Hertford Town Football Club

Sponsorship Brochure
2011-2012

Hertford Town Football Club

This brochure is a brief insight into the variety of ways that you can advertise your business through a wide range of sponsorship opportunites whilst helping to support Hertford Town Football Club and the local community.

Hertford Town Football Club was founded in 1908 after an amalgamation between Hertford FC, Hertford United and Blue Cross FC. With this consolidation Hertingfordbury Park was placed at their disposal and still remains the home of 'The Blues' to date.

This season Hertford Town will be playing in the Spartan South Midlands Premier Division which is Step 5 of the national football pyramid. They receive good coverage from the local media and have excellent home support which is an ideal environment to advertise your company name to a larger audience.

There are many ways to get involved with the club to suit different budgets; all contained within this brochure.

For further information please contact the club chairman Mike Varney at

hertfordtownfc@gmail.com

Stadium Advertising

Hertingfordbury Park offers many key advertising locations around the perimeter of the pitch, on the main stands and the side of the clubhouse.

Pitch Perimeter Cost (Per Season)
£150 behind goals + banner cost
£100 far side + banner cost

Full exposure for your company on every match day for all first team and Under-18 games. Advertisements will also be seen when our groundshare teams, AFC Hertford, Broxbourne Saints and Hoddesdon Owls play in the stadium.

We have a local company who will produce your banner to our regulation size of 3m long x 80cm deep, at a cost of £72 including VAT - a very competitive price. For further details, please email or alternatively speak to a committee member on match days. There is also the opportunity for larger advertising sites within the ground.

Match Day Sponsorship

Match Sponsorship is a great opportunity to experience the thrills of a first team match at Hertingfordbury Park.

Sponsorship costs only **£50** per match and entitles you to:

- Ground admission & complimentary programmes for up to two people
- Boardroom hospitality throughout the day
- Your business mentioned in the programme & on the club website
- PA announcements over the PA system before, during and after the match

Please note that alcoholic refreshments are not included with the boardroom hospitality, but you are always welcome to visit the clubhouse, where refreshments and beverages can be purchased at very reasonable prices.

Programme Sponsorship

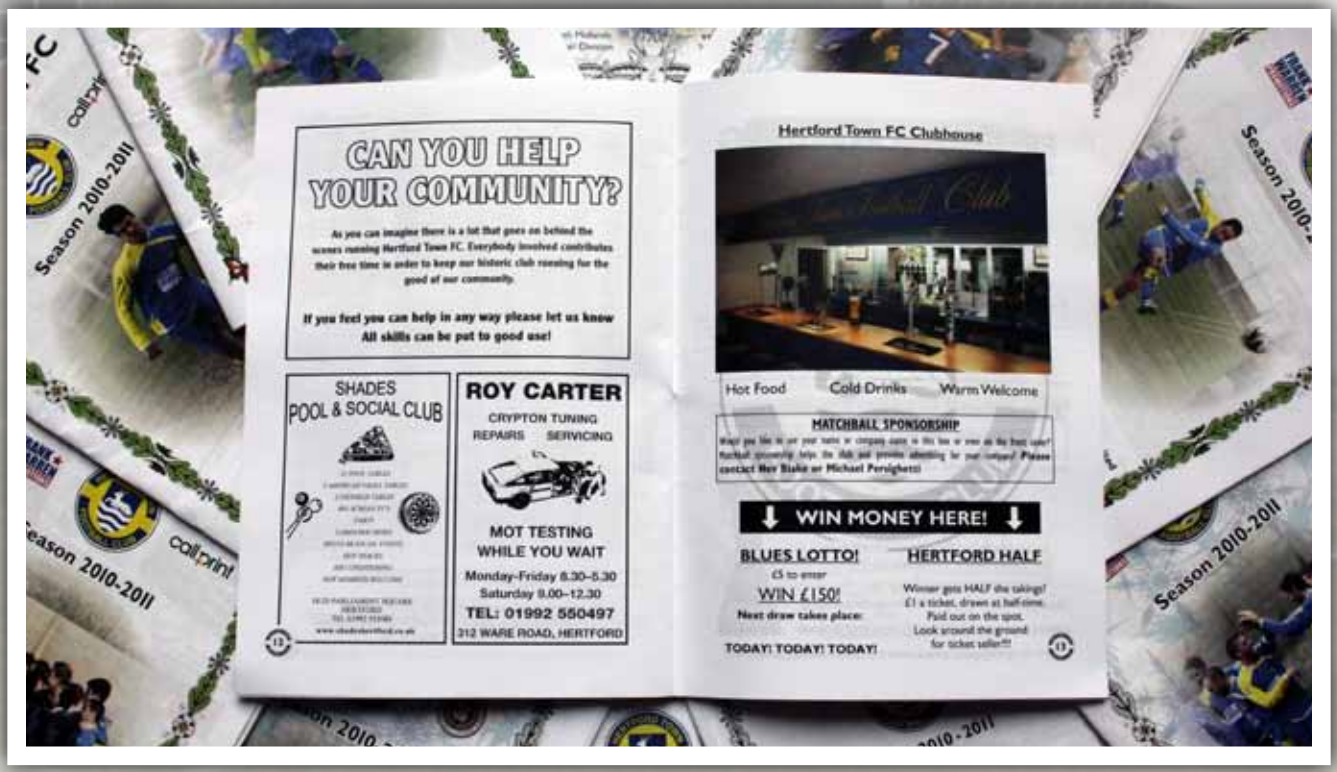
Programme sponsorship is an economical way for your business to advertise and be seen for an entire season's home games over 9 months in total.

We produce a programme for all 1st team home matches, which is distributed free to players, visiting officials, match officials, sponsors, and sold to home and visiting supporters at Hertingfordbury Park.

Prices for entire 2011-2012 Season:

- **£45** - ¼ A5 page
- **£80** - ½ A5 page
- **£110** - Full A5 page

If you would like an advert to be designed please ask, our design team will be happy to liaise with you to make sure you get your message across.



Website Advertising

The Hertford Town FC website has been online for nearly 10 years and to celebrate, a new design has been introduced for this season. The eye catching design & features are sure to bring more visitors making it an exciting time to get involved with sponsorship.

The site averages up to **3,500** unique views and **8,700** page visits per month from fans, officials and players from all teams.

A typical advert on one page of the website (depending on size) starts from **£50** per season, which can also be linked to your own company website.

We have an accurate analysis of visitors and time spent on every page, so you can be sure where to place your advert.

THE BLUES LOTTO

The Blues Lottery is not a sponsorship opportunity per se but a chance to win money with the club. There are extremely good odds of winning and all you have to do is have one number drawn, your specific number.

It costs just **£5** per month to play and you will have a chance to win up to £150. Entry can be paid by cash at home match days or by Standing Order in the weeks running up to the monthly draw. Standing Order forms are available on the Blue Lotto page of the club website.

Lotto draws take place at home matches at the end of each month. The funds raised from the sale of tickets helps finance the stadium maintenance costs as well as improving the facilities for supporters and players. Everyone is a winner!

Mike Varney draws the winning ball with Lotto organiser Michael Persighetti

HERTFORD TOWN
FC
FOOTBALL CLUB