

CHELMSFORD CITY FC

# MANY MINDS ONE HEART

2024/25 SEASON

Ascend Bro

COMMERCIAL BROCHURE





# WELCOME

Under the revised ownership of two local businessmen, Chelmsford City Football Club has an ambitious and exciting plan. 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.

The vision is to build a Football Club for the City of Chelmsford, that generates a sense of pride for our supporters and the whole community. We cannot achieve our 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.**





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## WORDS FROM THE MANAGER

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“RECENT TIMES HAVE SHOWN WHAT A BIG CLUB THIS CAN BE. OVER 3000 FANS AT HOME TO BARNET AND BRAINTREE, 2500+ AGAINST ARSENAL AND ST ALBANS.”

“We’re hoping we can make these figures normality and with a city the size of Chelmsford there is no reason why the football club shouldn’t achieve

this. Come and join us on the journey and be part of pushing us towards full-time professional football in the football league!”

ROBBIE SIMPSON



## WORDS FROM JOINT OWNER

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“THIS IS A VERY EXCITING TIME TO BE ASSOCIATED WITH CHELMSFORD CITY FOOTBALL CLUB...”

“There are typically some key components that are critical to creating a Community and I passionately believe that a local Football Club can be one of those beating hearts that help create and unify people.

To achieve our goals we need to stand for positivity,

inclusivity, passion and drive. I am going to play my full part in helping the Club achieve this goal; and I would love to have a group of commercial partners from across the City who we can work with, hand in hand, who can also be an integral part of this exciting journey”

DAN WATKINS



# SOCIAL MEDIA



**2,400+**  
CLARETSTV  
SUBSCRIBERS

**200,000+**

AVERAGE MONTHLY  
WEBSITE INTERACTIONS



**3,126,000+**

AVERAGE MONTHLY  
INTERACTIONS ON  
TWITTER IN 23/24

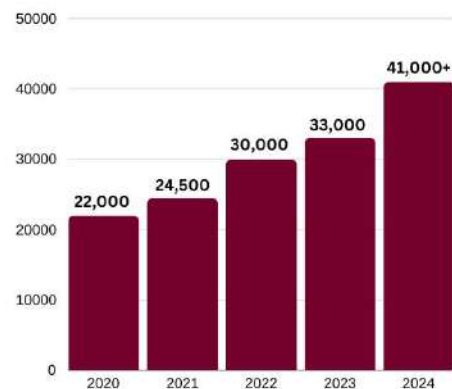
**228,000+**

UNIQUE RADIO  
CLARETS LISTENERS  
IN 23/24



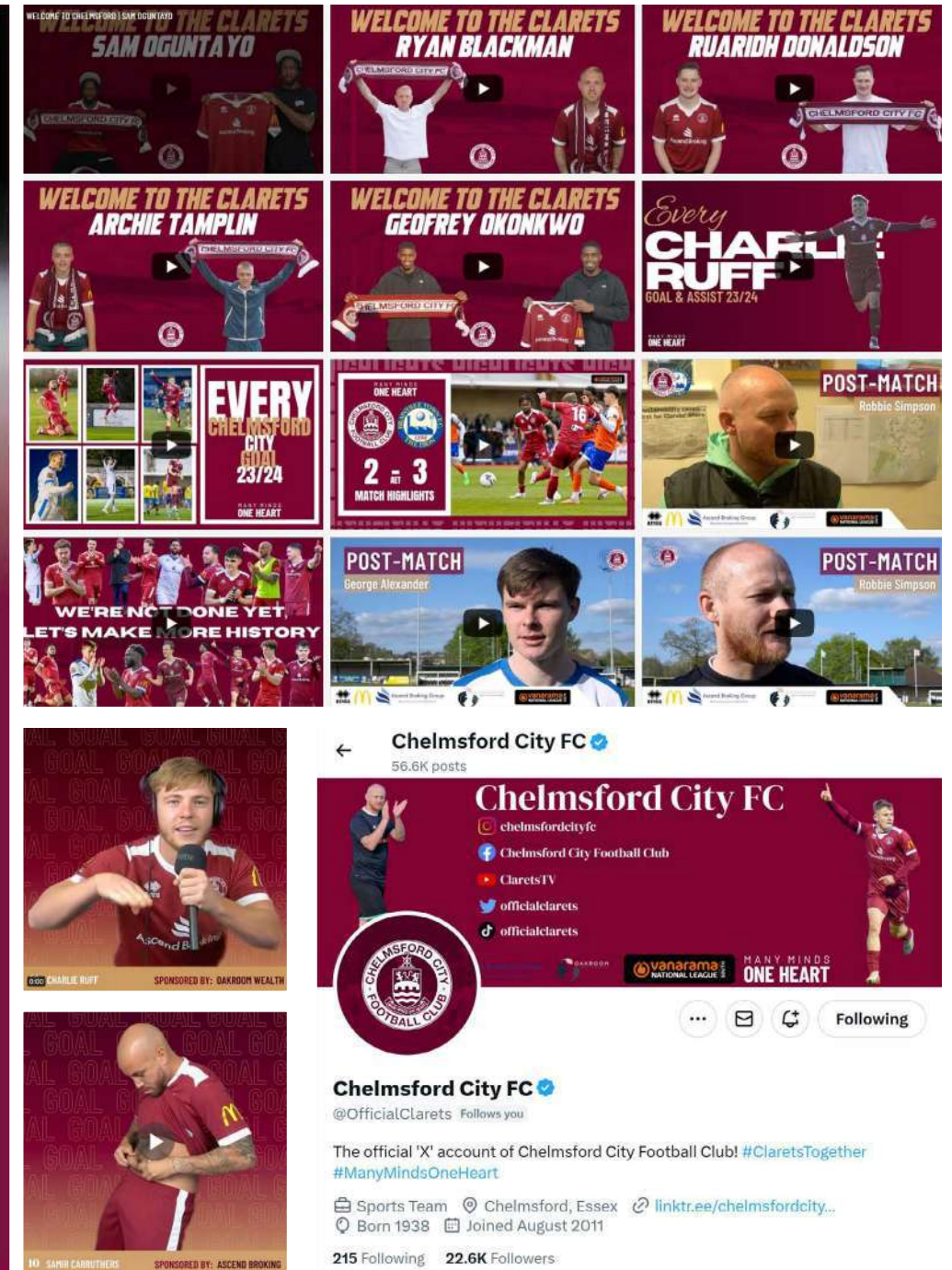
**200+**

AVERAGE MATCHDAY  
PROGRAMME SALES



**41,000+**

## RAPIDLY GROWING SOCIAL MEDIA FOLLOWING





# FOOTBALL IN THE COMMUNITY



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

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.

STADIUM NAMING RIGHTS PARTNER	£20,000
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Prices Exclude VAT

PACKAGE INCLUDES	
<ul style="list-style-type: none"><li>• Stadium name officially changed to 'The Your Company Stadium' or to the name you prefer, subject to approval.</li><li>• Official stadium name used on all entities by the Club, increasing your brand exposure.</li><li>• Press release on the website and all social media platforms.</li><li>• 4x Hospitality Season Tickets</li></ul>	<ul style="list-style-type: none"><li>• Coverage throughout the season in papers and across the Vanarama National League will state home games being played at the official stadium name.</li><li>• Full-page advert in our Matchday Programme for the 2024/25 season.</li><li>• First refusal on this package for the 2025/26 season.</li></ul>





# PARTNER SPONSOR PACKAGES

We have a range of sponsorship packages available: Platinum, Gold, Silver and Bronze.

<b>PARTNER SPONSOR PACKAGES</b>	<b>£1,500 to £10,000</b>
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Prices Exclude VAT

At Chelmsford City FC we have a number of Sponsorship Packages available to local and national businesses.

Our sponsorship packages offer great value for money, and with a regular footfall and online traffic, we provide sponsors with a positive return on investment.

Whether your objective is to promote your company or brand to a new audience, advertise a local service to our community or launch a new product, we have a range of packages across all budgets that can help achieve your aims.





# 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.

## TRAINING WEAR SPONSOR

£5,000

Prices Exclude VAT

## PACKAGE INCLUDES

- Your company logo added to area of training wear/tracksuit of sponsorship (subject to allowance sizes) for the 2024/25 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.





## SPONSORS:





# 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 linked with the club.

## PLAYER KIT SPONSORSHIP

£150

Prices Exclude VAT

### 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.

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

## E-SPONSORSHIP

£150

Prices Exclude VAT

### 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 2024/25
- Announcement on Club Platforms
- Signed Photo of Player Sponsored





# MATCHDAY SPONSOR

Why not select a game to be the main sponsor either a Saturday 3pm kick-off or a Monday night under the floodlights.

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 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.

MATCH SPONSOR PER GAME	£695
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Prices Exclude VAT

PACKAGE INCLUDES	
<ul style="list-style-type: none"><li>• Your company mentioned in the match preview on the website.</li><li>• Company logo included on some matchday graphics.</li><li>• Company name mentioned over the PA and on RadioClarets.</li></ul>	<ul style="list-style-type: none"><li>• Company logo included on the front cover of the programme.</li><li>• Award and present the Man of the Match.</li><li>• Entry for eight in the Hospitality Suites including a two course meal.</li></ul>





# 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 offers both the experience and brand recognition.

## MATCH BALL PER GAME

£325

Prices Exclude VAT

## 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.





# ACADEMY SPONSORSHIP

Our Academy will have an increasing 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 this platform for young footballers' development in the game.

## ACADEMY SPONSORSHIP

£5,000

Prices Exclude VAT

## 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 on the Academy's Twitter account over the 2024/25 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	PRICES*
Behind goal	Double	£1500
	Standard	£800
Pitchside	Double	£1000
	Standard	£600
General stadium	Onesize	£450
Lower balcony	Onesize	£350
Upper balcony	Onesize	£895
Dugouts	Double	£3000
	Solo	£1500
	Per section	£500

\*PRICES EXCLUDES VAT BOARD PRODUCTION COSTS TO BE PAID BY THE CLIENT





# HOT OFF THE PRESS

Include your company advert in our award-winning matchday programme.

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

This advertising option will give you the opportunity to increase your brand awareness across the course of a season.

## MATCHDAY PROGRAMME PACKAGES AND PRICES\*

Full-page full season	£750
Half-page full season	£500
Quarter page full season	£250

\*All prices exclude VAT





# FUNCTION & CONFERENCE ROOM HIRE

The Chelmsford City Clubhouse is a leading function & conference facility in the City.

With two function rooms and the Clarets Bar, the Clubhouse is available for conferences, daily delegate packages, events and life celebrations, 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](mailto:jackie.kirrage@chelmsfordcityfc.com) or 01245290959.

## NETWORKING



For the 2024/25 season, we recognise the 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.

# MATCHDAY HOSPITALITY

As well as 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](mailto:jackie.kirrage@chelmsfordcityfc.com) or 01245290959.

### PRICES EXCLUDES VAT

Per Game	£40
Match Entry for four people	£150
Match Entry for eight people	£250









# COMMERCIAL PACKAGES

We have four distinctive sponsorship packages as detailed below:

**PLATINUM PACKAGE**

£5,000 +VAT

**PACKAGE INCLUDES**

- 2 x Pitchside Double Advertising Board
- 2 x Crowd Facing Single Advertising Boards
- Full Page Programme Advert
- 2 x Matchday Hospitality Packages (x8)
- 2 x Claret Silver Hospitality Season Tickets
- 2 x Adverts on Club House Screens
- 2 x Claret Connections Business Club Memberships
- 1 x Signed Shirt & Picture with CCFC Player Pitchside by your Board
- Logo on Website
- 1 x Player Programme & Digital Sponsorship
- Social Media Support

**GOLD PACKAGE**

£3,750 +VAT

**PACKAGE INCLUDES**

- 1 x Pitchside Double Advertising Board
- 2 x Crowd Facing Single Advertising Boards
- Half Page Programme Advert
- 1 x Matchday Hospitality Packages (x8)
- 2 x Season Tickets
- Adverts on Club House Screens (Mixed)
- Logo on Website
- 1 x Player Digital Sponsorship
- Social Media Support



**SILVER PACKAGE**

£3,000 +VAT

**PACKAGE INCLUDES**

- 2 x Pitchside Single Advertising Board
- 1 x Crowd Facing Single Advertising Boards
- 1/4 Page Programme Advert
- 1 x Matchday Hospitality Packages (x8)
- 2 x Season Tickets
- Adverts on Club House Screens (Mixed)
- 1 x Player Digital Sponsorship

**BRONZE PACKAGE**

£1,500 + VAT

**PACKAGE INCLUDES**

- 1 x Pitchside Single Advertising Board
- 1/8 Page Programme Advert
- 1 x Matchday Hospitality Packages (x2)
- 1 x Season Ticket
- Adverts on Club House Screens (Mixed)







# 2024/25 SPONSORSHIP SUMMARY

## PACKAGES

Platinum / Gold/Silver/Bronze	1 Season (24/25)	£1,500 - £10,000
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## STADIUM

Stadium Naming Rights	1 Season (24/25)	£20,000
The Ro Ro Stand	1 Season (24-25)	£5,000
The Main Stand	1 Season (24-25)	Included in Stadium Naming
The Cro Ro Stand	SOLD	SOLD
The Dugouts	1 Season (24/25)	£500 - £3,000
The Balcony	1 Season (24/25)	£895 per board
The Lower Balcony	1 Season (24/25)	£350 per board

## MENS 1ST TEAM

Mens First Team Front of Shirt	SOLD	SOLD
Mens First Team Back of Shirt	1 Season (24/25)	£10,000
Mens First Team Training	1 Season (24/25)	£5,000

## ACADEMY

CCFC Academy Main Sponsor	1 Season (24/25)	£5,000
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## FOUNDATION

CCFC Disability Football	1 Season (24/25)	£5,000
CCFC Foundation Events	1 Season (24/25)	£1,000 each

## MATCHDAY

Match Ball Sponsorship (+ Hospitality x4)	1 Season (24/25)	£325 per game
Match Day Mascot	With Full Kit + 2 tickets	£100 each
Programme Sponsor (+ Hospitality x2)	1 Season (24/25)	£250 per game
Player Sponsorship Programme	1 Season (24/25)	£150
Player Sponsorship (Digital)	1 Season (24/25)	£150
Hydration Partner (Team Drinks)	1 Season (24/25)	£2,500

## ADVERTISING BOARDS

Behind Goal - Double Board	1 Season (24/25)	£1,500
Behind Goal - Standard	1 Season (24/25)	£800
Pitchside - Double	1 Season (24/25)	£1000

## ADVERTISING BOARDS

Pitchside - Standard	1 Season (24/25)	£600
General Stadium - One Size	1 Season (24/25)	£450
Lower Balcony	1 Season (24/25)	£350
Upper Balcony	1 Season (24/25)	£895
Dugouts x 2	1 Season (24/25)	£3,000
Dugouts x 1	1 Season (24/25)	£1,500
Duguts per section	1 Season (24/25)	£500



PRINTED		
Programme Advert Full/Half Page/Quarter Per Season	1 Season (24/25)	£750/£500/£250
Teamsheet Sponsor	1 Season (24/25)	£50 per game/£1,000 per
Claret Connections Business Club (Programme)	1 Season (24/25)	£500 per season or £60 per

DIGITAL		
Radio Clarets Partner	1 Season (24/25)	£1,100
Club Photographer	1 Season (24/25)	£2,100
Claret TV	1 Season (24/25)	£2,100
Why Scout (Player Software)	1 Season (24/25)	£3,500
Player Tracking (Software)	1 Season (24/25)	£2,500
Scoreboard Advertising	1 Season (24/25)	£1,000

HOSPITALITY ENTRY		
Per Game	1 Season (24/25)	£40
x 4 people	1 Season (24/25)	£150
x 8 people	1 Season (24/25)	£250
Corporate Bar Pass (Silver)/Food (Gold)	2 Season (24/25)	£395/£895

CLARET CONNECTIONS BUSINESS CLUB		
Platinum/Gold	1 Season (24/25)	Included Free
Other Members	1 Season (24/25)	£500 per season

The above prices exclude VAT and any advertising board production costs. Renewals will take priority during the exclusive renewal period. The club reserves the right to amend or remove any of the above packages.









# CONTACT US

Our commercial team would be delighted to discuss any of the available options further with you.

Whether it's feedback or a question, the Chelmsford City FC commercial team are here to help.

To contact our Commercial Team, please contact us on the below telephone number or email address. The team are available Monday to Friday 9am to 5.00pm (we are closed on public holidays)

**COMMERCIAL TEAM:** 01245 290959 [COMMERCIAL@CHELMSFORDCITYFC.COM](mailto:COMMERCIAL@CHELMSFORDCITYFC.COM)

## SPONSORSHIP / ADVERTISING

**PHIL CROWE**  
General Manager

01245 290959  
[phil.crowe@chelmsfordcity.com](mailto:phil.crowe@chelmsfordcity.com)

## MEDIA

**JOSH LOWE**  
Media Manager

01245 290959  
[josh.lowe@chelmsfordcityfc.com](mailto:josh.lowe@chelmsfordcityfc.com)

## EVENTS / VENUE HIRE

**JACKIE KIRRAGE**  
Events & Hospitality Manager

01245 290959  
[jackie.kirrage@chelmsfordcityfc.com](mailto:jackie.kirrage@chelmsfordcityfc.com)







LAUNCHING AUGUST 2024

# NEW SUPER LOTTO

SUPPORT YOUR CLUB TODAY!

SCAN TO PLAY



ONLINE  
SUBSCRIPTION

[CHELMSFORDCITYFC.COM/SUPER-LOTTO](https://CHELMSFORDCITYFC.COM/SUPER-LOTTO)

SUPER LOTTO MONTHLY JACKPOT  
**£10,000-£50,000\***

WEEKLY DRAW £500

LAST FRIDAY OF THE MONTH - MUST WIN FRIDAY

4 GUARANTEED PRIZES: £150/£100/£50 & 2 HOSPITALITY TICKETS AND OCCASIONAL BONUS PRIZES

[CHELMSFORDCITYFC.COM/SUPER-LOTTO](https://CHELMSFORDCITYFC.COM/SUPER-LOTTO)







**Chelmsford City Football Club**

The Melbourne Stadium

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