



MARINE FC
2023/24 Commercial Brochure

**BE PART OF THE
MARINE EXPERIENCE
DRIVING BUSINESS
FORWARD**

VIS UNITA FORTIOR
"STRENGTH THROUGH UNITY"



WELCOME

OUR HERITAGE

Marine FC is a fan-owned club, formed in 1894. Over the past 129 years, we have achieved numerous accolades and achievements but it's our reputation as being a friendly community that offers great hospitality that sets us apart from other football clubs.

The club is Merseyside's highest-ranking non-league Football club. It shot to fame in 2021 with our men's 1st team FA Cup game versus Tottenham Hotspur, with the match being broadcast live on BBC Match of the Day and watched by a record 40 million viewers worldwide.

Since then the club has grown at a phenomenal rate and now reaches a broad range of audiences, with our website and social media platforms constantly attracting new audiences (locally, nationally and internationally).



BE PART OF THE MARINE EXPERIENCE

YOUR OPPORTUNITY

Marine FC is delighted to present our commercial opportunities for 2023/24 and understand the support of our commercial partners is integral to our story.

By partnering with our club you will:

- Target a new market - engage with our passionate and loyal fan base (locally / nationally and internationally), visiting fans, other club sponsors and corporate guests.
- Increase brand awareness.
- Enhance your company's reputation.
- Demonstrate your commitment to the community.
- Enjoy the rollercoaster ride of football with all of its ups and downs.

Whatever your goals or budget, we want to bring incredible value to your investment.

We'd love for you to join our journey and together in 2023/24 we can achieve success on and off the pitch!



BE PART OF THE MARINE EXPERIENCE

OUR DIGITAL REACH



52k+ Twitter Followers
Impressions reach 60K-5K



20k+ Instagram Followers
Men's Team, Women's Team & Academy accounts



13k+ Facebook Followers
Over 4k check-ins



570 LinkedIn Followers
and growing



1000+ YouTube Subscribers



34K Email Subscribers



380K Web Visitors in 2022



A growing digital audience of engaged fans

FOOTFALL

55,000+

Average number of visitors to clubrooms per year (function suite / Bar 1894)

1600+

Average attendance at last 6 home match games 2022/23

1000+

Average footfall per week on 3G pitch



HOME TO MANY

Our Community 3G Pitch

Average footfall of 1000+ per week and even more during school holidays.

We are delighted to announce that we now have in excess of 50 pitch partners and community organisations signed up for the 2023/24 season.

Installation of our 3G pitch in the summer of 2022 has been a game changer with usage 52 weeks of the year.

As well as hosting the core 1st Men's team, Marine Under 23's, Academy and Women's team our pitch is a sought after venue for diversity, equality, disability, inclusion, disadvantaged and charitable organisations as part of our community programme. Attracting local/national and international users (for training, friendly matches, football coaching camps, fundraising matches, etc).

Community Focused

As a community club Marine FC continues to promote and support sport for all.

Marine in the Community (MITC) www.marineinthecommunity.com was formed in 2018 as the charitable arm of Marine FC and created to provide life-changing opportunities through sport, education, health, mental well-being, community projects and the arts which enrich, inspire and celebrate the Crosby, Sefton and the Merseyside community, working together with its local partners and friends to support a better community for ALL.



PARTNERSHIP OPPORTUNITIES

Each package is bespoke to your requirements and can be teamed with additional benefits and advertising; including hospitality, matchday sponsor, tickets, perimeter boards, programme, digital packages, supporting community initiatives, etc.

Over the following pages each sponsorship package is outlined but for more details please contact commercial@marinefc.com

FUNCTION SUITE SPONSORSHIP	£15,000	Page
STAND SPONSORSHIP	£2,500*	9-10
GROUND ADVERTISING OPPORTUNITIES	£240*	11
KIT SPONSORSHIP	£500*	12
MATCHDAY SPONSORSHIPS	VARIOUS	13-20
PLAYER AND STAFF SPONSORSHIP	£150*	21
CORPORATE DAY PACKAGES	TAILORED	25
FUNCTION SUITE / 3G PITCH HIRE	£100	26

*Prices starting from

FUNCTION SUITE SPONSORSHIP

Become the name associated with our popular function suite.

This destination is now a go-to local destination for hosting functions (including matchday hospitality), events and training with a capacity of 125 people and an average of 4 functions per week.

Housed next to our onsite 1894 bar/cafe (1894barandbistro.co.uk/) and outside terrace - it's a local hotspot.

This amazing opportunity includes:

- **Function suite to be named by the sponsor**
- Free hire of function room
- **Sponsor to be advertised on www.1894barandbistro.co.uk and MarineFC.com**
- **Sponsor name/logo to be used in promotional material**
- **Sponsor name to be promoted on social media**
- **Sponsor name to be promoted by guests on social media**



STAND SPONSORSHIP

An aerial photograph of a football pitch. The pitch is green with white markings. In the background, there is a large stand with a prominent 'MFC' logo. The stadium is surrounded by residential buildings. The text 'STAND SPONSORSHIP' is overlaid in the top left corner.

STAND SPONSORSHIP PROVIDES SO MUCH MORE THAN TRADITIONAL SPONSORSHIP

Becoming a naming rights partner for our stands brings unrivalled exposure for your business and promotes your brand to local, regional and national audiences, with our stadium boasting...

- A capacity of 2,150
- Hosts all Marine FC's associated club's games & training
- Hosts all 3G Pitch local, regional, national and International casual usage
- Hosts a multitude of activities supporting the local community
- Main stand sponsorship visible from College Road and the 140,000 passers-by every week.

STAND SPONSORSHIP

Each package will include:

- Rename the stand to the name of your choosing
- Prominent branding and signage across the stand / ground
- Extensive media coverage on our socials / TV / print / digital
- Regular advertising and promotion on club website, programme and match highlights
- Discount on other sponsorship opportunities

College road stand is located on College Road, a very busy High Street in the affluent village of Crosby. Viewed by more than 20,000 people per day! Approximately 140,000 per week! * Source <https://visiondigital.info/>

Stands available:

- College road stand (400 capacity seating with overhead canopy): **£10,000 + VAT**
- Jubilee road stand (standing only & overhead canopy): **£2,500 + VAT**
- Crosender road stand (standing only & no canopy): **£5,000 + VAT**



GROUND ADVERTISING OPPORTUNITIES

Advertise to 55,000+ visitors per annum

Be seen by our 115K+ media followers



Pitch Perimeter Advertisements

Promote your company directly in front of our community with a pitch-side advertising board. Proven to be a cost-effective way of reaching the community, increasing visibility through in-stadium eyeballs, social channels and other print/digital formats.

Premium pitch-side board

Cost starting from £240* per annum (board size 8ft x 2ft)
Board sizes available (8ft x 4ft / 16ft x 4ft)
Discounts for multiple purchases

Standard pitch-side board

Cost starting from £1,280* per annum
Board sizes available: 8ft x 2ft / 8ft x 3ft / 8ft x 4ft / 16ft x 4ft
Discounts for multiple purchases

*Prices exclude cost of board manufacturer and installation

Exterior Advertisements

Choose to advertise in other locations around the stadium (including stand advertising/flood light posts/fixture board / above turnstiles and many more).

KIT SPONSORSHIP

Men's Team Kit & Training Kit

Playing a minimum of 50 games*

Unique opportunities to build awareness of your brand through our kit and club apparel worn by players and staff.

Kit sponsorship ensures fantastic exposure for your brand across the 2023/24 season

We are pleased to offer the following:

- 1 Reverse of shirt: £5,000 + VAT
- 2 Decals on arm sleeve: £3,750 + VAT
- 3 Shorts Sponsor: £2,500 + VAT

Training Kit - tracksuit: £2000 + VAT

Training Kit - warm-up t-shirt: £1500 + VAT

Training Kit - tops: £500 + VAT

Speak to us about our academy and women's team kit sponsorship opportunities.



*Including games in the Northern Premier League - Premier Division / FA Cup / FA Trophy league / Liverpool Senior Cup

MATCHDAY SPONSORSHIPS

Choose from a range of match day sponsorship packages, which offer an excellent opportunity to promote your business, entertain guests and immerse yourself in the buzz of our match day experience.



MATCHDAY SPONSORSHIPS

SPONSORSHIP	FROM PRICE	PAGE NO
MATCHDAY SPONSOR	£650 + VAT per game (for 6 people)	15
MATCHBALL SPONSOR	£395 + VAT per game (for 2 people)	16
MAN OF THE MATCH	£250 + VAT per game (for 2 people)	17
MATCH PROGRAMME SPONSORSHIP	£200 + VAT per game (for 2 people)	18
PROGRAMME ADVERTISEMENTS	£100*	19
TEAM SHEET	£40	19
MATCH DAY HOSPITALITY	£45 per person / per game	20
MATCHDAY HOSPITALITY SPONSOR	BESPOKE	Ask for details
DIGITAL SPONSORSHIPS (NEW)	£1000*	22 - 23
INTERVIEW BOARD	£500 per season	24

*Prices starting from

MATCHDAY SPONSOR

Choose from your favourite fixture at Marine Travel Stadium to sponsor and promote your brand and bring a group of friends or colleagues for a fantastic day out!

Matchday Sponsor includes:

For 6 people

- Six match tickets
- Pre-match three course meal served at your table in the hospitality lounge bar
- Pre-match interview event with manager/players
- Match programme and team sheet
- Reserved premium seating
- Complimentary half-time refreshments
- Promotion on one full colour page advert in the programme
- Promotional over tannoy recognising your contribution
- Promotion on official club Twitter page / Instagram / Facebook account
- Signed ball in glass case
- Commemorative pitch-side photo

£650 +VAT
per game



MATCH BALL SPONSOR

This value-for-money package really hits the back of the net!

Match Ball Sponsor includes:

For 2 people

- Two match tickets
- Pre-match three-course meal served at your table in the hospitality lounge bar
- Pre-match interview event with manager/players
- Match programme and team sheet
- Reserved premium seating
- Complimentary half-time refreshments
- Promotion on one full-colour page advert in programme
- Promotion on official club Twitter page / Instagram / Facebook account
- Promotion on club website in Match Preview
- Signed ball in glass case
- Commemorative pitch-side photo

£395 +VAT
per game



MAN OF THE MATCH SPONSOR

This value-for-money package really hits the back of the net!

Man of the Match includes:

For 2 people

- Two match tickets
- Choose Man of the Match award at the end of the game
- Present Man of the Match award at the end of game with a commemorative pitch-side photo
- Promotion on one half colour page advert in programme
- Promotional over tannoy recognising your contribution
- Promotion on official club Twitter page / Instagram / Facebook account

£250 +VAT
per game



MATCH PROGRAMME SPONSOR

This season our matchday programme will be available both in print form at the match and also via our online shop in both digital and print version.

A highly effective way of connecting with Marine FC supporters, visiting fans, club sponsors and corporate guests across the season.

Great value package includes:

For 2 people

- Two match tickets
- Pre-match three-course meal served at your table in the hospitality lounge bar
- Pre-match interview event with manager/players
- Match programme and team sheet
- Reserved premium seating
- Complimentary half-time refreshments
- Commemorative pitch-side photo

£200 +VAT
per game



MATCHDAY PROGRAMME ADVERTISING

Programme advertising provides a handy platform to reach a wide and varied audience. All advertisements are printed in colour.

Programme Pricing:

- Whole season - full page £600+ VAT
- Whole season - **1/2 page £350+ VAT**
- Per match - **full page £100+ VAT**

Team Sheet Pricing:

- Company logo on the front of team sheet
- Full page advert on back of team sheet

(All advertisements are printed in B&W)

£40 +VAT
per game



MATCHDAY HOSPITALITY

The perfect way to entertain friends, family, colleagues or clients and enjoy the match together.

Matchday hospitality includes:

- One match ticket
- Pre-match three-course meal served at your table in the hospitality lounge bar
- Pre-match interview event with manager/players
- Match programme and team sheet
- Reserved premium seating
- Complimentary half-time refreshments

Matchday hospitality sponsor:

Want to promote your business to our hospitality guests? Let's create a package that is in keeping with your business and will drive your business forward.



£45 per game
(Maximum capacity 40
places per home game -
so reserve your place
fast!)

BESPOKE
PACKAGE

PLAYER & STAFF SPONSORSHIP

Sponsor a member of our teams for 2023/24 and enjoy supporting your player throughout the season. Whether it's advertising your brand, just pitching in with a few friends to support your favourite player or as a birthday gift for a super fan - it will be an experience that you'll never forget.

This package is extremely popular so don't miss out!

What's included:

- Promotion of your name and/ logo alongside your player's picture in match day programme and website
- A shirt signed by your chosen player (please note this will be a signed photo for the women's team)
- Shirt presentation by your player at a match of your choice with pitchside commemorative photo

Men's team player / staff sponsor £300

Women's team player / staff sponsor £150



NEW THIS SEASON

DIGITAL SPONSORSHIP

Marine FC's social media outlets are on the rise 24/7.

This is a great opportunity to reach a wide variety of audiences through our digital channels.

Our official club website engages with more than 380k visitors a year and our social media platforms have a combined reach of more than 115K people.



Packages include:

To be used on all Northern Premier League matches (49 in total), Mens Senior cup and FA Cup games



STARTING LINE-UP

Company name & logo to be included on post on Twitter, Facebook & Instagram

£2000 + VAT (per season)



KICK OFF

Company name & logo to be included on post on Twitter

£1000 + VAT (per season)



HALF TIME

Company name & logo to be included on post on Twitter and announced on tannoy

£1000 + VAT (per season)



FULL TIME

Company name & logo to be included on post on Twitter, Facebook & Instagram and announced on tannoy

£2000 + VAT (per season)



INTERVIEW WITH MANAGER

Company name & logo to be included on post on Twitter, Facebook & Instagram

£2000 + VAT (per season)



GOAL!

Company name & logo to be included on post on Twitter and announced on tannoy

£2000 + VAT (per season)

Other sponsorships available:

- Your logo on online ticketing club shop and online tickets
- Co-owner newsletter sponsorship

INTERVIEW BOARD

Want maximum exposure before and after the match?

The interview board is the most popular advertising space - given that watching an interview via our social media platforms with players / staff is in equal demand as watching the match game.

(Limited to only 5 company logos for 2023/24)

£500 +VAT
per season



CORPORATE DAY PACKAGES

What could be more exciting than hosting your corporate event at your friendly non-league football club with a history dating back to 1894?

We could incorporate the following options to create your ideal networking event or team building or corporate day.

- Club history tour
- Function room hire (capacity 120)
- 3G pitch hire
- Bar 1894
- Boardroom
- Social Media coverage

This could be held on one of our match days (men's team, U23's development team/academy/women's team) and offer your company an opportunity to really take part in "The Marine Experience".



HIRE OPPORTUNITIES

FUNCTION SUITE

Whether for business or pleasure, we can accommodate your event in the unique setting of our function suite.

We have flexible spaces for private hire on non-match days for a wide range of events such as conferences, training days, workshops, meetings, weddings, birthdays, wakes and christenings.

Our function suite offers seating for up to 150 guests with bar and kitchen facilities.



3G PITCH HIRE

Available to hire for 52 weeks of the year.

Why not join us and enjoy the best 3G facilities in Sefton and remove the hassle and misery of playing and training on a grassless, muddy pitch with poor lighting and constant cancellations during the winter months.

Our community rates are extremely affordable and start at £25 per hour for a ¼ pitch, the pitch is fully adaptable to facilitate 5, 7, 9 and 11 aside plus group sessions.

For further information and enquiries email pitch@marinefc.com



MARINE IN THE COMMUNITY

COMMUNITY INITIATIVE

We would love for you to support or get involved with our 'Marine in the Community' initiatives. This is also a great way for companies to showcase their commitment to corporate social responsibility.

For further information and enquiries email pitch@marinefc.com



www.marineinthecommunity.com





MARINE FC 2023/24 Commercial Brochure



@MarineAFC & @Marinefcacademy



@marineafc, @marinefcacademy & @marinewfc



facebook.com/marinefootballclub



linkedin.com/company/marine-football-club



@marinefootballclub6130

Contact: commercial@marinefc.com

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