



SWINDON TOWN PARTNERSHIPS 2022/23 SEASON



SILVER PACKAGE

£1,000
+VAT

Package Includes:

- ▶ Arkells Crowd Facing Perimeter Pitch Advertising Board x 1 (production of board not included)
- ▶ 1879 Suite Executive Hospitality Packages x 2 to redeem for a SkyBet Home League Fixture in the 2022/23 season
- ▶ 4 General Admission Tickets for SkyBet Home League fixtures to redeem across the 2022/23 season.
- ▶ 1/4 page Advert in the Official Match Day Programme (printed and digital)
- ▶ 2 months FREE advertising on LED sanitiser screens in both concourses
- ▶ Invite to club business networking events





GOLD PACKAGE

£2,500
+VAT

Package Includes:

- ▶ Don Rogers / Nationwide Stand Mid Level / Pitch Level Advertising Board x 1 (production of board not included)
- ▶ 1879 Suite Executive Hospitality Packages x 4 to redeem for a SkyBet Home League fixture for the 2022/23 season
- ▶ 4 x General Admission Tickets for each SkyBet Home League Fixture to redeem across the 2022/23 season
- ▶ Direct Database Email x 2 per season
- ▶ Place on our club partner directory on the official club website
- ▶ Invite to club business networking events
- ▶ 5% discount on room hire for conferences and events
- ▶ 1/2 page advert in the Official Match Day Programme (printed and digital)
- ▶ X1 advert on LED sanitiser screens in the both concourses for the duration of the 2022/23 season





PLATINUM PACKAGE

£5,000
+VAT

Package Includes:

- ▶ 1 x Premium Perimeter Pitch Advertising board within the TV arc (*production of board not included*)
- ▶ 1879 Suite Executive Hospitality Packages x 6 to redeem for a SkyBet Home League Fixture in the 2022/23 season
- ▶ 6 General Admission Tickets for each SkyBet Home League Fixture across the 2022/23 season
- ▶ Direct Database Email x 2
- ▶ 1 x Opportunity for Match Day Promotional Takeover
- ▶ Place on our club partner directory on the club website
- ▶ 10% discount on room hire for conferences and events
- ▶ 1/2 page advert in the Official Match Day Programme (printed and digital)
- ▶ Signed shirt at the end of the season by the 2022/23 1st Team
- ▶ Invite to our club business networking events and the opportunity to present
- ▶ Opportunity to work with the club on match day activations and player appearances x 2 per season
- ▶ X1 Advert on LED sanitiser screens in both concourses and main reception for the duration of the 2022/23 season





ADDITIONAL SIGNAGE AND ADVERTISING OPPORTUNITIES

With over 300,000 visitors to the County Ground per season and over 40,000 daily motorists passing by on the magic roundabout and surrounding areas, external stadium signage is a great opportunity for branding for both match day and non match days.

- ▶ **Large External Car Park Facing Advertising Billboard**
£7,000 +VAT
- ▶ **Large Magic Roundabout Facing Advertising Billboard**
£9,000 +VAT
- ▶ **Stratton Bank TV Facing Advertising Billboard**
£5,000 +VAT
- ▶ **Internal Stadium Concourse Static Advertising Banners**
Small boards £500 +VAT
Large boards £800 +VAT

(Production and installation of banners is not included)





INTERACTIVE LED SCREEN ADVERTISING

Our new LED Interactive Screens offer unique branding opportunities for businesses to position their adverts in front of over 300,000 visitors per season. It offers a flexible approach to marketing with Swindon Town Football Club with the ability to change your advert once a month to suit various business promotions and offers. They are available on a per month fee and we have 4 locations detailed below.

▶ **Arkells and Don Rogers/Nationwide stand Concourse**

£99 per screen per month (minimum 6 months)

▶ **1879 Suite Hospitality Lounge**

£125 per screen per month (minimum 6 months)

Includes X2 spaces in the sponsors hospitality suite for one SkyBet League home fixture

▶ **Main Reception and Club Shop**

£150 per screen per month (minimum 6 months)

Includes X2 spaces in the sponsors hospitality suite for one SkyBet League home fixture





**FOR MORE INFORMATION ABOUT HOW SWINDON
TOWN FOOTBALL CLUB CAN ASSIST TO POSITION
YOUR BRAND WITH US, PLEASE CONTACT THE
COMMERCIAL TEAM ON**

james@swindontownfc.co.uk | 07780 221 391