sleeve sponsor, shorts sponsor and/or trainingwear sponsor.



£POA



SHIRT SPONSORSHIP

Shirt sponsorship opportunities are available for all of our teams including back of shirt, sleeve and/or shorts sponsorship.

As part of our environmental initatives, our adult shirts are made from recycled plastic bottles and a tree is planted for each sold.

With almost 300 players at the club this can include individual teams or the club as a whole which can include replica shirts sold from our club shop too.

£POA

TRAININGWEAR SPONSOR

- Sponsor the training and/or warm-up kits for Basingstoke Town FC.
- These kits are worn by players around the club, at training and before and after matches.
- Also opportunities to sponsor replica trainingwear on club shop.
- Opportunities available for each team or the entire club.



£POA



PAN-DISABILITY SPONSOR

- Your contribution can help fund the ongoing delivery of Basingstoke Town FC's pan-disability sessions for both children and adults.
- This package includes a Perimeter Sponsorship Board, proudly showcasing your support for inclusive football at our club.
- Additional recognition opportunities include branding on training wear or equipment, along with visibility across all pan-disability communications, including email campaigns and social media platforms.

£POA

END OF SEASON TOURNAMENT SPONSORS

Each season, Basingstoke Town Community FC hosts a youth football tournament across multiple age groups - and we're aiming to grow by introducing a pan-disability tournament as part of the event!

We're currently seeking a Headline Sponsor for this exciting community event, along with opportunities for additional sponsors to get involved and show their support.
Join us in making a positive impact through grassroots and inclusive football!



£POA



BESPOKE SPONSORSHIP

Planning a campaign? Interested in sponsoring something unique? We're always excited to collaborate with businesses to create tailored opportunities that align with your goals and budget.

During the 2024/25 season, we partnered with The AA to launch a seatbelt safety campaign with a special edition 'seatbelt' shirt. The initiative gained significant traction - Ian Wright discussed it on The Overlap Podcast, and it was featured by major outlets including the BBC, Daily Mail, Independent, MSN, ITV, Yahoo, and the Press Association.



Basingstoke Town Community FC would love for your business to support our on-going growth and we'd be delighted to discuss your budget so that we can put together a bespoke package to include a number of exciting sponsorship opportunities to suit you and your business.

We're always open to other sponsorship opportunities, initiatives and partnerships not listed.

Listed prices are exclusive of VAT.

Get in touch via
commercial@btfc.co.uk

BTFC.CO.UK