



STOCKPORT COUNTY

2019/20 SEASON



Whatever your goals, we have a range of products and services to help you achieve them. We have a flexible approach and our team will work with you to find the best solutions for your business.



#### Grow awareness

Our services can help you build awareness of your brand and products to a local and national audience.



#### Increase sales

We can help you achieve your sales targets through effective promotions, or work with us to offer a County-branded version of your product.



#### Grow your Network

Build your contacts, develop relationships and extend your professional network with like-minded business people



#### Impress your Clients

Whether you're looking to build better relationships with existing clients and/or convert a lead to a sale, we have a number of solutions that will impress



#### Host your Event

Whatever the purpose and whatever the size, our impressive venue and dedicated events team will help you deliver an event your delegates will delight in



#### Reward your Staff

Your greatest asset are your people. Incentivise, motivate and reward your staff to achieve your company's goals

WHAT'S YOUR GOAL





Founded in 1883, we're one of the country's most established football clubs. Based at Edgeley Park in the heart of Stockport's community since 1902.

Winners of National League North 2018-19

Jim Gannon named manager of the season, and winners of the Non-League Paper Fair Play title for the second consecutive season

Two time EFL Trophy finalists, appearing at Wembley five times in all

A community club, raising money for local charities and working with a range of local groups

The newly-promoted Hatters have been at the heart of Stockport's community since our formation in 1883.

As well as success on the pitch, the club has won a raft of national community awards, an enviable reputation in the game, and an army of young supporters.

In 2018-19, the team won the National League North, and the Fair Play award, manager Jim Gannon was named Manager of the Season, and three players - Ben Hinchliffe, Ash Palmer and Matty Warburton - were named in the League's team of the season

The club's pioneering and professional approach has attracted a wide selection of partners to work with the club in social projects in the town.

THE CLUB

With news items reaching up to 3,000 views in a day, our website provides a great opportunity to reach a wide audience in Stockport.

Our social media also has excellent viewing rates to help boost your visibility.

The club is also going to be featured on BT Sport this year, with a minimum of two televised games, plus the highlights show every Sunday.

#### Website advertising

Annual:	£2,700
Six months:	£1,650
Three months:	£975
One month:	£375



Over 200,000 page views per month, from over 40,000 unique users



Over 21,000 followers on Facebook



Over 29,000 followers on Twitter.



Over 10,000 followers on Instagram, and nearly 6,000 YouTube subscriptions

## CAPTIVE AUDIENCE



# FITZPATR

A FAMILY RUN BUSINESS SINCE 1974

One of the UK's highest non league attendances, we topped 100,000 for the whole of last season

We regularly have higher attendances than a number of clubs in the EFL

Our full colour match day programme is a beacon of excellence and highly popular  
It has been named best non-league matchday programme for three years running

#### Perimeter board advertising

We have a combination of high profile perimeter spaces and secondary sites

Pitch side: from £380 per m2  
Crowd side: from £320 per m2

#### Programme advertising

Quarter page: £600  
Half page: £1,100  
Full page: £2,000

#### Programme sponsor

- Cover page position as sponsor
- Full page advert
- A minimum of four PA announcements
- Framed signed copy of the first programme of the season

£2,250

## ADVERTISING

Among the community programmes that Stockport County run, our Healthy Living Programme is on track to present to 15,000 youngsters per season.

The club also supports a range of local charities, including [The Wellspring](#), a local homelessness charity; [Pure Insight](#), a project supporting local care leavers; and [Stockport Tadpole](#), a diabetes charity.

We also support Fostering Stockport and donate match tickets to local junior football clubs.



## COMMUNITY PROGRAMMES



Package contains	Bronze	Silver	Gold	Associate
Reserved parking in the Pioneer Group Cheadle end car park	✓	✓	✓	✓
Corporate host to look after your needs	✓	✓	✓	✓
Three course meal in the hospitality suite for 10 guests	✓	✓	✓	✓
Complimentary matchday programmes and team sheets	✓	✓	✓	✓
Presentation of a signed County shirt after the game	✓	✓	✓	✓
Prime padded seating in the home directors box	✓	✓	✓	✓
Sponsors Lounge access	✓	✓	✓	✓
Man of the Match presentation	✓	✓	✓	✗
Relax with the players and club officials	✓	✓	✓	✓
Photograph with the Man of the Match*	✓	✓	✓	✓
Company branding on the back of the match day programme	✓	✓	✓	✓
Half page advert in our award-winning match day programme	✓	✓	✓	✓
PA announcements throughout the day	✓	✓	✓	✓
Select the Man of the Match	✓	✓	✓	✗
Complimentary drinks per guest	0	5	5	4
Advertising board displayed on the pitch pre-match, and then be displayed in the Viridor Railway End for the rest of the season	✗	✗	✓	✗
Price (for 10 people, plus VAT)	£1,100	£1,450	£1,600	£1,250

\*the photograph will be emailed to you



Tom Armstrong of Project Solar presents the Man of the Match Award

## MAIN MATCH SPONSORSHIP PACKAGES



#### Match Day hospitality

- Host for the day
- Three course meal in the Hospitality Suite restaurant
- Complimentary match day programmes and team sheets
- Question and Answer session with the Manager
- Man of the match presentation
- Chance to win a bottle of champagne
- Light-hearted pre-match entertainment where you get the chance to win prizes
- Q&A session with former players
- Prime padded seating in the Directors Box†
- Sponsors Lounge access
- Opportunity to relax with players and club officials

Price: £50 per person

#### Player sponsorship

- Your name next to your chosen player in the match day programme
- Your name read out if your player scores or is man of the match
- Two tickets to the end of season awards dinner
- A signed match worn shirt
- A signed action photo or match day programme
- Presentation by player with photograph

Price: £229.16 plus VAT (£275 inc.)

Upgrade to the business pack and get a signed, framed shirt and your company logo in the programme. (£350 plus VAT.)

#### Match Ball sponsorship

- Corporate host
- Three complimentary drinks per guest
- Three course meal in the hospitality suite for 6 guests
- Complimentary match day programmes and team sheets
- Presentation of signed ball
- Prime padded seating in the Directors Box
- Sponsors Lounge access
- Company branding on the back of the match day programme
- Half page advert in the award-winning match day programme
- PA announcements throughout the day
- Reserved parking in the Pioneer Group Cheadle End car park
- Photograph with man of the match\*

Price: £700 plus VAT for six guests

† subject to availability \* photograph will be emailed to you

## SPONSORSHIP AND ENTERTAINMENT PACKAGES

Player sponsorship



#### Match Day Mascot Package

- Welcome by a Stockport County official
- A full County football kit
- A tour of the dressing room to meet the players and get your picture taken
- Two adult and two children's match tickets
- Complimentary match day programme which includes a photo and feature of the mascot
- PA announcement on the club PA system
- **Lead the County team out on to the pitch at Edgeley Park**
- Official photograph with the team captains and match officials before kick-off\*
- A County goody bag

Price: £135 plus VAT

\*the photograph will be emailed to you

## MASCOT PACKAGE



Stockport County offers an excellent venue, both on and off the pitch. Alongside the stadium's sporting facilities there is an extensive conference and banqueting operation known as Cheshire Conference and Events at Edgeley Park, boasting one of the largest suites in the area. With free onsite parking and a choice of function rooms in varying sizes, we have the ability to cater for both smaller celebrations and large scale events.

#### **A great choice for business events**

Each of our function rooms is available to hire on either a half day or full day basis with all catering requirements charged for in addition to the room hire rate. Alternatively, you may prefer one of our day delegate packages, starting from just £24.95 per person, all of which include hire of the main meeting room, two or more servings of tea, coffee and biscuits, a choice of lunch menu plus free pads, pens and flipchart.

#### **Perfect for a party**

There is no better way to celebrate that special occasion than gathering your friends and family together in one place for an event that you will remember for years to come. All of our suites have private licensed bar facilities and can accommodate parties for any occasion whether it be a christening, a birthday party, an anniversary or a school or family reunion.

The venue is also available to hire for:

- Exhibitions, launches, sporting and outdoor events
- Awards dinners, Christmas parties and social nights
- Wedding ceremonies, receptions and evening parties
- Birthday parties, anniversaries and school proms

It couldn't be easier to start planning your next event with us, simply call our dedicated events team on 0161 286 8891 or email [info@cc-events.co.uk](mailto:info@cc-events.co.uk) to arrange a personal tour round of the facilities and to reserve your date!



## **NON-MATCHDAY EVENTS AT THE HOME OF THE HATTERS**

For more information contact

Simon Dawson

[simon.dawson@stockportcounty.com](mailto:simon.dawson@stockportcounty.com)

Zahra Fattah

[zahra.fattah@stockportcounty.com](mailto:zahra.fattah@stockportcounty.com)

0161 266 2700 – select option 1 then option 2

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