



CHELMSFORD CITY

FOOTBALL CLUB

Official Commercial Brochure





Welcome

Chelmsford City Football Club have an ambitious and exciting plan for the future. With a creative and forward-thinking team, consisting of experienced professionals in the world of business and football, combined with exciting youthful talent, the energy around the Club has never been more emphatic.

The hunger for the Club to succeed, on and off the field, is shared by every member of staff, which perfectly encapsulates the essence of our moto 'Many Minds, One Heart'. There is no better time to become part of the fabric of the Club.

Across sponsorship, advertising, matchday experiences, hospitality and our media offering, the Club is always striving to deliver the highest quality experience.

Everyone at the Club believes in the project and vision going forward, this is why we try to build long lasting business relationships.

We strive for these partnerships to be mutually beneficial, ensuring that any associate that contributes towards the future of the Clarets grows alongside the Club.

All of this is done whilst keeping focus on our ten-year vision for the Football Club – Clarets10.

In 2019, our 10-year vision was outlined to build towards a footballing centre of excellence for the City of Chelmsford, which generates a sense of pride for our supporters and the whole community.

We cannot achieve our ultimate goal without the fantastic support of the local partnerships we build, they are as important to us as the players on the pitch.

By being part of the Club, you can share this journey as we develop our community and grow Chelmsford City Football Club.

Many Minds, One Heart.

Contents

Social Stats

Page 6

Community

Page 8

Stadium Naming Rights

Page 9

Kit & Trainingwear Sponsorship

Page 10

Case Study

Page 12

Player Sponsorship

Page 14

Matchday Sponsorship

Page 17

Matchball Sponsorship

Page 18

Academy Sponsorship

Page 21

Melbourne Community Stadium Advertising

Page 22

Hot Off the Press

Page 23

Digital Sponsorship

Page 24

Function & Conference Hire

Page 26

Matchday Hospitality & Networking

Page 27

For more information please contact our commercial team at enquiries@chelmsfordcityfc.com



Words from the Manager

"We're building a team that's proud to represent the City of Chelmsford. With our performances on the pitch, along with the way we conduct ourselves off the pitch, we hope that the community of Chelmsford City can be proud to say this club represents them. The future is bright, it's an extremely exciting project to be a part of!"



Words from the Chairman

"This is a very exciting time to be associated with Chelmsford City Football Club and I am particularly honoured to represent it as its Chairman.

In late 2019, we set out the Claret's¹⁰ vision with some ambitious goals; playing in the Football League, engaging wider in our community, having clear pathways for youth to senior football and we are now on that journey. We have

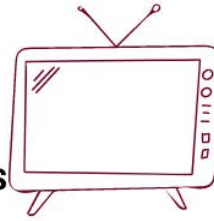
already seen several of our youths represent the senior team and some getting opportunities with Premier League clubs; With Our Academy having recently achieved the honor of winning the The National League U19 Champion of Champions.

We want local people and businesses to share in our success as we progress, by sponsoring and supporting the Club.

We want as many people as possible to be part of the Chelmsford City Football Club family - come and join us and together we can celebrate our success."

**"THIS IS A VERY
EXCITING TIME TO BE
ASSOCIATED WITH
CHELMSFORD CITY
FOOTBALL CLUB..."**

1,900+
ClaretsTV
Subscribers



195,000+

Unique
RadioClarets
Listeners

www.chelmsfordcityfc.com

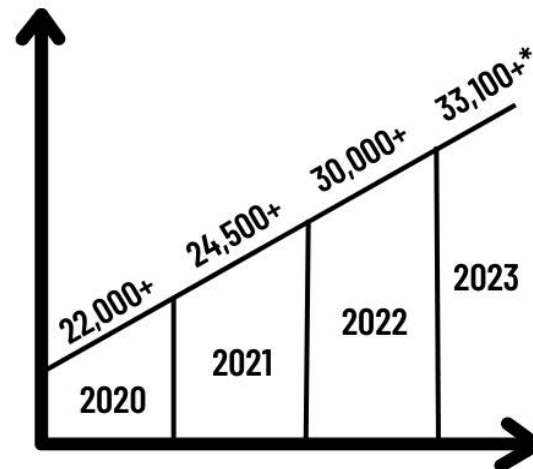
200k+
Average Monthly
Website
Impressions



200+
Average
Programme
Sales



2,250,000+
Average Monthly
Social Media Impressions in
22/23



Total Social Following 2020-2023

*2023 Statistics taken after 5 Months



@chelmsfordcityfc



@OfficialClarets



Chelmsford City
Football Club



ClaretsTV





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Running PPA
Cover in
10+
Schools



800+
Hours of PE Lesson
Cover



75+
Walking Football
Club Members



25+
Extracurricular
School Clubs Run



5
Walking Football
Teams



500+
Participating in our Soccer
School Courses



100+
Walking Football Training
Sessions



14
Disability Team
Members

Stadium Naming Rights Partner

£20,000 + VAT

This unique opportunity offers the perfect chance to become part of the brickwork of the Club. With massive branding presence and matchday experiences, this is truly one of the premium packages at Chelmsford City Football Club.

Sponsorship includes:

- Stadium name officially changed to 'The Your Company Stadium' or to which name you would prefer, subject to approval.
- Official stadium name used on all entities by the Club, increasing your brand exposure.
- Press release on the website and all social media platforms.
- Coverage throughout the season in papers and across the Vanarama National League will state home games being played at the official stadium name.
- 4x Hospitality Season Tickets
- Full-page advert in our Matchday Programme for the 2023/24 season.
- First refusal on this package for the 2024/25 season.

Please note that the cost of the production of the signage and installation is not included in the price and is to be paid for by the sponsor.

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9

Training Kit/Tracksuit Sponsorships

Through our various Training Kit/Tracksuit Sponsorships, your company can become part of the fabric of the Football Club.

With our kit front and centre on a matchday and in our media output, these could be the perfect packages to increase your brand exposure.

Sponsorship Includes:

- Your company logo added to area of training wear/ tracksuit of sponsorship (subject to allowance sizes) for the 2023/24 season
- Press release on the website and all social media platforms.
- A half-page programme advert.
- 2 stadium advertising boards
- Invitation to the team's photoshoot.
- A signed shirt at the end of the season.



Packages and Prices	Excludes VAT
Training Wear Sponsor	£5,000
Tracksuit Sponsor	£5,000



Ascend Broking Group

Business Insurance Solutions

01245 449060

www.ascendbroking.co.uk



Laser Electrical has pretty much been involved with the Football Club since the company was incorporated in 2001.

Our Managing Director, Steve Baker, has lived locally for many years and on a personal level has supported the Club throughout this time. He has seen the lows of losing the stadium in 1997, to the highs of some epic FA Cup ties against League opposition.

Through his support of the Club, we as a local business have also wanted to back it as much as we possibly could.

Everyone likes to support a local club; we all want to see our local club do as well as they possibly can.

We also very much support the vision that the Club has to bring young players through the Academy, rather than players making their way down the pyramid.

Through sponsorship with City, you get talked about a lot. If your name's not there – you don't get talked about. People know Laser Electrical from our sponsorship, making it an excellent talking point with clients.

It's good to keep your name out there locally, as an employer and as a business. We are proud to say we employ almost 100 people from the local community.

We absolutely feel part of the journey of the Football Club, we've seen them from having no ground to re-establishing themselves in the city centre, which is great. We also put that clock up at the Melbourne Community Stadium, which is always good to see.

Hopefully, it's a journey that will get the Club to the Football League at some point!

Jon Taylor – Finance Director at Laser Electrical



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13

Player Sponsorship

Player sponsorships offer the ideal opportunity for those wishing to support the Club or their favourite player. We have broken down Player Sponsorship into Kit Sponsorship and E-Sponsorship with refreshed perks ahead of the new campaign. This is one way that those wishing to sponsor can see their name/company name impressed in club output.

Player Kit Sponsorship

Prices Excludes VAT

Full Kit £125

Package Includes:

- Name on player sponsorship page in the matchday programme.
- Advertisement in the Clubhouse on Matchdays using our advertising screens
- Announcement on Club Platforms
- Signed Photo of Player Sponsored

E-Sponsorship

Price Excludes VAT

E-Sponsorship £125

Package Includes:

- Presence on the chosen player's profile on the official website
- Name or Logo on the player's Social Media Graphics
- Name or Logo on a new Starting Lineup feature being brought in for 2023/24
- Announcement on Club Platforms
- Signed Photo of Player Sponsored



You can buy the complete player sponsorship package (including both Kit and E-Sponsorship) for a player of your choice for £250.



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Matchday Sponsor

A Saturday 3pm kick-off or a Monday night under the floodlights are quintessential features of football. Through our Matchday Sponsorship, you or your company can be front and centre for any match of your choice.

With the potential for thousands in attendance and many more following the match coverage online, this could be the perfect package to gain some quick exposure and enjoy a luxury experience on a matchday at the Melbourne Community Stadium.

Prices Excludes VAT

Match Sponsor	£695
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Package Includes:

- Your company mentioned in the match preview on the website.
- Company logo included on some matchday graphics.
- Company name mentioned over the PA and on RadioClarets
- Company logo included on the front cover of the programme.
- Award and present the Man of the Match.
- Entry for eight in the Hospitality Suites including a two course meal.

Match Ball Sponsor

Through our Match Ball Sponsorship packages, you or your company can enjoy a similar luxury matchday experience at the Melbourne Community Stadium for a smaller group of people.

With many exposure opportunities still included in the packages, the Match Ball Sponsorship still offers both the experience and brand recognition.

Prices Excludes VAT

Match Ball	£295
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Package Includes:

- Your company mentioned in the match preview on the website.
- Company logo included on team lineup graphic.
- Company name mentioned over the PA and on RadioClarets
- Company logo included in the programme.
- Entry for four people in our Hospitality Suites including a two course meal.
- Presenting the ball photo prior to kick-off.
- Signed Football



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19



20

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Academy Sponsorship

£10,000 Excluding VAT

As we move forward with our Clarets10 vision, our Academy will have an increasingly big role to play in the future of the Football Club.

A key pillar of our vision is to grow the Club's development pathway for young players and give them the best platform to improve as footballers.

Our pathway has already delivered a major success through young defender Danny Imray, who came through the Club's ranks before transferring to Premier League side Crystal Palace.

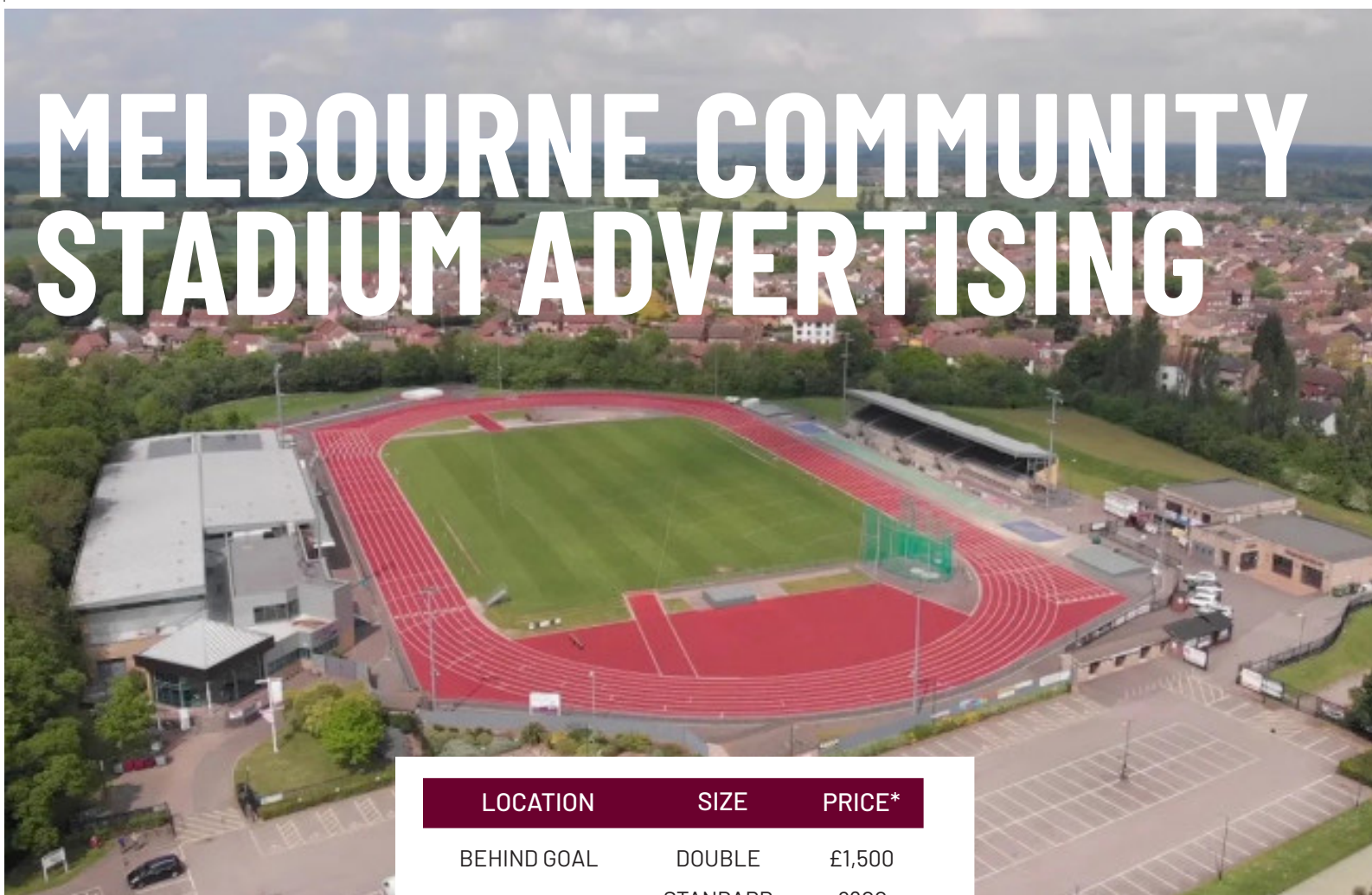
Through this exclusive package, you or your company can directly support the future of the Football Club and help provide that platform for young footballers' development in the game.

THE FUTURE IS CLARET

Package Includes:

- Your company logo added to the Academy's home and away kits, plus training wear.
- Press release on the website and all social media platforms.
- 2 stadium advertising boards.
- A signed shirt by the Academy players at the end of the season.
- Company logo to be included on most but not all graphics used on the Academy's Twitter account over the 2023/24 season, some of which will be shared onto the first-team page.
- 5-second advert at the beginning of all Academy-related videos shared on ClaretsTV during the season.

MELBOURNE COMMUNITY STADIUM ADVERTISING



LOCATION	SIZE	PRICE*
BEHIND GOAL	DOUBLE	£1,500
	STANDARD	£800
PITCHSIDE	DOUBLE	£1,000
	STANDARD	£600
GENERAL STADIUM	ONESIZE	£450
LOWER BALCONY	ONESIZE	£250
UPPER BALCONY	ONESIZE	£750
DUGOUTS	DOUBLE	£2500
	SOLO	£1500

*Prices exclude VAT

Hot Off the Press

Include your companies advert in our award winning matchday programmes.

The matchday programme is a staple of football for many match-going supporters, with the Club recording sales of 150+ printed copies per home matchday.

This advertising option will not give you the opportunity to increase your brand awareness across the course of a season.

Matchday Programme

Packages and Pricing*:

Full page:

• Full Season - £750

Half Page:

• Full Season - £500

Quarter Page:

• Full Season - £250



*All prices exclude VAT and the production and artwork costs are to be covered by the sponsor.

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23

Additional Digital Sponsorships

RadioClarets Partner

£1000 + VAT

With over 200,000 all-time listeners and an average broadcast audience of [INSERT FIGURE] throughout the 2022/23 Season, this sponsorship opportunity allows for increased brand awareness with our Global audience with fans tuning in from all over the world.

RadioClarets Sponsorship Includes:

- Branding on RadioClarets Section of the website
- Announcement on Club Platforms
- Company Name mentioned on all RadioClarets Broadcasts throughout the 2023/24 Season for a minimum of 49 Broadcasts



Club Photographer Partner

£1000 + VAT

With over 200,000 all-time listeners and an average broadcast audience of [INSERT FIGURE] throughout the 2022/23 Season, this sponsorship opportunity allows for increased brand awareness with our Global audience with fans tuning in from all over the world.

RadioClarets Sponsorship Includes:

- Branding on Club Photographer Section of the website
- Announcement on Club Platforms
- Logo Printed on Photographer Hi-Vis throughout the Season
- Logo/Name on Photos through the Season





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25

Function & Conference Room Hire

For the 2023/24 campaign, the Chelmsford City Clubhouse will continue to be revamped to improve the leading facility in the City of Chelmsford which we already have.

With two function rooms and the Clarets Bar, the Clubhouse is available for conferences, daily delegate packages, events and life celebration; capable of holding up to 200 people.

Not only that, but free, on-site parking ensures your guests can visit with ease.

To check availability and prices, or to have a tour of our facility, contact our Events & Hospitality Manager, Jackie on jackie.kirrage@chelmsfordcityfc.com or 01245290959.



Matchday Hospitality

Alongside being available for hire, our Clubhouse offers the perfect opportunity to watch the Clarets in style through our matchday offering in the Don Walker Suite and the Tony Butcher Lounge.

For further details on our matchday hospitality, contact Events & Hospitality Manager, Jackie on jackie.kirrage@chelmsfordcityfc.com or 01245290959

Prices Excludes VAT

Match Entry for four people	£150
Match Entry for eight people	£250
Corporate season ticket with meal included at each match	£695 per person
Corporate season ticket without a meal at each match	£395 per person

Networking

For the 2023/24 season, we recognise what an important role the Football Club can play in bringing together a vast array of businesses.

As one of our sponsors, you could ensure your attendance at our planned invite only networking events.

Similar events have proven to be a huge success elsewhere, offer businesses the perfect chance to grow their contacts.

Further to the networking meetings, there are plans for other invite only events for our sponsors.

Those benefits could be inclusive of matchday events, sponsor evenings, discounts and more.



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Business Insurance Solutions

01245 449060

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CHELMSFORD CITY FC FOOTBALL FOUNDATION

We provide facilities for sports, recreation or other activities for people in our community of Chelmsford with the object of improving their well-being.

What we do:

- ✓ Run free half term Community Football Fundays and other activities for children
- ✓ Working with the local council and police on Safer Streets campaigns
- ✓ Football in the community program running school F.C. league days and before/after school clubs
- ✓ Chelmsford City F.C. Disability and Walking Football teams



Website Link
www.chelmsfordcityfc.com

More information
01247 297859 enquiries@chelmsfordcityfc.com



