



20/21 Season

Partnership, Sponsorship & Advertising Opportunities





Stockport County FC

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. 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.

After becoming Champions of the Vanarama National League North in 2018-19, last season saw the club finish 7th but were denied a play-off spot due to a points per game resolution brought in by Covid-19. The club's pioneering and professional approach has attracted a wide selection of corporate partners both locally and nationally.

Watch the new 'we are county' video





New Club Ownership

In January 2020, the Club was acquired by local businessman, Mark Stott. Born and raised in Stockport, Mark is the founder and CEO of Cheshire-based Vita Group. He is also a lifelong football supporter.

Mark's vision is to bring back the 'local football Club' for the modern era and create a sustainable club at the heart of the community achieving great things on and off the pitch.

Key areas for investment include training facilities, club academy, new player signings and enhancing the match day experience.

Mark will use his business contacts to maximise funding opportunities for the club's foundation and community groups to build on the excellent work that the Club has undertaken in the community over many years.

I am excited by the opportunity that lies ahead to support Stockport County FC to fulfill its great potential both on and off the pitch, by creating a more sustainable model for the future of this historic football club that includes deepening its longstanding ties with the local community.

Mark Stott



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.

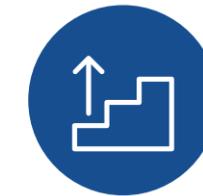


Partnering with Stockport County



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 and advertising.



Grow your Network

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



Host your Event

Whatever the purpose and whatever the size, our impressive venue and dedicated events team will help you deliver events 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.



County

Key

Numbers

4,500
Average match
attendance

32,000
Twitter
Followers

5.3 million
Views on our YouTube
channel + 7,000 subscribers

20,000
Match day
Programmes Sold

150,000
Annual match
attendance

22,000
Facebook
Followers

50,000
Monthly website
visits

3
Games Per Year
Broadcast on BT Sport

19,000
Instagram
Followers

5,000
Email CRM
Database

100's
of Local business contacts
with Hatters Business Club

1 million
weekley viewers watch the
BT highlights show



Digital Sponsorship

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.

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

Stockportcounty.com advertising:

Annual:	£3,000 plus VAT
Six months:	£2,000 plus VAT
Three months:	£1,100 plus VAT
One month:	£500 plus VAT

Other advertising opportunities

Online club shop banner
Ticketing webpage banner
Scoreboard
Stadia TV screens
E-newsletter

website and social platforms:

Goal of the month
Manager and player birthdays
Player of the month

20,000+
page views
per month



Perimeter Board Sponsorship

We have a combination of high-profile perimeter spaces and secondary sites. We can work closely with brands to design advertising that creates maximum impact.

Perimeter Board advertising:

Pitchside: from £1,400 for 6m board plus VAT
Crowd facing: from £500 for 3m board plus VAT

Includes

Logo on the website sponsors page (with a hyperlink to sponsor website) and on the Sponsors page in the match day programme and E-programme.

In house design team to create the hoarding.

Cost and installation of the hoarding.

Press Release (official club photographer takes a photo with the Sponsor and player in front of their hoarding, the photo and article are published on the website and all social media platforms).

Hatters Business Club Membership – monthly networking event, exclusive to Club Sponsors



Programme Sponsorship

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 match day programme for three years running

Programme advertising:

Quarter page	£800 plus VAT
Half page	£1,450 plus VAT
Full page	£2,500 plus VAT

Programme Sponsor (annual) £3,000

Includes

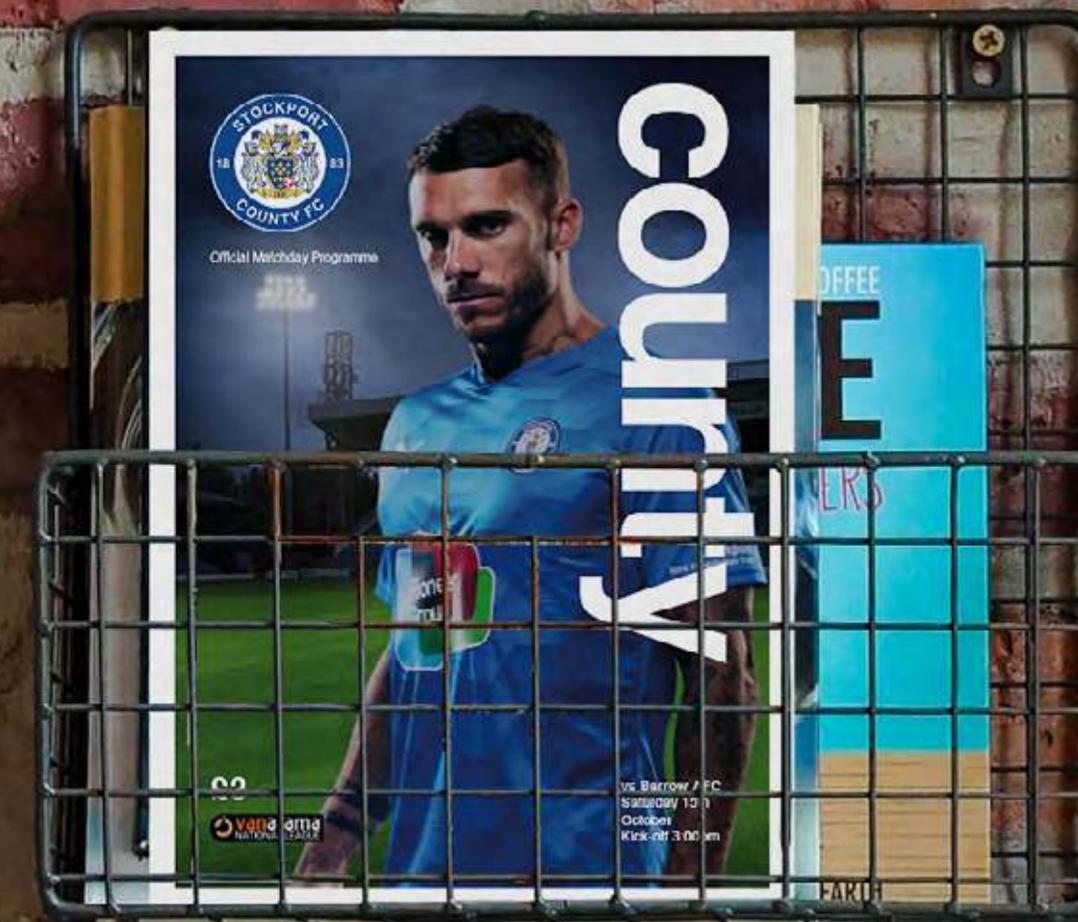
Cover page position as sponsor

Full page advert

A minimum of four PA
announcements per season

Framed signed copy of the first
programme of the season

Hatters Business Club Membership – monthly
networking event, exclusive to Club Sponsors



Play at Edgeley Park

Ever dreamed playing a game at Edgeley Park? Now you can! Step in the footsteps of your County heroes and arrange a memorable game with friends.

Play at Edgeley Park:

Price from £1200 plus VAT

Includes

- Full use of the Home and Away team dressing room
- Full Pitch setup
- Match officials
- Use of Dugout
- Use of lounge bar
- Seating for up to 150 spectators
- Floodlights



Match day Sponsorship

Package contains	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 match day programmes and team sheets	✓	✓	✓
VIP tour of changing rooms	✗	✓	✗
Pre-match photograph with club captains	✗	✓	✗
Presentation of a framed signed County shirt after the game	✓	✓	✗
Prime padded seating in the Executive Seating Area	✓	✓	✓
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	2	5	4
Price for 10 people, plus VAT	£1,600	£1,800	£1400



Sponsorship & Entertainment Packages

Match Day Hospitality

Host for the day
Three course meal in the Hospitality Suite restaurant
Complimentary match day programmes/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 Executive Seating Area
Sponsors Lounge access
Opportunity to relax with players and club officials

Price: From £70 per person inc VAT

Match Ball Sponsorship

Corporate host
Three complimentary drinks per guest
Three course meal in the hospitality suite
Complimentary match day programmes & team sheets
Presentation of signed ball
Prime padded seating in the Executive Seating Area
Sponsors Lounge access
Half page advert in the match day programme plus branding on the back page
PA announcements throughout the day
Reserved parking
Photograph with man of the match*
Posters in the hospitality rest rooms
Business card, flyer/branded merchandise gifts on each place setting
Pre & post-match thank you on the website and social media platforms
Tour - changing rooms, meet the players and photo pre match on the pitch

Price: £800 for six guests inc VAT

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
2 x Match day Hospitality packages

Price: £480 inc VAT



Mascot Package

Match day Mascot Package

Welcome by a Stockport County official

A full Stockport 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

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 Stockport County goody bag

Minimum age: 4 years old

Price: £175 inc VAT

Hatters Business Club

In September 2019, we launched our exclusive sponsors networking club – the Hatters Business Club; with the aim to provide a place where our Sponsors can link with the Club to unlock networking opportunities, build contacts and meet new clients. Hatters Business Club Membership will associate your business with this exciting new initiative, and working with the Club, we can connect you with other local businesses and create a mutually beneficial atmosphere.

Hatters Business Club offers a monthly networking events based at various venues (who are also sponsors), which will bring together businesses of all sizes and sectors, encouraging our sponsors to connect and

develop relationships with each other. Non-sponsors will also be able to attend these events on two occasions. We are confident this event will give businesses of all sizes an opportunity to promote their brand face-to-face.

Hatters Business Club Sponsor £1800 plus VAT

Opportunity to pitch for up to 10 minutes and present to delegates about your company at each event, the opportunity to bring a pop up banner and any promotional merchandise to each event, your company logo with hyperlink in the E-Newsletter. 1/4 page programme advert for the season, logo on scoreboard out-of-play advert. One complimentary ticket for each Hatters Business Club Event.





For further information contact

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Select option 1 then option 2

For conference and events email: melissa.ellison@stockportcounty.com