

York City Football Club

COMMERCIAL BROCHURE





TITAN
Wealth

NING Ltd

W4

Game
W4

YO

LATE STORY



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Welcome to **THE CITY OF YORK**

York City Football Club presents an unparalleled opportunity for partners seeking to embark on an extraordinary journey.

Nestled within one of Britain's most iconic cities, the club stands as a beacon of unity, connecting with its 200,000 inhabitants as the sole footballing representative.

York's rich historical tapestry, coupled with its status as a premier tourist destination in the UK, ensures a constant stream of visitors, all eager to partake in its vibrant culture.

With robust transport links, particularly via rail, and a calendar brimming with events and festivals, the city pulsates with life, offering an ideal platform for brands to align with the heartbeat of the community via the UK's national sport.



URNITURE
S YORK

BoConcept®



The dawn of a new era under the ownership of Matt and Julie-Ann Uggla in 2023 has infused **York City Football Club** with an electrifying sense of anticipation.

Armed with a fresh perspective and a steadfast commitment to revitalising the club, the Uggla's vision extends far beyond the confines of the pitch. Their strategic investment aims to bolster the team's infrastructure, enhance facilities, and foster deeper engagement within the local community. This resurgence marks the genesis of an exhilarating journey, poised to catapult York City to unprecedented heights, with its sights set firmly on claiming its position atop the footballing hierarchy.

At the heart of this narrative lies the transformative power of non-league football, a story we've seen have great success in recent years. York City's trajectory through the football pyramid symbolizes the quintessential underdog story, ready to write the next chapter in football

folklore. Backed by Britain's foremost PR agency, this saga will transcend local boundaries, resonating across national and international platforms.

As partners, you're invited to partake in this incredible journey, where every triumph resonates not just in the stadium but across the global stage, starting conversations and capturing the imaginations of football fans worldwide.

To read more about the club's history visit
www.yorkcityfootballclub.co.uk/club/history





SHIRT SPONSORSHIP



FRONT OF SHIRT

Front of Shirt is the clubs primary sponsorship opportunity. The partnership goes beyond shirts, it is an alignment of visions, a commitment to our supporters, and a statement to all who see it.

Benefits of becoming a shirt sponsor are bespoke packages created to suit the partners business needs, awareness campaigns, and CSR policy.

Contact Commercial Director paul.sackey@yorkcityfootballclub.co.uk to discuss this bespoke package.

Pricing per season from £70,000 + VAT

Due to the logistics of kit manufacturing, we require a minimum contract agreement of 2 years. Discounts can be offered if a commitment of 3+ years is agreed.







SHIRT SPONSORSHIP

MATCH DAY KIT

We have three other locations on the kit available to sponsor, allowing partners to receive all the same advertising benefits but within a more modest budget. These positions, in sponsorship size order, are as follows:

- **Back of Shirt** – directly above player name/number
- **Sleeve of Shirt** – one shoulder position
- **Short** – back of short near trim

Benefits of becoming a shirt sponsor are bespoke packages created to suit the partners business needs, awareness campaigns, and CSR policy. Contact Commercial Director paul.sackey@yorkcityfootballclub.co.uk to discuss this bespoke package.

Prices from:

Back of Shirt - £20,000 + VAT

Sleeve of Shirt - £10,000 + VAT

Short - £8,000 + VAT

Due to the logistics of kit manufacturing, we require a minimum contract agreement of 2 years. Discounts can be offered if a commitment of 3+ years is agreed.





STADIUM SPONSORSHIP

STAND SPONSORSHIP

SOUTH STAND

Become not only a partner of the club, but also the very home we play in. This opportunity expands beyond the football team, and the naming right applies to all ticketing at any event held at the stadium, including the York City Knights rugby. This package includes:

- **Full advertising of the South Stand, approx. 50 square metres**

Further benefits of becoming the south stand sponsor are bespoke packages created to suit the partners business needs, awareness campaigns, and CSR policy. Contact Commercial Director paul.sackey@yorkcityfootballclub.co.uk to discuss this bespoke package.

Price starting from £26,000 + VAT

Due to the installation costs involved (covered by York City Football Club), we require a minimum contract agreement of 2 years. Discounts can be offered if a commitment of 4+ years is agreed.

All stadium packages can be combined, with discounts where packages overlap. For example, if you wanted to sponsor the Matchball Plinth, advertise on the scoreboard and be a gold pitchside partner, then a bespoke price can be created.



LONGHURST
1990
BREW YORK

BREW YORK
YORK CITY
MINTERMEN PRIDE
3.7%
CENTENARY

PROUDLY
SUPPORTING
YORK CITY

YORK CITY
YORK CITY
YORK CITY
YORK CITY
YORK CITY

SF

NATIONAL LOTTERY
SUPPORTING
COMMUNITY
FOOTBALL

UNIBEN
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TIMBER PRODUCTS

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01370

hanson
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INSPIRING BUSINESSES
DINGLISACCOUNTANCY.CO.UK 01904 787 973

DUTCH BARN
- ORCHARD -
VODKA

DUTCH BARN
- ORCHARD -
VODKA





STADIUM SPONSORSHIP

NORTH STAND

Shared with the York City Knights, the club offers the opportunity to advertise half of the North Stand, with approximately 25 square metres of prime viewing space for your brand to our fans and displayed prominently in photos and marketing material. This applies to all YCFC ticketing events held at the stadium as well as York RFLC matches.

This package includes:

- **1/2 advertising of the North Stand, approx. 25sqm of ad space**

Further benefits of becoming the south stand sponsor are bespoke packages created to suit the partners business needs, awareness campaigns, and CSR policy. Contact Commercial Director paul.sackey@yorkcityfootballclub.co.uk to discuss this bespoke package.

Price starting from £8,000 + VAT





TUNNEL & DUG OUT

The club advertises above the Player Tunnel and behind both Dug-Outs. A prime location for all the action, this is central in the stadium and the most prominent location for TV viewing. Every entrance, every substitution, and even displaying the board for added time, this has enormous potential for advertising reach for partners.

This package includes:

- **Advertising behind both Home & Away Dug-Outs**
- **Advertising above the Player Tunnel**

Further benefits of becoming the south stand sponsor are bespoke packages created to suit the partners business needs, awareness campaigns, and CSR policy. Contact Commercial Director paul.sackey@yorkcityfootballclub.co.uk to discuss this bespoke package.

Price starting from £20,000 + VAT



JORVIK LOUNGE

JORVIK LOUNGE

DIRECTORS LOUNGE

EF

EE

EE

BoConcept[®]
DANISH DESIGN FURNITURE

Fire exit ↑



seventeen



MATCHDAY OPPORTUNITIES & EXPERIENCES

STATIC PITCHSIDE ADVERTISING

We offer excellent opportunities for businesses looking to advertise to the Yorkshire market who attend our games, and beyond into the photos of press outlets and fans photos on social media with our range of board sizes.

These extend further than simply a logo by the pitch; we treat each advertisement like a partner of York City Football Club, with hospitality, private events, business clubs and social engagements.



MATCHDAY OPPORTUNITIES & EXPERIENCES

BRONZE PITCHSIDE PACKAGE

£1000 + VAT

- 1m Pitchside Advertising
- Initial design and manufacture of board
- Launch of partnership on club website and social media channels
- 2 x 2 Hospitality Tickets to two games*
- Photo opportunity pitch side with board
- Inclusion on website partners page
- 1x social media post per month

* Food can be added as an optional extra to all hospitality tickets.

* Boards purchased mid-season are discounted on a **pro-rata** basis (minimum 12 games).

* Boards placed on the East Stand (within the TV Arc) are subject to a 10% increase if partners wish to guarantee this position.

* Hospitality and executive boxes are subject to availability



PARTNERS

fidomoney

THE NATIONAL LOTTERY

SUPPORTING COMMUNITY FOOTBALL

PUMA TEAM W

twenty



INSPIRING BUSINESSES
dinglisAccountants.co.uk
01904 773

Inglis
CHA
ACC

yoko health club

Renault York

W3



MATCHDAY OPPORTUNITIES & EXPERIENCES



SILVER PITCHSIDE PACKAGE

£2000 + VAT

- 3m Pitchside Advertising
- Initial design and manufacture of board
- Launch of partnership on club website and social media channels
- 4 x 2 Hospitality Tickets to two games*
- Photo opportunity pitch side with board
- Inclusion on website partners page
- 10% discount on Executive Boxes
- 1 x social media post per month

* Food can be added as an optional extra to all hospitality tickets.

* Boards purchased mid-season are discounted on a **pro-rata** basis (minimum 12 games).

* Boards placed on the East Stand (within the TV Arc) are subject to a 10% increase if partners wish to guarantee this position.

* Hospitality and executive boxes are subject to availability



MATCHDAY OPPORTUNITIES & EXPERIENCES



GOLD PITCHSIDE PACKAGE

£3,000 + VAT

- 6m Pitchside Advertising
- Initial design and manufacture of board
- Launch of partnership on club website and social media channels
- 8 x 2 Hospitality Tickets to two games*
- Photo opportunity pitch side with board
- 10% discount on Executive Boxes
- 1 x Parking Space for 2 league fixtures
- ½ Page Programme Advert – Full Season
- 2 x Social Media Posts per month

* Food can be added as an optional extra to all hospitality tickets.

* Boards purchased mid-season are discounted on a **pro-rata** basis (minimum 12 games).

* Boards placed on the East Stand (within the TV Arc) are subject to a 10% increase if partners wish to guarantee this position.

* Hospitality and executive boxes are subject to availability





- * Food can be added as an optional extra to all hospitality tickets.
- * Boards purchased mid-season are discounted on a **pro-rata** basis (minimum 12 games).
- * Boards placed on the East Stand (within the TV Arc) are subject to a 10% increase if partners wish to guarantee this position.
- * Hospitality and executive boxes are subject to availability



PLATINUM PITCHSIDE PACKAGE

£4,500 + VAT

- 7.5m Pitchside Advertising
- Initial design and manufacture of Board
- Launch of partnership on club website and social media channels
- 2 season tickets
- Photo opportunity pitch side with board
- 1 x Parking Space for 3 league fixtures
- ½ Page Programme Advert – Full Season
- 2 x Social Media Posts per month
- Inclusion on our Website Partners page
- 1 x Use of Executive Box & two course dining for up to 12 people per season



MATCHDAY OPPORTUNITIES & EXPERIENCES

MATCH DAY SPONSOR

Raise the profile of your brand and enjoy a fantastic day out at the LNER Community Stadium with your colleagues or customers. The Matchday Sponsor is the primary sponsorship opportunity on a matchday, and the fullest hospitality experience we have to offer, with a full executive box and dining, plus a pitch side experience.

This package includes:

- **Brand announced before kick off as the todays Official Match Sponsor.**
- **Included in pre-match social media material.**
- **1 x Executive Box with two course dining for up to 10 pax.**
(additional guests up to 14 may be added at extra cost)
- **Mention in matchday programme commercial notes as the official Match sponsor**
- **Group taken pitchside after the match to meet and present player of the match award.**
- **Group selects Man of The Match.**

Price: £1,200 + VAT







MATCHDAY OPPORTUNITIES & EXPERIENCES

MATCH BALL SPONSOR

Similar to the Matchday Sponsor, this comes with a fantastic executive box, and official announcements at the stadium and in the matchday programme. The Matchball Sponsor also receives a signed ball, presented pitchside before the game with officials from the club.

This package includes:

- **Brand announced before kick off as the todays Official Matchball Sponsor.**
- **Inclusion in pre-match social media material.**
- **1 x Executive Box with two course Dining for up to 10 pax.**
(additional guests up to 14 may be added at extra cost)
- **1 x Signed Ball.**
- **Mention in matchday programme commercial notes**

Price: £1000 + VAT



MATCHDAY OPPORTUNITIES & EXPERIENCES

PLAYER SPONSORSHIP

Want to show your favourite player some well deserved support? Our Player Sponsorship packages are an excellent way to advertise with us on a smaller scale with the most watched item we have – the players!

This package includes:

- **Logo in the Matchday Programme Player Page alongside the relevant player.**
- **Logo on the Player Profile page on our Website with a backlink to your website (if desired).**
- **4 x general admission Match Tickets to a league game of your choice.**
- **1 x Signed match-worn shirt from your chosen player at the end of the season.**

Price: £300 + VAT per player







MATCHBALL PLINTH

Have your brand prominently displayed with the matchball as the players and officials exit the tunnel and take the ball to the centre circle. An excellent opportunity for professional marketing content to be used on your website or social media, the Matchball Plinth takes centre stage.

This package includes:

- **Full branding of the Matchball Plinth to be displayed at every Home fixture.**
- **1 x Gold Pitchside Package.**

Price starting from £5000 + VAT



PRINT OPPORTUNITIES

TICKETING PARTNER

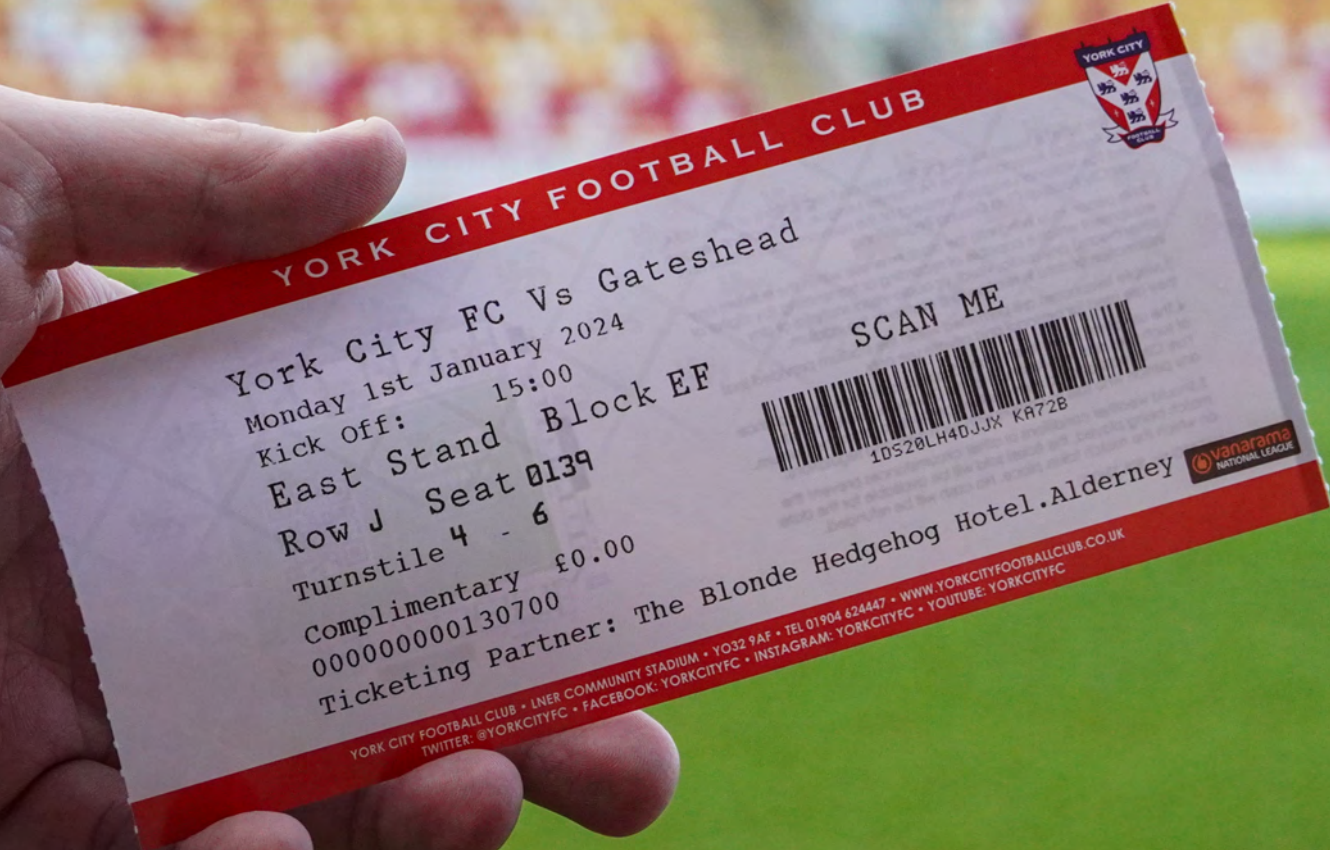
A unique opportunity to sponsor every ticket we print (including digital PDF tickets). Your logo in every fans pocket, the advert can link to a QR directing fans toward your website or discount code. We are also able to work with the 23 other teams in the division to extend marketing messages to their travelling fans, meaning direct national exposure for the right brand to take advantage of.

Whether you are a restaurant, hotel, local attraction or travel provider, travelling fans (and many home fans) often stay in York for the day, so make sure your advertising cuts through the noise.

This package includes:

- **Logo/Marketing Material on Home & Away tickets for the stadium.**

Price starting from £7,500 + VAT



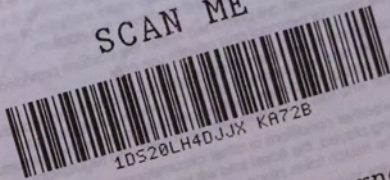
YORK CITY FOOTBALL CLUB



York City FC Vs Gateshead
Monday 1st January 2024

Kick Off: 15:00
East Stand Block EF
Row J Seat 0139
Turnstile 4 - 6

SCAN ME



Complimentary £0.00
000000000130700

Ticketing Partner: The Blonde Hedgehog Hotel.Alderney



YORK CITY FOOTBALL CLUB • LNER COMMUNITY STADIUM • YO32 9AF • TEL 01904 624447 • WWW.YORKCITYFOOTBALLCLUB.CO.UK
TWITTER: @YORKCITYFC • FACEBOOK: YORKCITYFC • INSTAGRAM: YORKCITYFC • YOUTUBE: YORKCITYFC

THE CITIZEN *York City FC*

2023/24 OFFICIAL MATCHDAY PROGRAMME · ISSUE 5



YORK CITY vs BOREHAM WOOD · SATURDAY 9TH SEPTEMBER 2023
VANARAMA NATIONAL LEAGUE 2023/24 · LNER COMMUNITY STADIUM · £3

NATIONAL LEAGUE
VANARAMA
LNER
SPORTS



PROGRAMME ADVERTISING

A marketing platform in the football industry that has stood the test of time, nothing quite beats the feel of a programme in your hands while you are waiting for the game to start. This provides partners with an excellent place to display their marketing messages.

We distribute between 800-1500 programmes every matchday, including cup fixtures and friendlies, meaning total approximate impressions of 21.6k-54.0k, meaning excellent value for money to our advertising partners.

Prices:

- **£750 + VAT – Full Page Advert for full season**
- **£400 + VAT – 1/2 Page Advert for full season**





WEBSITE CAMPAIGNS

Fan engagement is at the forefront of everything we do. Imagine showcasing your business content to a new market without lifting a finger. With an ever-increasing focus online, our website attracts over one million hits per year enabling your business to extend your audience reach, potentially attracting new leads and customers who may not have encountered your brand otherwise.

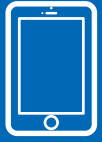
We have several different advertising opportunities available including banners, adverts and video.

- **Work with our Commercial Director to package together a paid advert campaign, managed by our expert marketing team, built around your budget.**

As this is a delicate medium, we reserve the right to refuse/refund any marketing campaign that we feel does not align with our values as a football club, or genuinely benefit our supporters.



80,000
MONTHLY WEBSITE VISITS



DIGITAL OPPORTUNITIES



SOCIAL MEDIA ADVERTISING

With so many people using social media platforms like Twitter, Facebook and Instagram every single day, social media sponsorship is a marketing strategy that you do not want to miss out on. With exposure to a wide and engaged audience, including the club's fans and followers, we are able to provide value to partners wanting to make an impact, increasing brand visibility and recognition. Enhance your company's image by aligning with the positive values and community engagement associated with YCFC.

Collaborative campaigns, directly targeting our fan base and the broader population of York with clear and measurable marketing messages are a strategic and effective way for companies to reach their target market and enhance their brand presence.

- **Work with our Commercial Director to package together a paid advert campaign, managed by our expert marketing team, built around your budget.**

As this is a delicate medium, we reserve the right to refuse/refund any marketing campaign that we feel does not align with our values as a football club, or genuinely benefit our supporters.

 **64,000**
FOLLOWERS

 **66,000**
FOLLOWERS

 **32,000**
FOLLOWERS







MATCH DAY HOSPITALITY

The ultimate private dining experience. Perfect for large groups, families or entertaining colleagues and customers.

EXECUTIVE BOXES - Ideal for corporate or private events

- **Exclusive use of an Executive Box for 10 guests**
- **Fully waited service**
- **Two or Three-course dining for your guests**
- **Half-time tea and coffee**
- **Complimentary matchday programmes and team sheet**
- **TV showing Sky Sports or TNT Sports**
- **Reserved seating with premium padded seating in the Azuma East Stand**
- **Matchday tickets for all guests with a premium view**
- **2 spaces in the official matchday car park**
- **Extra guests can be added to a maximum of 14**
- **Executive Box hire from £650 + VAT per game**



SCREEN ADVERTS

LED DIGI-SCREEN ADVERTISING

Capture the undivided attention of passionate football fans by advertising on our state-of-the-art LED digital screens at the LNER stadium. Positioned in the northwest corner of the pitch and in the Fanzone southeast corner, this vivid displays offer a dynamic canvas for your brand, allowing real-time interaction with a captivated audience during the most exhilarating moments.

Whether it's showcasing high-resolution ads, engaging animations, or live messages, our LED screen provide an unmatched platform to elevate your brand amidst the excitement of the game. With thousands of eyes fixed on these screens throughout matches and at half time, your message becomes an integral part of the unforgettable matchday experience, ensuring maximum visibility and impact.

Contact Commercial Director paul.sackey@yorkcityfootballclub.co.uk to discuss prices and availability of this bespoke package.





Commercial Team



LNER Community Stadium | Kathryn Avenue | York | YO32 9AF



01904 624 447



commercial@yorkcityfootballclub.co.uk



www.yorkcityfootballclub.co.uk