

REACH BA11

**FIND OUT HOW YOUR BUSINESS ADVERTISING
CAN REACH THOUSANDS OF PEOPLE IN FROME...**



IT'S EASY TO FORGET HOW COST EFFECTIVE PARTNERSHIPS OR ADVERTISING CAN BE...

Whether that's perimeter boards, programme advertising or matchday sponsorship. We have the perfect way to reach a huge audience within Frome and the South of England with your advertising.



WE ARE EXPECTING 8,000 PEOPLE TO COME THROUGH OUR GATES THIS SEASON



OUR TWITTER FOLLOWING IS THE 2ND LARGEST IN OUR STEP ACROSS ALL THE DIVISIONS.



OUR ONLINE AUDIENCE IS 80% MALE TO 20% FEMALE. WE PREDICT THIS SEASON IT WILL BE 75:25



WE HAVE OVER 1.8K FACEBOOK FOLLOWERS AND OUR AVERAGE POST REACH IS 2.4K PEOPLE.



YOU WILL ALSO REACH FROME TOWN WOMEN, FROME TOWN ROBINS, OUR DEVELOPMENT TEAM AND SELECTED FROME TOWN SPORTS MATCHES



WE ARE PROJECTING OVER 150,000 ONLINE VISITS TO OUR WEBSITE THIS SEASON

NEW

ONLINE ADVERTISING OPPORTUNITIES		1yr	3yr	Expected reach
News article sponsorship Logo to feature on all news items and match reports.		£2,500	£2,000 per season	65,000
	Social media graphic sponsorship Logo to feature on match and goal updates.	£2,500	£2,000 per season	65,000
	Video Highlight sponsorship Logo to feature on all match highlight videos and additional match footage videos or compilations.	£2,500	£2,000 per season	65,000

TO DISCUSS HOW SPONSORSHIP AND ADVERTISING WITH FROME TOWN F.C. COULD HELP YOUR COMPANY BE SEEN. PLEASE CONTACT ELLIOT GALLAGHER COMMERCIAL MANAGER) AT COMMERCIAL@FROMETOWNFC.CO.UK OR ON 07747017458

AT THE GROUND OPPORTUNITIES	1yr	3yr	Expected reach
Stadium Name Sponsorship *Contact for more information* Includes 10 tickets & drinks per game, access to sponsor lounge, boards and signage across the stadium, programme advert, prominent website logo.	n/a		500,000
North Stand / Community / South Stand Sponsorship *Contact for more information* Includes 6 tickets & drinks per game, access to sponsor lounge, boards and signage across the stand, large perimeter board, programme advert, prominent website logo.	£2,500		65,000
Large perimeter board (5mx1m space)	£400		18,000
Small perimeter board (2mx1m space)	£200		9,000

KIT ADVERTISING OPPORTUNITIES	1yr	3yr	Expected reach
Shirt Sponsorship Frome Town F.C. Mens Home & Away Includes 6 tickets & drinks per game, access to sponsor lounge, large perimeter board, programme advert, prominent website logo.	n/a		165,000
Back of Shirt Sponsorship Includes 4 tickets & drinks per game, access to sponsor lounge, boards and signage across the stadium, programme advert, prominent website logo.	£2,500	£2,000 per season	65,000
Training wear and tracksuit sponsorship Includes 6 tickets & drinks per game, access to sponsor lounge, large perimeter board, programme advert, prominent website logo.	£2,500	£2,000 per season	65,000
Short sponsorship	Charity		

MATCHDAY ADVERTISING OPPORTUNITIES			Expected reach
Matchday Sponsorship 10 tickets, 10 complimentary drinks, Programme sponsorship, social media event co-hosting, social media coverage, access to sponsor bar, choose MOM and photo with MOM	£200	per match	2,000
Programme advert - Full page / Half page (23 games) Digital programme adverts that link through to your website/social media. Plus 2 free match tickets.	£250 / £150	Season long	65,000
Showcase your company If you want to showcase your products or services at a match to our crowds get in touch to explore our options.			



IF YOU HAVE NEVER CONSIDERED FOOTBALL SPONSORSHIP FOR YOUR COMPANY BEFORE?

We are looking for ambitious partners to generate mutually beneficial partnerships and advertising opportunities. We have a rapidly growing fanbase and huge social media following, as we continue to build something special in Somerset.

Our cost effective opportunities to target individuals and businesses for 1p-4p per impression/interaction - which is cheaper than online advertising, whilst considerably cheaper than print/magazine advertising.

Did you know:

Adding sponsorship to your marketing budget can also **SAVE** your company money on VAT and give your brand further reach.

TO HAVE A FRIENDLY CHAT TO DISCUSS HOW SPONSORSHIP AND ADVERTISING WITH FROME TOWN F.C. COULD HELP YOUR COMPANY BE SEEN. PLEASE CONTACT ELLIOT GALLAGHER COMMERCIAL MANAGER) AT COMMERCIAL@FROMETOWNFC.CO.UK OR ON 07747017458