



Commercial Brochure

commercial@gloucestersport.com

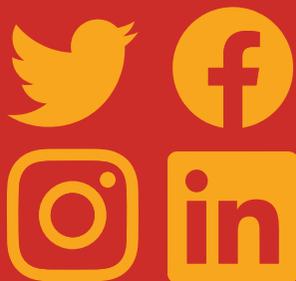


Who we are

Formed 138 years ago in 1883, Gloucester City AFC are part of the Gloucester Sport family. After the flooding of 2007 swamped our home, Meadow Park, in 6ft of water we now find ourselves in a modern stadium with a state of the art playing surface on the same site but protected from flood water after raising the land that the stadium was originally built upon.

The club is now thriving; with a professional mens first team playing in the Vanarama National League, under 21 and under 23 sides, a popular youth academy and a newly formed Womens team with aspirations of turning professional themselves.

We are only at the start of our journey and with aspirations of one day becoming a football league club, now is the perfect time to partner with us and enjoy future success together.



25,000
followers
across our
social media
platforms

15,000
followers
on twitter
alone

4,000
capacity of phase one
of the New Meadow Park
development

978
sell out covid
secure crowd
in December '20

138
years of
football
history

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The Stadium

New Meadow Park has a capacity of 4,000, with two main seated stands holding circa. 400 spectators each. The North Stand commonly known as the T-End is a covered terrace running the complete width of the pitch and the South Stand is a covered terrace for most of it's width. The west terrace is currently uncovered and an area for future development

Naming rights: The stadium will be named after your company – £Negotiable

Stand Sponsorship: A stand at the stadium named after your company – £Negotiable

Also available: Dugout sponsorship, scoreboard sponsorship, Bar area sponsorship



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The Stadium

1 x 5ft Advertising board for one season
= £500.00 + vat

1 x Double size advertising board for one season
= £900.00 + vat

2 x 5ft Advertising boards for one season
= £900.00 + vat

2 x Double size advertising boards for one season
= £1,700.00 + vat

Pre match and half time advertising on our
big screen for one season
= £250.00 + vat

Ticket Sponsor. Your name and logo on all
season and matchday tickets
= £Negotiable



The Kit

For the 2021/2022 season, all of our playing kit and training wear is to be branded as Gloucester Sport with all teams playing in the same design in the colours of the City of Gloucester. Our away shirt is based on the colours of the Gloucestershire flag.

Opportunities exist for:

- Rear of shirt sponsor for our men's side
- Rear of short sponsor for our men's side
- Training wear sponsor for our men's side
- Main shirt sponsor for our under 21 and under 23 sides
- Main shirt sponsor for our Women's team
- Main shirt sponsor for our youth teams

Prices are negotiable, please contact the commercial team for more information.



The Website and Social Media

A new website for the 2021/22 season is being developed to complement our fantastic social media coverage that includes 15,000 followers on twitter.

Become our media partner, with your logo and company name shown at the top of our website, banners on Twitter, Facebook and Instagram and a short clip at the start of every youtube video uploaded.

Contact the commercial team for details.

Cross Promotions:

We are keen to work with companies and influencers who have a strong social media presence. If you would like to consider a cross promotion with ourselves please get in touch.



Gloucester City AFC ✓

@GCAFCofficial

The official Twitter of Gloucester City AFC, members of @Vanarama National League North - providing club news, live match updates & more! #UpTheCity

📍 Gloucester, England 🔗 gloucestercityafc.com 📅 Joined August 2010

302 Following 14.9K Followers



Gloucester City AFC

FT GLOUCESTER CITY 3 KIDDERMINSTER HARRIERS 2

WHAT a response from City after being two goals down, Young's sublime free kick gives City a massive three points!!

6,497

People reached

1,513

Engagements

The Match

Match Sponsorship – £500.00 + vat

- Tickets to the match for you and 5 guests
- Exclusive access to our 1883 bar with complimentary pre-match buffet
- Front cover programme advert and write up
- Frequent mentions on social media and stadium announcements
- Access to a hospitality box to watch the game
- Choose the man of the match and present the player with their award after the game
- Signed shirt as a memento of your experience

Match Ball Sponsorship – £300.00 + vat

- Tickets to the match for you and 3 guests
- Exclusive access to our 1883 bar with complimentary pre-match buffet
- Front cover programme advert and write up
- Frequent mentions on social media and stadium announcements
- Access to a hospitality box to watch the game

Match Day Hospitality – £35.00 + vat pp

- Match tickets and hospitality box for up to 12 guests, includes buffet.

Bespoke Packages

Have something else in mind?

Talk to us and we will produce a tailor made experience for you and your guests

Contact the commercial team for details



The Programme

A matchday programme is still an essential purchase for supporters before the match and a collectors' item for big games. We aim to produce one of non league's best programmes.

Full page colour advert for one season
= £500.00 + vat

Half page colour advert for one season
= £300.00 + vat

Prominent inside front and inside back full page, full colour advert for one season
= £1,200.00 + vat

Article sponsorship, e.g. Manager's Notes, for one season
= £200.00 + vat

Supply your leaflet to go inside the programme
= £200.00 + vat per match



The Packages

Group multiple advertising activities and sponsorships together and save money.
Two example packages are shown below

Gold

- 8 season tickets and become an official club partner with website and social media advertising
- 2 match sponsorships
- 1 match ball sponsorship
- 2 pitchside advertising boards
- Full page advert in programme
- Big screen advertising

£5,000.00 + vat

Silver

- 4 season tickets and become an official club partner with website and social media advertising
- 1 match sponsorships
- 1 match ball sponsorship
- 1 pitchside advertising boards
- Half page advert in programme
- Big Screen advertising

£2,500.00 + vat

Tailored to you

Do you have your own package in mind? Let us know your budget and we will build a bespoke package for you and your business

The Details

Gloucester City AFC
New Meadow Park
Sudmeadow Road
Gloucester
GL2 5HS

commercial@gloucestersport.com

Payment Details

BACS details:

- Gloucester City AFC (1980) Ltd
- Account number: 40394378
- Sort code: 20-33-83

Cheques payable to
Gloucester City AFC (1980) Ltd



GLOUCESTER CITY BASKETBALL

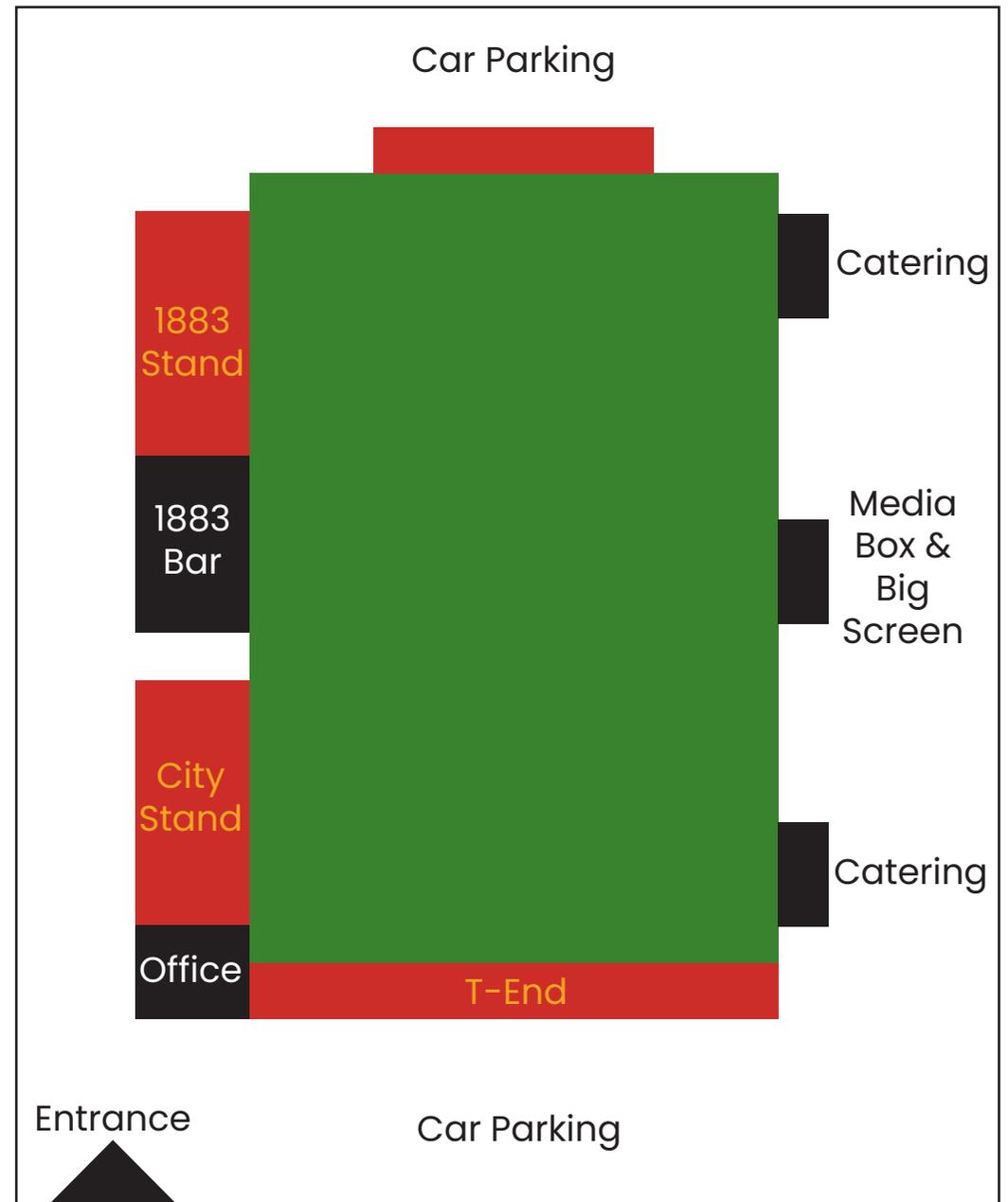
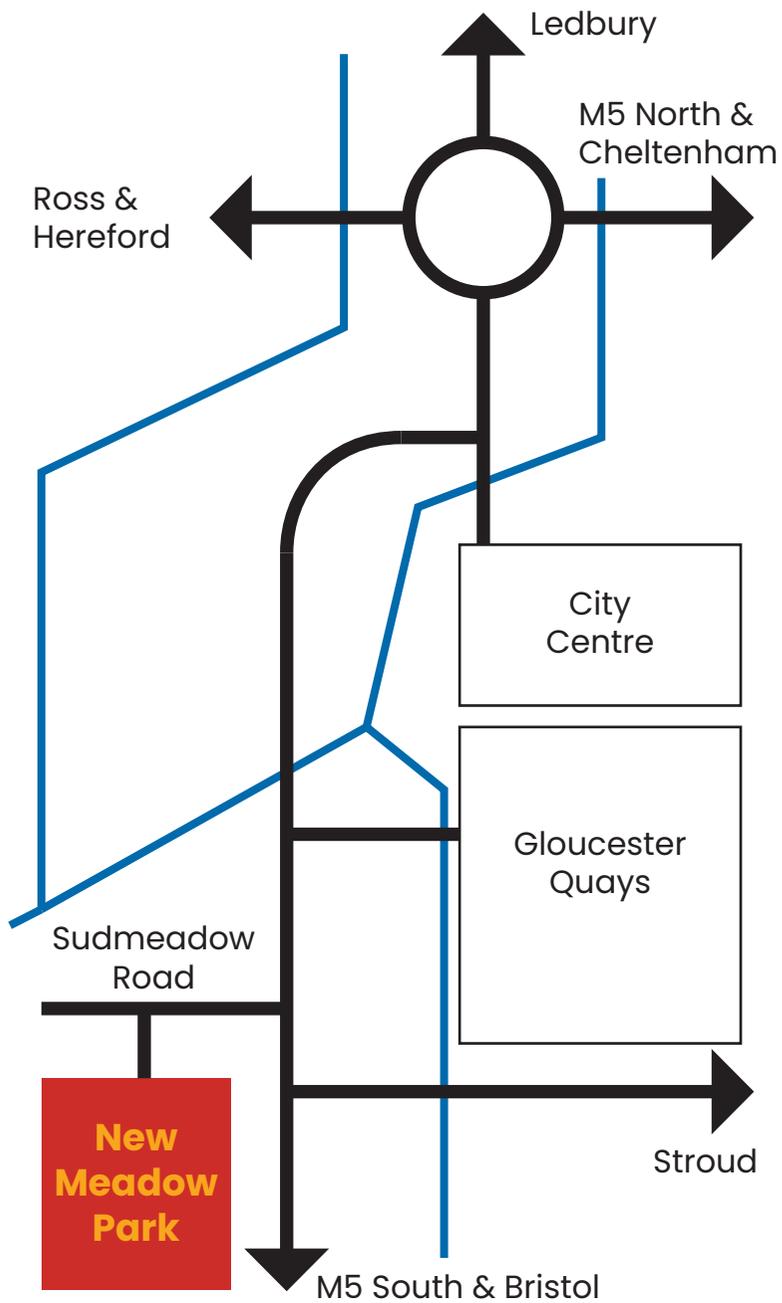
We also have opportunities for partnerships with our two professional basketball clubs; Gloucester City Kings and Gloucester City Queens.

The Queens will play in the WBBL for the 2021/22 season, which will receive exposure on Sky Sports.

Contact us for further details.

Visit us

Visit New Meadow Park and see our facilities for yourself. By appointment only, please email to arrange.



EVER FORWARD

