

CLYDEBANK FC

COMMERCIAL OPPORTUNITIES 2020-2021

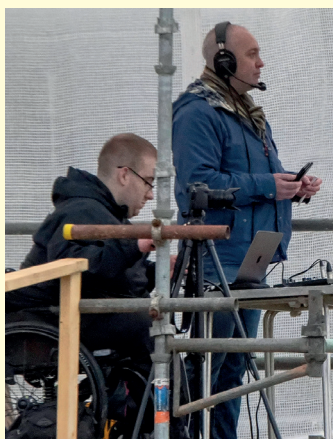


BECOME A COMMERCIAL PARTNER
 Clydebank FC are looking to build long-lasting and mutually beneficial business relationships. Get in touch to see how we can make this happen!

The club has always relied on local business to get behind us and this season is no different. If any of the opportunities below are of interest, please contact **Club Commercial Director Bill Abraham** – at commercial@clydebankfc.com. He'll be happy to talk through the details with you or listen to any other ideas you may have to become a Bankies Commercial Partner.

BANKIESTV

Even though there are no fans allowed at games currently, the Bankies have been pulling out the stops to keep fans involved with the action, with home games streamed live on **BankiesTV**, and all games being filmed to provide a **highlights package**.



TRACKSIDE ADVERTISING

- One- or two-year deals available.
- Robust metal hoardings made by local company Clydespeed Printing.
- Minimum of 14 home league games this season, plus cup competitions.
- Ads in place permanently (so seen at Yoker home games too and by hundreds of stadium users each week).

MATCHDAY PROGRAMME ADVERTISING

We produce a matchday programme for all home games – hard copy and downloadable – so advertisers still have the same reach. Our matchday magazine is expected to sell in excess of 2000 this season – with digital downloads now being offered – you can take advantage of an affordable hardcopy and online format. Various options are available – details shown below.

MATCHBALL SPONSORSHIP

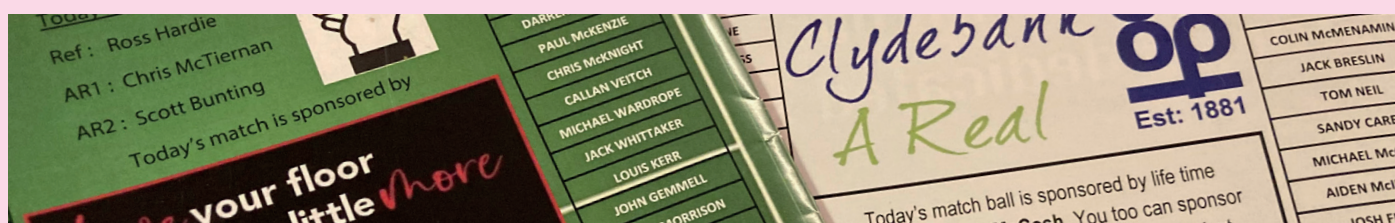
A low-cost option that will see the sponsor promoted on social media and in the matchday programme.

MATCH SPONSORSHIP

Normally sold as a package. With the sponsor logo and message being promoted on the back page of the programme, on Social Media on the run up to the game and also on Bankies TV commentary and



coverage. There is also a hospitality package for up to six people included. As we're currently not allowed spectators at games then we've split the two parts. You can take the whole package and we'll sort out hospitality when we're allowed spectators back – or the promotion part only.



COMMERCIAL RATES 2020–2021

OPPORTUNITY	1-YEAR	2-YEAR	PACKAGE
*All options include round of social media promotion and a minimum spend of £200 will qualify you for membership of FRIENDS OF THE BANKIES .			
TRACKSIDE ADVERTISING			
Large hoarding – behind goal	700	1200	<ul style="list-style-type: none"> • Approx 12' by 5' premium-quality advertising board in permanent and prominent position behind the goal • Photo taken of you at the ground with the advert • Promotion of company on social media and on our website • Listing as one of the Club's main sponsors • Logo added to BankiesTV interview banner
Regular hoarding – around the park	400	700	<ul style="list-style-type: none"> • Approx 8' by 3' premium-quality advertising board in permanent pitchside location • Photo taken of you at ground with advert • Promotion of company on all social media platforms • Listing on the Club's sponsor page • Logo added to BankiesTV interview banner
MATCHDAY PROGRAMME – Quality printing – still being produced both hard copy and as an online edition, both of which are selling well			
1/4 page	125	225	<ul style="list-style-type: none"> • 1/4 page space in the programme – featuring company logo, name and message (incl. voucher/ discount code if applicable)
1/2 page	200	350	<ul style="list-style-type: none"> • 1/2 page space in the programme – featuring company logo, name and message (incl. voucher/ discount code if applicable) • Listing on the Club's sponsorship page
Full page	300	450	<ul style="list-style-type: none"> • Full page in the programme – plenty of space for company logo, name, artwork and any message or website reference etc • Listing on the Club's sponsorship page • Logo added to BankiesTV interview banner
MATCHDAY SPONSORSHIP – All Home League and Cup games are available for sponsorship			
Promotional	200	n/a	<ul style="list-style-type: none"> • Company name included in all social media promotion of the game • Company name and logo included in matchday magazine • Mention during the livestream of the game • Company name included in the Club's sponsorship page • Option to choose the sponsor's 'man of the match'
Promotion & hospitality	400	n/a	<ul style="list-style-type: none"> • As the sponsorship package, but when we can have attendees at games again (can be deferred until then) • Hospitality for up to six people (incl. a drinks and buffet package) • Photos of your party presenting the 'man of the match' award (you can provide a trophy or bottle if you wish)
MATCHBALL SPONSORSHIP			
	60 / 120	n/a	2 options: <ul style="list-style-type: none"> • £60 – your company's name will appear in matchday programme and on the livestream • £120 – as with £60 option but also – you will receive a match ball signed by all the players and management plus a copy of the match programme
CALENDAR SPONSOR			
	200	n/a	High quality and popular club calendar. Comes in two sizes <ul style="list-style-type: none"> • Company name and logo prominently displayed on the calendar as the sponsor • Company added to list of sponsors on the Club website
SPONSOR A GOAL			
	200	300	<ul style="list-style-type: none"> • Company name and logo included on all promotions and on the relevant pages on the matchday programme • Included in the list of club sponsors on the Club website
100CLUB SPONSOR			
	200	300	<ul style="list-style-type: none"> • Company name and logo included on all promotions and on the relevant pages on the matchday programme • Included in the list of club sponsors on the Club website
FRIENDS OF THE BANKIES – FOTB			
	100	n/a	<ul style="list-style-type: none"> • Inclusion on the Clydebank website list of FOTB – with the option of including a link to your own site, Facebook page or other social media. • Include any discount or voucher code • The Club will proactively encourage fans and owners to support the companies on the list • Colourful 'A Friend of the Bankies' window sticker to show your support