



Hastings United FC

2010/2011 Season

Welcome to Hastings United Football Club

Hastings United is the town's premier football club with a long and proud tradition of representing Hastings and St Leonards in some of the sports most prestigious competitions.

The club currently plays in the Premier Division of the Ryman Football League – just three levels below the Football League. In addition to League games, the club also takes part in the FA Cup and the FA Trophy as well as numerous county, league and regional cup competitions.

In addition to the first team and three under 18s teams, the club fields numerous junior and youth sides, with the club having been granted Charter Standard status by the Football Association.

The Club is proud to represent the town but also relies on the business and sporting community to help provide the necessary finance. Within this brochure you will find a range of sponsorship opportunities designed to suit all budgets – we hope that you feel able to support the club and help us continue our drive to bring top-class football to Hastings.

If you'd like further information on any of the proposals detailed within this brochure then please do not hesitate to contact the club.



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Stadium Sponsorship

The ultimate package for the devoted corporate client and one of the most effective ways of raising the profile of your company is through our Stadium Sponsorship programme.

Hastings United Football Club has enjoyed increased media coverage in recent seasons through our continued participation in semi professional football at a high level. Your business now has an opportunity to share in the success of the club by sponsoring some, or all, of the stadium.

Stadium sponsorship rights are now being offered for individual stands, for the clubhouse and, of course, for the entire stadium. In addition to naming rights, stadium sponsors also receive prominent coverage throughout the stadium, in matchday advertising and in the matchday programme.

If you are interested in receiving details of our Stadium Sponsorship package then please contact Dave Walters on 07970 165102.

Players Tunnel Sponsorship

We are looking to replace our existing players tunnel and would like to find a sponsor for this unique opportunity. The tunnel is a focal point at the stadium on match days and represents an excellent medium for a local firm to advertise their company and services.

Further details from Dave Walters on 07970 165102



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Community and Business Partners Scheme

The lifeblood of the club and our most popular community support programme, the Community and Business Partners Scheme offers local businesses a range of sponsorship opportunities.

Partners receive a number of sponsorship and profile benefits including:

- Perimeter Board Advertising - 8' x 3.5' boards advertising your company and displayed at the Club's stadium. First-time partnerships are subject to cost of creating the perimeter board cost.
- Matchday Programme Advertising – black and white advertisement (and limited colour) in each home matchday programme (not available for the bronze scheme).
- Season Tickets – all partners receive season tickets for use at all home matches (except Cup games). Season tickets are valid for the entire season and offer seats on a first come, first served basis.
- Use of Club Function Room - partners are eligible for a discount on bookings to use our 150 seat capacity Function Room. Ideal for meetings, parties and corporate events.
- Website Link - partners are eligible to have a link to the club's official website, www.hastingsunitedfc.co.uk

There are five levels within the Community and Business Partners Scheme.

1. Diamond Scheme

Diamond scheme partners receive:

- Five Perimeter Advertising Boards
- One full page colour advertisement in the Official Matchday Programme (or one and a half pages in black and white if colour not available)
- Five Season Tickets (Two to include boardroom and directors box hospitality)
- Free hire of the club's Function Room
- Entry in Matchday Programme Partners Directory
- Free advertising on Activ Hastings website
- Website link
- Complimentary match sponsorship for a Grade C game and 25 tickets to the chosen game



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2. Platinum Scheme

Platinum Scheme partners receive:

- Four Perimeter Advertising Boards
- One full page advertisement in the Official Matchday Programme
- Four season tickets
- 80% discount for use of Function Room
- Entry in Matchday Programme Partners Directory
- Website Link
- Free advertising on Activ Hastings website
- Twenty free tickets to a Grade C game of choice, worth £180

3. Gold Scheme

Gold Scheme partners receive:

- Three Perimeter Advertising Boards
- One half page advertisement in the Official Matchday Programme
- Three season tickets
- 60% discount for use of Function Room
- Entry in Matchday Programme Partners Directory
- Website Link
- Free advertising on Activ Hastings website
- Fifteen free tickets to a Grade C game of choice, worth £145

4. Silver Scheme

Silver Scheme partners receive:

- Two Perimeter Advertising Boards
- One third of a page advertisement in the Official Matchday Programme
- Two season tickets
- 40% discount for use of Function Room
- Entry in Matchday Programme Partners Directory
- Free advertising on Activ Hastings website
- Website Link
- Ten free tickets to a Grade C game of choice, worth £90



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5. Bronze Scheme (no longer available to new entrants)

Bronze Scheme partners receive:

- One Perimeter Advertising Board
- One season ticket
- 20% discount for use of Function Room
- Entry in Matchday Programme Partners Directory
- Website Link
- Free advertising on Activ Hastings website
- Five free tickets to a Grade C game of choice, worth £45

Costs

The Community and Business Partners Scheme has been costed to appeal to all budgets.

- **Diamond Scheme £25 plus VAT per week**
- **Platinum Scheme £12 plus VAT per week**
- **Gold Scheme £10 plus VAT per week**
- **Silver Scheme £8 plus VAT per week**
- **Bronze Scheme £6 plus VAT per week**

Matchday Sponsorship

Matchday Sponsorship is the perfect way to entertain friends, colleagues, customers and clients. A number of different sponsorship packages are available, with the option of a pre-match meal in a fine local restaurant with taxis provided to transport you and your guests to the ground.

On arrival at the Stadium you will enjoy a welcome drinks reception in the club's board room to provide you and your guests with the best possible start to a great day with Hastings United Football Club. All guests will receive a complimentary match day programme.

Your company will benefit from high profile advertising within the Official Matchday Programme and you will also be acknowledged over the stadium public address system before and after the game and at half-time.

You will watch the match from the Director's Box and return to the Board Room suite for half-time refreshments and return again after the match for post-match drinks.



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Your company chooses the Man of the Match and that player will be presented with your award in the Board Room by a member of your party – providing a great photo opportunity.

Standard Matchday Sponsorship Package from £195 plus VAT

- Company featured on Matchday Programme cover
- Tickets for up to six guests
- Pre and Post match hospitality in the Board Room
- Selection of the Man of the Match and presentation to player
- Company mentions via PA announcements
- Complimentary Matchday Programmes

'Kids for Free' Matchday Sponsorship Package from £600 plus VAT

- All under 18 year olds receive free admission, courtesy of the match sponsor. A great way to show your company being community spirited!
- Company featured on match day programme cover
- Tickets for up to six guests
- Pre and Post match hospitality in the Board Room
- Selection of the Man of the Match and presentation to player
- Company mentions via PA announcements
- Photo opportunities
- Complimentary Matchday Programmes

Deluxe Matchday Sponsorship – from £285 plus VAT

Make your day complete by enjoying a sumptuous three-course pre-match luncheon at a fine local restaurant, with taxis provided to take you and your guest to the game.

Ball Boys/Girls Sponsorship £125 plus VAT

- Company featured on Matchday programme cover
- Four complimentary matchday tickets for Directors Box
- Pre and Post Match hospitality in Board Room.
- Complimentary Matchday programmes
- Company mentions via PA announcements
- Photo opportunities



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Matchday Ball Sponsorship £50 plus VAT

- Company featured in Matchday programme
- Two complimentary matchday tickets for Directors Box
- Pre and Post Match hospitality in Board Room.
- Company mentions via PA announcements

Mascot Package £80 plus VAT

- Mascot leads the team on to the pitch
- Mascot Profile in Matchday programme
- Two complimentary matchday tickets for Directors Box
- Pre and Post Match hospitality in Board Room.
- Photo opportunity
- Replica kit for mascot (£30 discount if kit not required)

Advertising opportunities

Advertising Tariff

Perimeter Board Advertising

An 8' x 4' board costs £275 plus VAT per season plus a one-off initial Board cost in the first year.

Matchday Programme Advertising

Full page colour	£315 plus VAT
Full page black and white	£215 plus VAT
Half page black and white	£150 plus VAT
Quarter page black and white	£120 plus VAT
Eighth page black and white	£ 75 plus VAT



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Admission and Season Ticket prices for season 2010/2011

Season Tickets for 1st team league games only

- Adults £153
- Senior citizens/Unemployed/NUS £102
- Children under 18 £51

Matchday Tickets

Adults	£9
Senior citizens/Unemployed/NUS	£6
Children under 18	£3
Under 12s with accompanying adult	FREE

For further details on any sponsorship opportunity, please contact:

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