

23/24



Stockport County
*Sponsorship & Advertising
Opportunities*



Stockport County *Football Club*

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.

As we embark on the new season, our sights are firmly set on achieving promotion to League One. The successes and lessons of the previous season have further fuelled our determination to elevate our performance and bring pride to the Stockport community. The club's pioneering and professional approach has attracted a wide selection of corporate partners both locally and nationally including the likes of Vitality, Together, Pioneer and Project Solar.



The County Journey

Since the Club's take over in 2020 we've seen significant investment into players, including Paddy Madden, Fraser Horsfall, Myles Hippolyte and more recently Ibou Touray and Nick Powell, as well as the training facility which has allowed the team to follow a premier league standard training programme.

The facility offers multiple pitches, a gym, recovery rooms, a players lounge as well as a dedicated chef. Players train here three or four times a week depending on that week's fixtures. We've also seen extensive

refurbishments to Edgeley Park, including a complete renovation of the interior event space which now features eight stylish new function rooms with modern finishes and high-tech equipment, other works include brand new dressing rooms, shop fit out, new seating as well as new cladding on the exterior. With more ambitious projects planned, it's an exciting time to get involved with the Club.

The Club also agreed terms with Stockport Council on a 250-year lease for Edgeley

Park, the lease allows the Club to build upon its existing investment into infrastructure, ensuring that further investment can be made on the ground and its facilities.

It means the Club can focus on the long-term future of Stockport County, whilst having a positive impact on the town and its people, taking football into schools, providing better facilities for people to learn and train, whilst having a positive impact on the town's economic growth.

A decade of progression, on and off the pitch.

For 10 consecutive seasons we have finished in a higher league placing than the previous.

From 14th in the National League North in 2013/14 to 4th in League Two and a Play-Off Final last season.

And we are far from finished yet...







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

County
Key Numbers

	 Website Sessions	 Website Users	 Email Database		 Instagram Followers	 Facebook Followers	 Youtube Subscribers	 Twitter Followers	 TikTok Followers (New for 22/23)
21/22	1.9m	707k	16.6k		37k	31k	11.5k	46k	0
22/23	2.3m	918k	21.5k		46k	37k	13.5k	52k	45k
YOY%	21%	29%	30%		24%	19%	17%	13%	N/A



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.

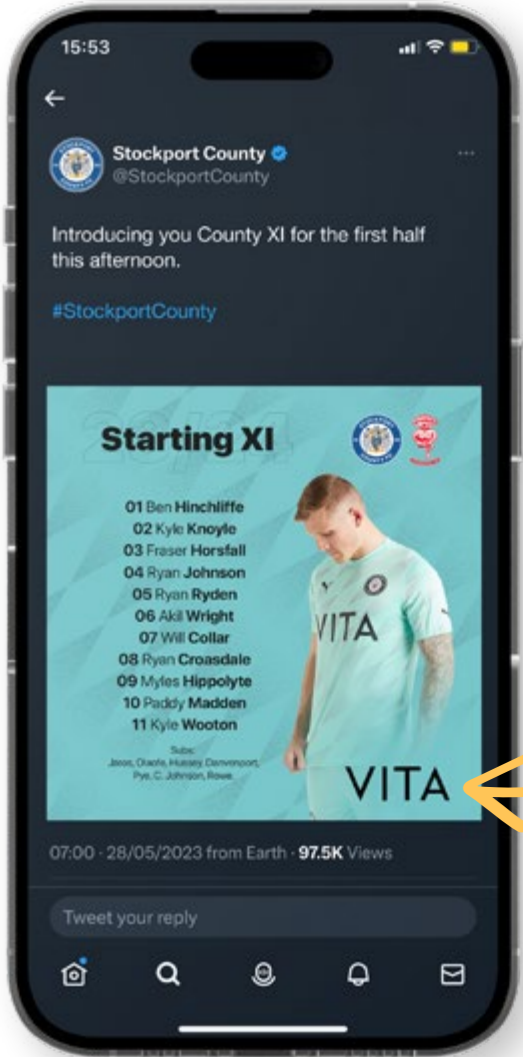
The club will be featured on Sky Sports this year, with live televised games, plus the official weekly highlights show.

The website has over 108,000 page views per month, from over 40,000 unique users

Stockportcounty.com advertising: Annual: £3,000 +VAT
Scoreboard and E-Newsletter feature Annual: £1,000 +VAT
Scoreboard/Stadia TV Screens Annual: £2,000 +VAT
Scoreboard/Stadia TV Screens/E-Newsletter feature and Website advertising annually Annual: £5,000 +VAT

Website & Social Platform Opportunities

- Posted every matchday across all social media channels.
- 'It's Matchday' graphic
1.86 million impressions across three social channels
- Line-up graphic
2.87 million impressions across three social channels
- Full-time graphic
4.97 million impressions across three social channels
- Manager post-match interview
232,400 views on YouTube



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:
TV Arc (6m board): £2,750 +VAT
Non TV Arc (6m board): £1,650 +VAT
Crowd Facing (6m board): £1,000 +VAT

Includes:

In house design team to create the boarding

Cost and installation of the boarding

County Business Club Membership - monthly networking event, exclusive to Club Sponsors



Programme Sponsorship

In total throughout the 2022/23 season we achieved an overall attendance of 250,000. 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 was named best non-league match day programme for five consecutive seasons.

Programme advertising:
Half page: £1,950 +VAT
Full page: £3,000 +VAT

Official Matchday Programme Sponsor (Annual): £3,250

Cover page position as sponsor

Full page advert

Framed & signed copy of the first programme of the season

County Business Club Membership - monthly networking event, exclusive to Club Sponsors



Matchday Sponsor

Category A Games
£2,250 +VAT

Category B Games
£2,000 +VAT

Includes (10 people):	
	Corporate host to look after you on the day
	Three course meal in The 1883
	Complimentary match day programme and teamsheet
	Pre match photo with Club Captains (max two guests)
	Question and answer session with former players and club representative
	Presentation of a signed framed County shirt after the game
	Select Man of the Match
	Man of the Match presentation and photograph opportunity
	Company branding on the back of the match programme
	Half page advert in our award winning match day programme
	PA announcement
	Prime padded seat in the Executive Seating Area
	Scoreboard advert pre match and half time
	Logo feature on our In Stadia TV's on your selected match
	Bucket of Beers and two bottles of wine on your reserved table
	Edgeley Park Stadium Tour



Match ball Sponsor

Category A Games
£1,250 +VAT

Category B Games
£1,100 +VAT

Includes (8 people):

- Corporate host to look after you on the day
- Three course meal in The 1883
- Complimentary matchday programme and teamsheet
- Pre match photo with Club Captains (max two guests)
- Question and answer session with former players and club representative
- Presentation of a signed match ball after the game
- Prime padded seat in the Executive Seating Area
- Man of the Match presentation and photograph opportunity
- Company branding on the back of the match programme
- Half page advert in our award winning match day programme
- PA announcement
- Scoreboard advert pre match and half time
- Logo feature on our In Stadia TV's on your selected match
- Bucket of Beers and two bottles of wine on your reserved table



Hospitality Packages



The 1883 Three Course Meal
From £75 (inc VAT) per person per game

- Host for the day
- Access to The 1883, including dedicated cash bar
- A three course meal in newly refurbished The 1883
- Q&A session with a Club Representative
- Man of the Match presentation
- Chance to win a bottle of bubbles
- Light hearted pre-match entertainment
- Prime padded seat in executive seating area
- Complimentary matchday programme and teamsheet



Hospitality *Packages*



The 1883 Buffet
From £60 (inc VAT) per person per game

Host for the day
Access to The 1883, including dedicated cash bar.
One course buffet in The 1883
Prime padded seat in executive seating area
Complimentary matchday programme and teamsheet



Hospitality Packages



The Hardcastle
From £50 (inc VAT) per person per game

- Host for the day
- Access pre and post match and at half time
- Cash food and drink
- Complimentary drink
- Match seat in The Cheadle End
- Complimentary matchday programme and teamsheet



Player Sponsorship

Business Player Sponsorship
£400 inc VAT

Your logo next to your chosen player on Stockport County social posts

A match worn shirt

A signed match day programme

Your logo featured on the scoreboard if your chosen player scores, is subbed or is man of the match

Carrington Training Day Experience for two people

Fan Player Sponsorship
£295 inc VAT

Your name next to your chosen player on Stockport County social posts

A match worn shirt

A signed match day programme



Your name featured on the scoreboard if your chosen player scores, is subbed or is man of the match

Carrington Training Day Experience for two people



Matchday Mascot

Ages: 4 - 17 years old
(Max No. of mascots: 11)
£195 inc VAT

-  stockportcounty.com/commercial/match-mascot
-  mascots@stockportcounty.com

Includes:	
	Welcome by a Stockport County Official
	A full Stockport County football kit
	Mini tour of Edgeley Park
	Four match tickets in the Together Stand
	£40 food voucher for the matchday kiosk will be provided on the day
	Complimentary matchday programme which includes a photo and feature of the mascot
	PA announcement
	Lead the County team out on the pitch at Edgeley Park
	Official photograph with the team captains and match officials before kick off. A copy of the photo will be provided digitally post match.



Tailored *To You*

Looking for something a little different? We have a variety of personalised packages that can be tailored to your specific needs.

Get in touch to discuss with a member of the team.

✉ commercial@stockportcounty.com



The County *Business Club*

In September 2019, we launched our exclusive sponsors networking club – the County 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. The County 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.

The County Business Club offers 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.

The 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 County Business Club Event.

The Business Club Sponsor
£1,800 +VAT





Community
Trust

County Community Trust

Our Aim

County Community Trust is an independent registered charity (charity number 119114) and the official affiliated charitable arm of Stockport County FC. Our aim is to harness the local passion for football and reach of the football club to improve outcomes within Stockport and the surrounding area, through the delivery of a range of activities designed to promote physical activity and social wellbeing.

Giving Back To Our Community

The County Community Trust has the community at the heart of everything they do and with your support will strive to provide sustainable, successful, and impacting opportunities for those most in need, with long lasting benefits for the community. Working with County Community Trust you would be supporting the wider community in allowing the charity to develop further innovative programmes. The Health and

Well-Being, Community Inclusion and Youth Outreach initiatives will have a positive impact on children and young people.

✉ communitytrust@stockportcounty.com

☎ 0161 266 2700

🐦 @SCFCCommunity

📷 [countycommunitytrust](https://www.instagram.com/countycommunitytrust)





Stockport's Premier Conference & Events Venue

Seven beautifully refurbished event spaces, present a unique destination at one of Stockport's most historic sporting venues, Edgeley Park.

£1m
refurbishment



Ten minute walk
from Stockport
station



Seven
function
suites



Capacity for up
to 800 people



Customised
food and drink
packages



edgeleypark.com



events@edgeleypark.com



0161 266 2700



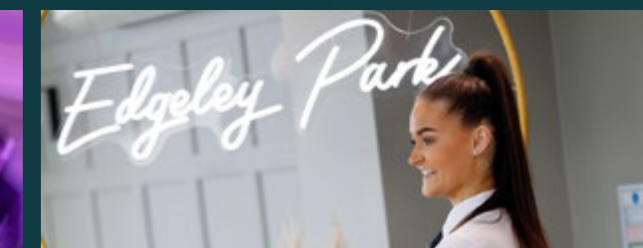
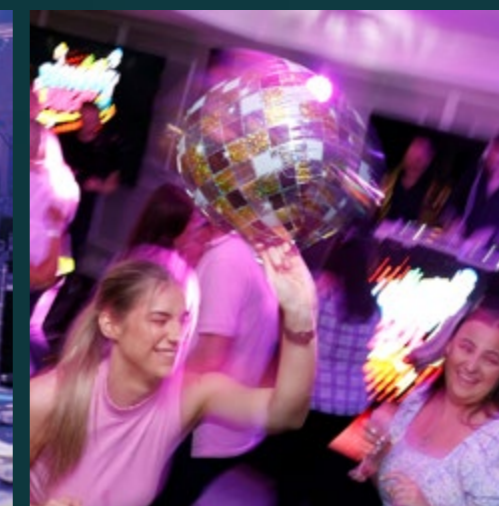
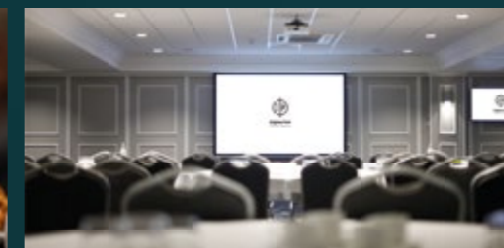
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