

# CLYDEBANK FC COMMERCIAL OPPORTUNITIES



## 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 getting behind us, and we are keen to grow our network of commercial supporters. If any of the opportunities below are of interest, please contact **Club Commercial Director Bill Abraham** – at [commercial@clydebankfc.com](mailto:commercial@clydebankfc.com). He'll be happy to talk through the details with you, or listen to any other ideas you may have

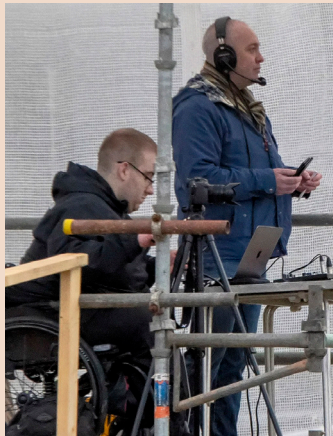


### TRACKSIDE ADVERTISING

- One- or two-year deals available.
- Both regular and large hoardings.
- Robust metal hoardings made by local company Clydespeed Printing.
- Boards in place permanently. They're seen at all home games and training sessions at the facility which is used seven days a week, and of course on the BankiesTV coverage.

### BANKIESTV

Last season, with no fans allowed at games, the Bankies pulled 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**. This will continue to be the case.



### MATCHDAY PROGRAMME ADVERTISING

We produce a matchday programme for all home games – hard copy and downloadable. Our matchday magazine is expected to sell in excess of 2000 this season – with digital downloads now being offered the potential exposure is enhanced even further. Various options are available – details shown overleaf.

### MATCHBALL SPONSORSHIP

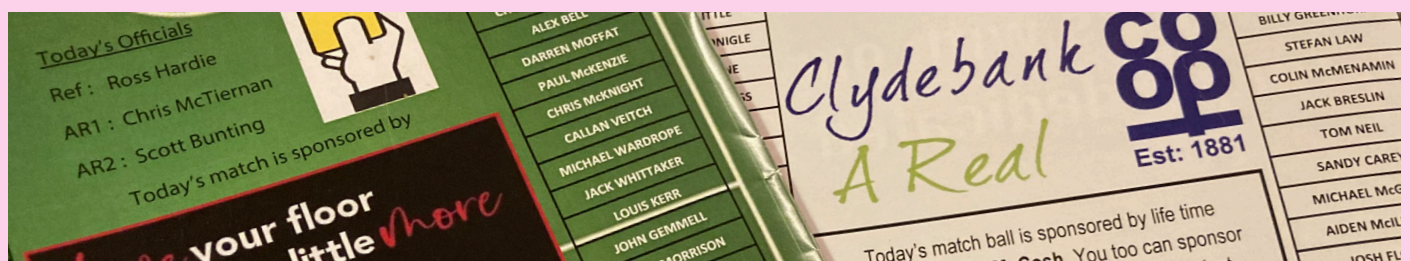
A low-cost option that will see the sponsor promoted on social media and in the matchday programme.

### MATCH SPONSORSHIP

This is normally sold as a package, with both Promotional and Hospitality elements. Sponsor's logo and message will be promoted on the programme, on social media running up to the game, and on BankiesTV coverage. The hospitality package is for up to six people, and will take



place at a local bar and at the ground itself. If you prefer the promotional package only then that's good too.



## COMMERCIAL RATES

| 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. |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>TRACKSIDE ADVERTISING</b>                                                                                                                |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Large hoarding – behind goal                                                                                                                | £700                 | £1200  | <ul style="list-style-type: none"> <li>• Approx 12' by 5' premium-quality advertising board in permanent and prominent position behind the goal</li> <li>• Photo taken of you at the ground with the advert</li> <li>• Promotion of company on social media and on our website</li> <li>• Listing as one of the Club's main sponsors</li> <li>• Logo added to BankiesTV interview banner</li> </ul>                                     |
| Regular hoarding – around the park                                                                                                          | £400                 | £700   | <ul style="list-style-type: none"> <li>• Approx 8' by 3' premium-quality advertising board in permanent pitchside location</li> <li>• Photo taken of you at ground with advert</li> <li>• Promotion of company on all social media platforms</li> <li>• Listing on the Club's sponsor page</li> <li>• Logo added to BankiesTV interview banner</li> </ul>                                                                               |
| <b>MATCHDAY PROGRAMME</b> – 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"> <li>• 1/4 page space in the programme – featuring company logo, name and message (incl. voucher/ discount code if applicable)</li> </ul>                                                                                                                                                                                                                                                             |
| 1/2 page                                                                                                                                    | £200                 | £350   | <ul style="list-style-type: none"> <li>• 1/2 page space in the programme – featuring company logo, name and message (incl. voucher/ discount code if applicable)</li> <li>• Listing on the Club's sponsorship page</li> </ul>                                                                                                                                                                                                           |
| Full page                                                                                                                                   | £300                 | £450   | <ul style="list-style-type: none"> <li>• Full page in the programme – plenty of space for company logo, name, artwork and any message or website reference etc</li> <li>• Listing on the Club's sponsorship page</li> <li>• Logo added to BankiesTV interview banner</li> </ul>                                                                                                                                                         |
| <b>MATCHDAY SPONSORSHIP</b> – All Home League and Cup games are available for sponsorship. All packages can be tailored to suit your needs  |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Promotion & hospitality                                                                                                                     | Prices start at £400 | n/a    | <ul style="list-style-type: none"> <li>• As per the promotional-only package below, but when we can have attendees at games again (can be deferred until then)</li> <li>• Hospitality for up to six people (incl. a drinks and buffet package)</li> <li>• Photos of your party presenting the 'man of the match' award (you can provide a trophy or bottle if you wish)</li> </ul>                                                      |
| Promotional                                                                                                                                 | Prices start at £200 | n/a    | <ul style="list-style-type: none"> <li>• Company name included in all social media promotion of the game</li> <li>• Company name and logo included in matchday magazine</li> <li>• Mention during the livestream of the game</li> <li>• Company name included in the Club's sponsorship page</li> <li>• Option to choose the sponsor's 'man of the match'</li> </ul>                                                                    |
| <b>MATCHBALL SPONSORSHIP</b>                                                                                                                |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                             |                      | n/a    | <p>Two options:</p> <ul style="list-style-type: none"> <li>• £60 – your company's name will appear in matchday programme and on the livestream</li> <li>• £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</li> </ul>                                                                                                                     |
| <b>CALENDAR SPONSOR</b>                                                                                                                     |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                             | £200                 | n/a    | <p>High quality and popular club calendar. Comes in two sizes</p> <ul style="list-style-type: none"> <li>• Company name and logo prominently displayed on the calendar as the sponsor</li> <li>• Company added to list of sponsors on the Club website</li> </ul>                                                                                                                                                                       |
| <b>SPONSOR A GOAL</b>                                                                                                                       |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                             | £200                 | £300   | <ul style="list-style-type: none"> <li>• Company name and logo included on all promotions and on the relevant pages on the matchday programme</li> <li>• Included in the list of club sponsors on the Club website</li> </ul>                                                                                                                                                                                                           |
| <b>100CLUB SPONSOR</b>                                                                                                                      |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                             | £200                 | £300   | <ul style="list-style-type: none"> <li>• Company name and logo included on all promotions and on the relevant pages on the matchday programme</li> <li>• Included in the list of club sponsors on the Club website</li> </ul>                                                                                                                                                                                                           |
| <b>FRIENDS OF THE BANKIES – FOTB</b>                                                                                                        |                      |        |                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|                                                                                                                                             | £100                 | n/a    | <ul style="list-style-type: none"> <li>• 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.</li> <li>• Include any discount or voucher code</li> <li>• The Club will proactively encourage fans and owners to support the companies on the list</li> <li>• Colourful 'A Friend of the Bankies' window sticker to show your support</li> </ul> |