



# Sponsorship and Advertising Opportunities

Live together. Play together. Win together.



Image: Mark Brown

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• <b>Website and Social Media Sponsor</b>	£1,400 + VAT
• <b>Match-day Hospitality</b>	Various
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• <b>Match Sponsorship</b>	£500 + VAT
• <b>Back of Shirt &amp; Shorts Sponsorship Package</b>	£3,500 + VAT per year
• <b>Bench Wear Sponsor</b>	£750 + VAT per year
• <b>Match-day Mascot</b>	£300 per year + VAT
• <b>Stadium Sponsor</b>	£15,000 + VAT per year
• <b>Stand Sponsorship</b>	£10,000 + VAT per year





Image: Mark Brown



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## A huge year of progress for one of Scotland's top community clubs

Established in 1951, The Spartans Football Club is now a household name, not just in North Edinburgh, but across the country. The continued success of our Women's team in the SWPL and the Men's successful promotion to League Two has helped tell our story. We welcome over 4,800 people every week to our home at Ainslie Park who enjoy playing, training or spectating from across our teams and our community programmes.

### Where are we now:

1. We have a state-of-the-art football academy at Ainslie Park which opened its doors in December 2008.
2. Over £6 million has been invested in our facilities, with the support of Sportscotland, BIG Lottery, Social Investment Scotland, Robertson Trust, Children in Need, Tartan Army Children's Charity and many others.
3. A modern 3,500 capacity stadium, two state-of-the-art 4th generation synthetic pitches, a 5-a-side pitch, eight changing rooms, a physiotherapy room, our Youth Work hub and a community club room have been created in North Edinburgh.
4. We have a brand-new stand open on the west side of Ainslie Park, and development work on the state-of-the-art youth centre, with a roof top viewing area, will start shortly.

5. Our charity, the Spartans Community Football Academy, employs 25 full time staff and is highly recognised across the UK for using sport to deliver social change. In a recent UEFA study is showed we deliver over £6 of social benefit for every £1 invested.
6. The men's senior team successfully navigated the gruelling playoff process after winning the Lowland League, then beating Highland League Champions, Brechin City, and established SPFL club Albion Rovers – with both home games attracting well over 2,000 spectators at each!
7. Our women's senior team continues to make progress in the very competitive Scottish Women's Premier League with live games featuring heavily across Sky, including the SWPL Cup Semi Final against Rangers, and some memorable results against our Edinburgh neighbours.
8. Both teams are supported by our youth development programmes which continue to go from strength-to-strength, helping to support young players and their families using the power of football.

## Become part of the Spartans family

To help our continued success we are seeking new sponsors to join us on this journey. By supporting our club, you have a wonderful opportunity to be an integral part of the Spartans family. Our community work continues to grow as we tackle the challenging health, unemployment, education, and crime issues in North Edinburgh. As a business, your brand will support the development of a truly innovative community club. Our ambitious aspirations are aligned with yours, and we look forward to working with you.

**Craig Graham, Chairman**  
**The Spartans Football Club**



Image: Mark Brown

**Scottish international players  
from our women's senior team**



# PLAY

## Programme Advertising

Around 20 programmes are published per season, with 250 copies printed each week. We estimate that each programme is read by 500 people as the programmes sit around our café for the week after games and our other customers read through them.

A link to your company website will also be created from [www.spartansfc.com](http://www.spartansfc.com).

*We have a range of advert sizes available:*

*Full-page – £500 + VAT*

*Half-page – £350 + VAT*

*Quarter-page – £250 + VAT*



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## Player Sponsorship for the Season

- Sponsor details on the website and in the programme
- Player sponsorship announced on social media
- Sponsor to meet their player after a game in the café/bar for photos/a drink

*Prices range from £200 + VAT for Women, £150 + VAT for Men, or £300 + VAT to sponsor a player from each.*

## Stadium Perimeter Advertising

Perimeter advertising is a great way to promote your business to the 250,000 people that are welcomed through our doors every year.

The package includes company details in each programme and a link to your company website from [www.spartansfc.com](http://www.spartansfc.com).

The design and manufacture of advertising boards costs an additional £200.

*£500 + VAT per board*



Image: Mark Brown

## Website and Social Media Sponsor

Our website, Twitter and Facebook pages receive extensive coverage. We have over 5,000 unique visitors to our website each week and over 30,000 followers across our social media channels.

The sponsor will receive a prominent banner advertisement on every page of [www.spartansfc.com](http://www.spartansfc.com) and [www.spartansfcwomen.com](http://www.spartansfcwomen.com) and “shout outs” on our social media channels.

*£1,400 + VAT*



Image: Mark Brown

Over

250,000

people are welcomed  
through our doors  
every year.

### Match-day Hospitality

We offer a range of match-day packages to take advantage of the hospitality facilities at Ainslie Park.

### Match Sponsorship £1,000 for a table of 8, £750 for a table of 4 (additional seats in hospitality can be requested)

- Eight or Four tickets in hospitality
- Pre-match Meal
- Access to cash bar
- Match-day programme
- Seats in the centre of the stand
- Half time Pie and drink
- Guest speaker with Q&A
- Spartans FC Gift for all guests
- Logo or name on front of programme, extensive coverage on social media and over the tannoy
- Spartans FC Strip, signed if desired

### Match Ball Sponsorship £250

- Two tickets in hospitality
- Pre-match Meal
- Access to cash bar
- Match-day programme
- Seats in the centre of the stand
- Half time Pie and drink
- Guest speaker with Q&A
- Spartans FC Gift for all guests
- Special mention in programme and social media
- Match Ball Keepsake, signed if desired

### Individual Hospitality £50 for season ticket holders, £60 for non season ticket holders

- One ticket in our hospitality lounge
- Pre-match Meal
- Access to cash bar
- Match-day programme
- Seat in the centre of the stand
- Half time Pie and drink
- Guest speaker with Q&A
- Spartans FC Gift



### Back of Shirt & Shorts Sponsorship Package

Your name as sponsor will appear on the back of the home and change kits, plus home and away shorts.

Your Sponsorship Package includes the following:

- Two perimeter advertising sites (boards to be supplied by sponsor)
- Half-page advertisement in the match-day magazine
- Website credit with link
- Three PA announcements on match-days
- Match-day sponsor for two fixtures; includes a party of four guests (full hospitality)

£3,500 + VAT per year  
(Payment scheme available)



Image: Mark Brown



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### Bench Wear Sponsor (men or women)

Your name as sponsor will appear on all the bench wear kit used on match-days.

- Manager's, Coach's, Physio's and substitute's jackets
- Sponsors will receive two season tickets valid for all league games
- Credit in the match-day programme
- Website credit and link

£750 + VAT per year

### Match-day Mascot

Have your name on the club mascot 'Sparry', you will be given maximum exposure on match-days plus at numerous community events in the Edinburgh area.

Sponsorship Package Includes:

- Your name on the front of 'Sparry's' shirt
- Credit in the match programme
- Website Credit

£300 per year + VAT



Image: Mark Brown



# 3,500

capacity  
modern  
stadium

## Stadium Sponsor

Have your company name linked to the stadium; you will receive numerous media name checks throughout the season.

Stadium Package includes:

- Your company name linked to the stadium name
- Signage
  - Entry points to the stadium
  - Four perimeter sites
- Printed Material
  - All official Spartan FC printed material, Letter heads, season ticket books

- Hospitality
  - Match-day sponsor for two fixtures; includes a party of four guests (full hospitality)
  - Half-page advertisement in the match-day magazine
  - Website credit with link
  - Three PA announcements on match-days

£15,000 + VAT

*Please enquire directly for discounted multi-year packages*

*(Payment scheme available)*

## Main Stand Sponsorship

Spartans FC have a 500 seater stand, which is available for a sponsor to link their company name to this new facility and receive great exposure throughout the season.

Stand Sponsor Package includes:

- Three advertising sites on the stand
- Two perimeter advertising sites
- Credit in the match-day programme

- Website credit and link
- All stand tickets will carry the sponsor name
- Two PA announcements at every game

- Four season tickets valid for all home league games

*Cost Per Year:*

£10,000 + VAT

*Please enquire directly for discounted multi-year packages*

*(Payment scheme available)*





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