



# Billericay Town Football Club

## Commercial Brochure

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BillericayTownFCofficial



BillericayTownFC



billericaytownofficial



BillericayTownTV



@BTFC







## Welcome to Billericay Town Football Club

Billerica Town Football Club invites you to explore the various opportunities for your company to become involved in the most talked about non league club through various sponsorship opportunities.

After a fantastic treble winning season in owner Glenn Tamplin's first full season in charge we will now be playing our football in the Vanarama National League South and with average attendances of 1250 and an annual attendance of 68,000 fans plus non matchday visitors we are looking forward to another record breaking season at the AGP Arena.

The club provide extensive branding opportunities to over 25,000 Twitter followers, 30,000 Facebook likes and over 85,000 unique monthly website visitors to [www.billericatownfc.co.uk](http://www.billericatownfc.co.uk) As well as the treble winning success of the mens team our ladies team have also had a fantastic season with promotion and are now competing in the FA Women's National League.

So as the club looks to build on another successful season we are excited to offer the opportunity for you to come on board and play a key part in our club.

#TOGETHERWESAILASONE





# Why choose Billericay Town...



30,000  
Likes



25,000  
Followers



650,000  
annual YouTube views

68,000  
Annual fan attendance



85,000  
monthly website hits



5 TV appearances



Formed  
1880





# Secondary Kit Sponsorship

Benefits of becoming a secondary shirt/Shorts sponsor :

- Rear of shirt/shorts branding on all home and away games
- Official First Team players and management team photo and video launch
- Stadium advertising boards
- Full page advert in all official Matchday Programmes
- VIP Matchday Hospitality
- Match Tickets
- Signed Shirts
- On-going PR opportunities with first team players
- Extensive coverage Via the clubs official social media channels

Company logo prominently displayed via :

- Matchday Programme
- Website
- Email Signatures
- Team Sheets
- Commercial Brochures
- Our new weekly E - newsletter
- Fixture Flyers / Posters / Cards

PRICE ON APPLICATION







## Training Kit and Club Tracksuit Sponsorship

Your brand will gain extensive exposure during training sessions, community visits, BTTV and TV interviews, pre-game warm up and on the team's travel to all home and away games.

With this sponsorship package you will become one of the clubs valued Main sponsors and in return your business will receive the following benefits :

- Branding on all first team players training kit and tracksuits
- Stadium advertising Boards
- Half page advert in all Official Matchday Programmes
- Selected Matchday hospitality
- Match Tickets
- Extensive coverage via the Club's official social Media channels and website
- Company logo prominently displayed via:
  - Matchday Programme
  - Website
  - Email Signatures
  - Team Sheets
  - Commercial Brochures
  - Our new weekly E - newsletter
  - Fixture Flyers / Posters / Cards

PRICE: ON APPLICATION





# Pitch Side Advertising

Advertising at the AGP Arena is a smart investment with a camera crew at every game from local to national media documenting the club or our very own media team Match Day Media you are guaranteed maximum exposure to a wide audience.

with an annual attendance of 68,000 fans and matchday visitors there's never been a better time to promote your business at the AGP Arena.

Single Boards	- £750
Double Boards	- £1,500
Bungee Banners	- £1,700
Dug-Out Sponsorship	- £2,000



## Matchday Programme Advertising

For a cost effective way to reach thousands of fans every season why not try our extremely popular Match day Programme advertising either as a main sponsor or a company half/full page advert it will appear in all home league and cup fixtures and is a fantastic high impact way to create awareness



PRICES - Main Sponsor (season) - £3500  
Half page advert (weekly) - £200  
Full page advert (weekly) - £400





## Match Day Sponsorship Price £850

Match Day Sponsorship is our most prestigious and high profile package available on matchdays, where the sponsor and their guests can enjoy the game from our fantastic private Executive box in VIP style

The Package includes :

- Entry to the Executive box with a fantastic panoramic view of the pitch including outside padded seating for up to 8 people ( can be increased to 20 for a small additional cost)
- Company name on the front of the Match Day programme
- Company name mentioned in the PA Announcements
- Company name on the BTTV YouTube Match highlights Video (Fantastic exposure with 650,000 annual views)
- Company Name on the Official Teamsheets
- Includes corporate hospitality (hot or cold menu available)
- Bar facility with waitress service
- Sky TV
- Reserved parking
- Signed Shirt
- Commemorative photo with your chosen Man of the Match



## Match Ball Sponsorship

Your Sponsorship of the matchball is announced over the PA system and acknowledged in the matchday programme. You will have a commemorative photograph taken on the pitch before the game and you'll watch the game from the comfort of the VIP Lounge. The Package also Includes the following benefits - reserved parking, reserved seats in the VIP lounge and a pre-match buffet

Price £300







## The Player sponsorship package includes

- Price : £300



## Package includes :

- Billerica Town FC** @BTFC

87'  
GOOOOOOOOOOOOOOOOOOAAAAAAAAAA  
AAOALLLLLLLLL!!!!!!!!!!!!!! ADAM  
CUNNINGTON SEALS THE LEAGUE TITLE!!!!!

2-0!!!!!!

Download

**GOAL**

0:01 10.7K views

9:31 PM · 24 Apr 2018

45 Retweets 195 Likes



# Digital and Online sponsorship



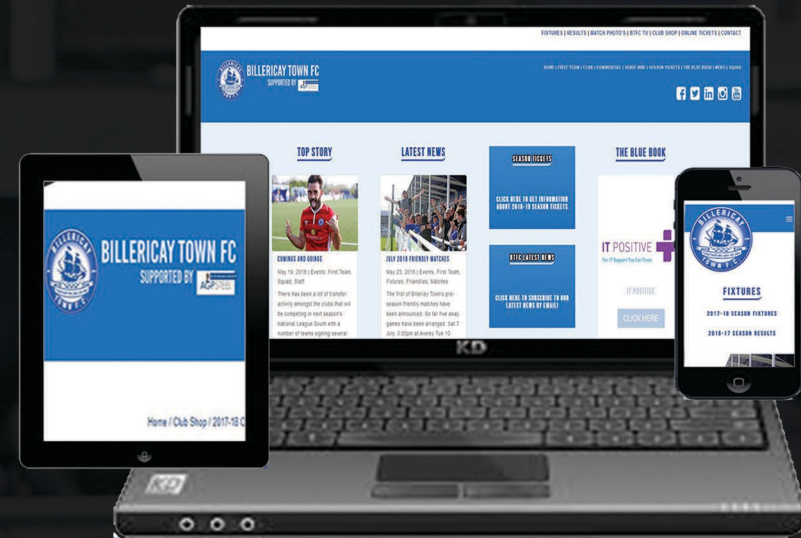
We have a number of different digital avenues to sponsor including our website, social media channels our new E-newsletter and our very own online Billericay Town TV

## Website Sponsor - Price £3500

Our website receives over **85,000** unique visitors per month being the main club website sponsor, your company logo and branding will be at the forefront of all visitors to our site.

Benefits of sponsorship package include :

- VIP Match Tickets and Match sponsorship for up to 10 guests
- Company logo displayed via : Main landing page on the website including click through link to your website
- Company logo shown on all pages throughout the website

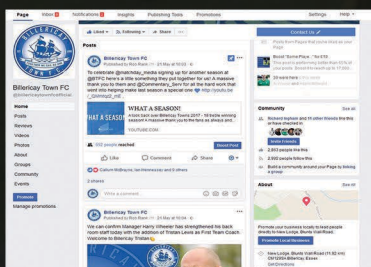
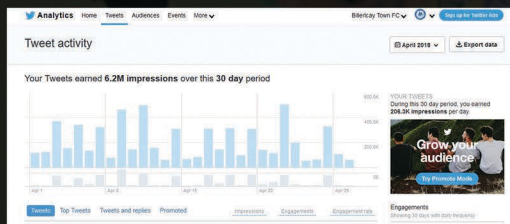


## Social Media Sponsor - Price £3000

Being amongst one of the most followed non league teams, sponsorship of our social media channels is a huge platform in which to associate your business.

We have **30,000** likes on Facebook and **25,000** followers on Twitter and in April alone we earned **6.8 Million impressions** therefore your advertising reach will be extremely extensive and daily.

- Benefits of sponsorship package include :
- VIP match tickets and match sponsorship for up to 10 guests
  - Promotional material shared on all social media channels
  - logo displayed via our website and on all social media.







# Billericay Town TV

One of our most prestigious new sponsorship packages is for our extremely popular Billericay Town TV channel on YouTube. With every game and every goal being filmed as well as other regular engaging content and just last season alone accumulating in excess of **650,000 views**, it's a fantastic way of advertising your company digitally.

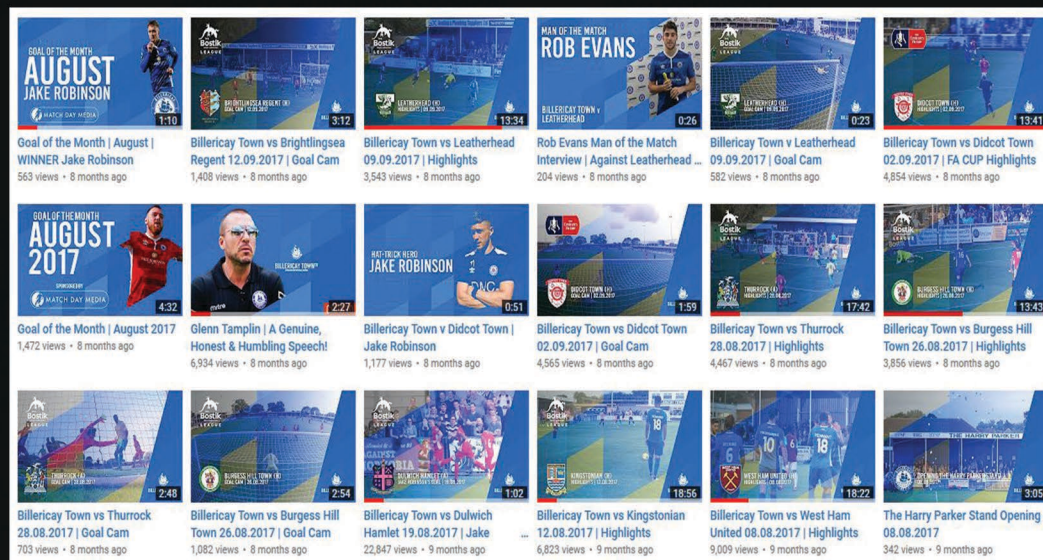
We have broken the sponsorship down into categories of

- Game highlights - all the action from the match including Goals and key incidents
- Goal Cam - A short video which shows the Goals scored in the game
- Post Match interviews - including the manager discussing the day's game and the announcement of the Man of the Match
- Goal of the Month - A monthly competition in which the fans get to vote for their favourite goal of that month

Benefits of sponsorship package include :

- Company Advert/ promo to be played before each video
- Company logo on all Match Graphics
- Extensive coverage on the club's social media channels
- Match tickets
- **Goal of the month**
- The competition will be named after your company
- opportunity to present the player with the award
- company logo to be prominently displayed via the video of shortlisted nominees.

Price : On Application







TheFA Women's  
National League

# Ladies first team sponsorship

With earning promotion to the newly formed FA National League becoming a sponsor of Billericay Town ladies is one of the most exciting advertising opportunities available.



We are looking to run the ladies Media alongside the first team so you will receive the same exposure when it comes to

- All social media posts
- Upcoming matches
- Results/ Fixtures
- Match highlights



## Sponsorship packages include

- |                        |  |                 |
|------------------------|--|-----------------|
| - BTTV                 | All the ladies games to be filmed and edited with Commentary into a highlights and a goal cam video uploaded to the clubs YouTube channel with your companys logo the forefront of every video and social media post | PRICE - £275 pw |
| - Social Media sponsor | Your companys name on all social media content produced for the ladies   | PRICE - £150 pw |
| - Match Day sponsor    | Your company name on all social media posts and in the matchday programme and the opportunity to present and have a photo with your chosen man of the match  | PRICE - £250 pw |
| - Match ball sponsor   | Your companys name in the match day programme  | PRICE - £25 pw  |
| - Player sponsorship   | Your companys name on our social media matchday updates a signed photo of your chosen player   | PRICE - £200    |
| - Match day mascot     | A chance to walk the players out onto the pitch whilst holding the match ball<br>a signed photo of the mascot with the players your name in the matchday programme   | PRICE - £50 pw  |





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[BillericayTownTV](https://www.youtube.com/BillericayTownTV)

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