



COMMERCIAL PARTNER BROCHURE

2023/24 SEASON

WELCOME TO ALTON FOOTBALL CLUB

AT THE HEART OF THE COMMUNITY
WITH A CELEBRATED HISTORY AND A BRIGHT FUTURE



ACCREDITED
PART OF ENGLAND FOOTBALL

3* HIGHEST ACCREDITATION CLUB

A SAFE, FRIENDLY AND FUN ENVIRONMENT

#AltonFCFamily

**OVER 40 TEAMS AND 500+ MEMBERS
FROM U7 UPWARDS, PROVIDING A SUPPORTED,
OPTIONAL PATHWAY FOR BOYS AND GIRLS
TO COMPETITIVE SENIOR FOOTBALL**



A close-up photograph of two soccer balls on a green artificial turf pitch. The balls are yellow with blue and orange geometric patterns. One ball is in the foreground, and another is slightly behind it to the left. The grass is a vibrant green with some white patches. In the background, a white line marks the edge of the pitch, and some blurred figures of people can be seen.

FIFA APPROVED 3G PITCH

RUNNER UP

HAMPSHIRE FA'S 3G PITCH OF THE YEAR



FIRST TEAM

COMBINED COUNTIES FOOTBALL LEAGUE: PREMIER SOUTH
(HAMPSHIRE / SURREY / LONDON)
STEP 5 OF THE FA NATIONAL LEAGUE SYSTEM
FA CUP & FA VASE

SUPPORT FROM LOCAL, NATIONAL AND INTERNATIONAL PARTNERS



THE EXCLUSIVE NETWORKS STADIUM

ALTON FC

KEEP ATTACKING

c.com
ton fc

KEEP ATTACKING
ALTON FC

OWNERS
& BUILDING SUPPLIES



**“ WE’VE GOT AN EXCELLENT
GROUP OF LADS WHO LOVE
PLAYING FOOTBALL AT ALTON.**

**WE’RE ALL EXTREMELY GRATEFUL
FOR THE SUPPORT WE RECEIVE
THAT ENABLES US TO PLAY AT
A HIGH LEVEL AND AT A SUPERB
FACILITY.**

**WE STRIVE TO GIVE THE CROWD
A PERFORMANCE TO ENJOY ON
MATCHDAYS. ”**

**KEVIN ADAIR
FIRST TEAM MANAGER**





**ADMISSION PRICES FOR THE 2023/24 SEASON
* UNCHANGED ***

IN TODAY'S WORLD OF ESCALATING COSTS, WE UNDERSTAND THE IMPORTANCE OF MAKING FOOTBALL AFFORDABLE FOR OUR LOYAL SUPPORTERS, THE LOCAL COMMUNITY, AND VISITING FANS.

OUR MATCHDAY PRICING STRUCTURE REFLECTS OUR COMMITMENT TO KEEPING FOOTBALL WITHIN REACH OF ALL GENERATIONS. BY OFFERING FREE ADMISSION TO UNDER 18'S, WE ACTIVELY ENCOURAGE YOUNG FANS TO ENGAGE WITH OUR FIRST TEAM, BUILDING A SENSE OF COMMUNITY AND NURTURING A LOVE FOR THE BEAUTIFUL GAME FROM AN EARLY AGE.

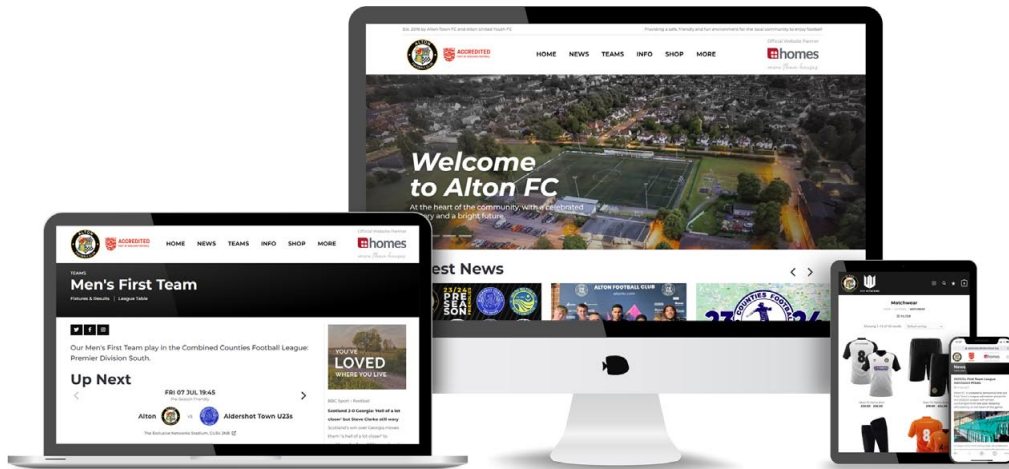
OUR GRATITUDE GOES TO ALL OF OUR COMMERCIAL SPONSORS, WHOSE INVALUABLE SUPPORT MAKES IT POSSIBLE TO MAINTAIN AFFORDABLE ADMISSION PRICES.

COMMERCIAL SPONSORS ALLOW THE CLUB TO DELIVER A FIRST-CLASS FOOTBALL EXPERIENCE TO FANS WHILE ENSURING FINANCIAL STABILITY.



FIRST TEAM
MATCHDAY ATTENDANCE
UP 38%
ON LAST SEASON

A GROWING DIGITAL PRESENCE



ALTONFC.COM
LAST SEASON:
35K+ DIFFERENT VISITORS
100K+ PAGE VIEWS



1.5 MILLION+ VIEWS
@ALTON_FC
NEWS & LIVE MATCH UPDATES



REGULAR COMMUNITY
ENGAGEMENT
/ALTONFOOTBALLCLUB



@ALTON.FC
GROWING FAST
WITH EXCLUSIVE
CONTENT

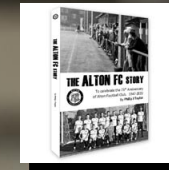
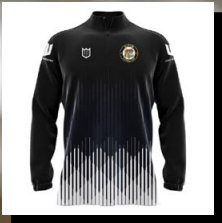


SHOP.ALTONFC.COM

OUR E-COMMERCE OUTLET

FOR CLUB MERCHANDISE

OUR custom-designed
FIRST TEAM HOME & AWAY KIT



KEEP ATTACKING

WE SUPPORT A LOCAL BUSINESS
FOR OUR FIRST TEAM MATCHWEAR

LAST SEASON WE SHIPPED ALTON FC SHIRTS AND
MERCHANDISE TO SUPPORTERS AROUND THE WORLD

**RUN BY VOLUNTEERS WORKING HARD TO IMPROVE THINGS
THROUGHOUT THE SEASON, YEAR ON YEAR**

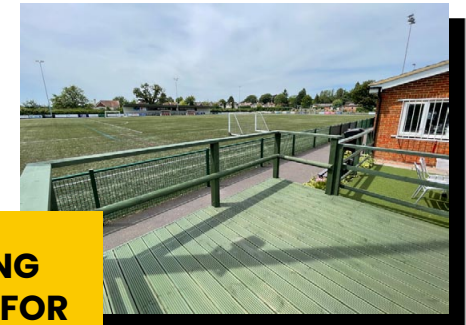
SOME OF THE AREAS WE'VE INVESTED IN...



**NEW DEFIBRILLATOR
INSTALLED ON
CLUBHOUSE WALL
FOR EASY ACCESS**



**UPGRADED TO MORE
ENERGY EFFICIENT
AND COST SAVING
LED FLOODLIGHTS**



**EXTENDED DECKING
AREA OUTDOORS FOR
SPECTATORS AND
FUNCTIONS**



**NEW PA SYSTEM
TO IMPROVE THE
MATCHDAY EXPERIENCE
AND FOR SAFETY
ANNOUNCEMENTS**



**VEO CAMERA TO ASSIST
COACHING STAFF AND
PLAYERS WITH
PERFORMANCE ANALYSIS**

IMPROVED DISABLED SPECTATOR AREA



**RESURFACED
EMERGENCY
ACCESS**

THIS YEAR'S #EXNFOOTY CHARITY TOURNAMENT AT ALTON FC RAISED **£38,000** FOR ALTON FOOD BANK



“I’M IMPRESSED WITH FUTURE PLANS AT ALTON FC. SEEING THE FIRST TEAM’S PROGRESS, SUPPORTED BY THE AMAZING INFRASTRUCTURE FOR THE KIDS AND YOUTH TEAMS; IT’S A VERY EXCITING TIME FOR THE CLUB!”

**ROB PRICE
HOMES ESTATE AGENTS**



“WE TRULY BELIEVE IN THE IMPORTANCE OF GETTING INVOLVED WITH THE COMMUNITY AND JOINING THE ACTION – WHICH IS WHY WE ARE INCREDIBLY EXCITED TO BE SUPPORTING ALTON FOOTBALL CLUB!”

**DILYAN ALEXIEV
iLIFT / PHL FORKLIFTS**

JOIN OUR GROWING LIST OF SUPPORTERS

ADVERTISING AND SPONSORSHIP OPPORTUNITIES TO SUIT A RANGE OF BUDGETS – AFFORDABLE OPTIONS TO GET INVOLVED




FIRST TEAM HOME KIT SPONSOR

TAKEN




FIRST TEAM AWAY KIT SPONSOR

TAKEN




PITCHSIDE ADVERTISING

- 2400MM X 736MM AD BOARD
- VARIOUS POSITIONS AVAILABLE ON ALL FOUR SIDES OF PITCH
- FACING PITCH OR OUTWARDS TO MAIN STAND
- DISCOUNT FOR MULTIPLES
- PRINT & INSTALLATION INCLUDED



TERRACE ADVERTISING

- 2400MM X 1200MM AD BOARD
- ELEVATED POSITION BEHIND DUGOUTS FACING MAIN STAND & ENTRANCE
- PRINT & INSTALLATION INCLUDED
- LIMITED AVAILABILITY



FIRST TEAM PLAYER SPONSOR

- YOUR NAME OR COMPANY NAME/LOGO FEATURED WITH A FIRST TEAM PLAYER:
- IN ALL PLAYER'S MATCH MENTIONS ON SOCIAL MEDIA
- IN MATCHDAY PROGRAMME AND WEBSITE PEN PICS



FIRST TEAM MATCH SPONSOR

- ADMISSION FOR UP TO FIVE PEOPLE
- FREE TEA & COFFEE
- ADVERT IN PROGRAMME
- PROMOTED ON SOCIAL MEDIA
- MENTIONED ON PA SYSTEM
- LISTED WITH FIXTURES/RESULTS
- MAN OF THE MATCH PRESENTATION



MAIN STAND SPONSOR

TAKEN



STADIUM NAMING

TAKEN

ALL INCLUDE NAME/LINK ON OUR SPONSORS & PARTNERS WEB PAGE



FIRST TEAM MATCHDAY PROGRAMME SPONSOR

- YOUR COMPANY NAME/ LOGO ON FRONT COVER AS PROGRAMME SPONSOR
- FULL INSIDE FRONT COVER AD
- FULL BACK COVER AD
- PROGRAMME PRINTED AND DISTRIBUTED DIGITALLY TO CLUB DATABASE
- SOCIAL MEDIA TAGGING WITH PROGRAMME PROMOTION



FIRST TEAM MATCHDAY PROGRAMME ADVERTISING

- FULL COLOUR ADVERT
- ¼ PAGE, ½ PAGE, FULL PAGE SIZES
- PROGRAMME PRINTED AND DISTRIBUTED DIGITALLY TO CLUB DATABASE
- PROGRAMME PROMOTED ON SOCIAL MEDIA



WEBSITE PARTNER

TAKEN



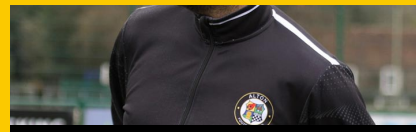
WEBSITE ADVERTISING

- 336 X 280PX AD SPACE ON WEBSITE SIDEBAR (FEATURED ON EVERY PAGE)
- STATIC GRAPHIC OR ANIMATED GIF
- WITH OR WITHOUT CLICKTHROUGH LINK TO YOUR WEBSITE



SEASON TICKET SPONSOR

TAKEN



FIRST TEAM TRACKSUIT SPONSOR

- YOUR COMPANY NAME/ LOGO SUBLIMATED ON TEAM TRACKSUIT
- WORN BY PLAYERS ON ARRIVAL TO AND DEPARTURE FROM MATCHDAYS, HOME & AWAY



DIGITAL TEAMSHEET SPONSOR

- YOUR COMPANY NAME/LOGO ON TEAMSHEET GRAPHIC
- RELEASED ON SOCIAL MEDIA AN HOUR BEFORE KICK OFF
- SOCIAL MEDIA TAGGING WITH TEAMSHEET
- HOME & AWAY (20+ GAMES)



SOCIAL MEDIA PARTNER

- YOUR COMPANY NAME/LOGO FEATURED IN ALL SOCIAL MEDIA CHANNELS' HEADER SPACE
- TAGGING IN ALL FIRST TEAM RELATED SOCIAL MEDIA

PLEDGE OF SUPPORT

INDIVIDUALS OR COMPANIES CAN PLEDGE TO DONATE A MONTHLY SUM FOR A PERIOD OF TWELVE MONTHS OR MAKE A SINGLE CONTRIBUTION.

LOOKING FOR SOMETHING DIFFERENT?

WE'RE ALWAYS OPEN TO NEW IDEAS AND BESPOKE PARTNERSHIPS. IF YOU'D LIKE TO DISCUSS AN OPPORTUNITY AT THE STADIUM, DIGITALLY, OR SOMEWHERE ELSE, PLEASE GET IN TOUCH.

2400MM

PITCHSIDE ADVERTISING

STADIUM USED WEEKLY BY PORTSMOUTH FC ACADEMY AND FOR TOURNAMENTS, SCHOOL HOLIDAY CAMPS, CORPORATE EVENTS AND CHARITY DAYS, INCLUDING BY OFFICIAL ENGLAND VETS

736MM



PROMOTE YOUR BRAND TO THE LOCAL COMMUNITY

OVER 2,000

STADIUM VISITS PER WEEK

FIRST TEAM PLAYER SPONSOR

**YOUR NAME, COMPANY NAME, OR
NOMINATED CHARITY FEATURED:**

- **WITH YOUR PLAYER IN EVERY MATCHDAY PROGRAMME, PRINTED AND DISTRIBUTED DIGITALLY**
- **WITH PLAYER MATCH MENTIONS ON SOCIAL MEDIA**
- **ON OUR WEBSITE'S PEN PICS**
- **ON YOUR PLAYER'S BIRTHDAY**





FIRST TEAM MATCH SPONSOR

**SUPPORT THE TEAM ON A MATCHDAY
WITH HOSPITALITY AND PROMOTION**

- **ADMISSION TO FIRST TEAM MATCH FOR UP TO FIVE PEOPLE**
- **WELCOME FROM COMMITTEE MEMBER**
- **PRE-MATCH CHAT WITH FIRST TEAM MANAGER / COACH**
- **FREE MATCHDAY PROGRAMME**
- **FREE TEA & COFFEE**
- **PAGE IN MATCHDAY PROGRAMME TO ADVERTISE YOUR BUSINESS OR PROMOTE A CHARITY**
- **MENTIONED WITH MATCH PROMOTION ON SOCIAL MEDIA**
- **MAN OF THE MATCH PRESENTATION**

**GET IN TOUCH TO DISCUSS
YOUR PARTNERSHIP WITH
ALTON FOOTBALL CLUB**



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COMMERCIAL MANAGER**

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BROCHURE DESIGN BY PINK FISH CREATIVE / PINKFISH.CO.UK