

Pontefract Collieries Football Club



Commercial Brochure

The highest ranked football club in the Wakefield District Your Town, Your Club, United!

Why Pontefract Collieries?

The club is moving into a new era on and off the field at the moment, as we do so we will look to continue our work in the community as we have done so proudly in recent years.

With this in mind we want to build more community connections with local businesses and organisations, to work together and help our community grow together as one.



Our aim is not to take from others but to allow a platform that allows everyone within our community to prosper. If you or your business are interested in working together with us, we would love to discuss this further however this may be, whether financially or through your areas of expertise.

We have a range of commercial opportunities which may suit all parties. However if any of the below don't sound of interest or may be out of your budget we would be happy to discuss options.





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Analytics

Attendances

In non league football crowd attendances are huge for the team on the pitch and for the club from a financial point of view. It is also key for those who sponsor the club as this ensures that the higher numbers through the gate, the more exposure.

In 2018/19 Ponte had their most successful season, when it comes to people coming through the gate. With an average of **264** supporters a game across 21 home fixtures including a high of **836** in the play off final. This season just gone has seen difficulties with games abandoned and the issues encountered from Covid-19. The club still managed to average **200** supporters per home game and recorded a high of **321** on New Years Day.

Social Media

Non League clubs rely heavily on their social media followings and their ability to advertise club events. With this the more people following and interacting with tweets the better for the club and their sponsors.

Ponterfract Collieries have a range of different accounts such as Twitter (twitter.com/PonteCollsFC), Facebook (www.facebook.com/PonteColls/) and Instagram (www.instagram.com/pontecollsf/).

Our Twitter account has **5,116** followers and over the last 12 months has seen over **4.5m** impressions with our impressions and over **472k** profile visits.

Then you have our facebook account which has over **2k** followers and the same number in page likes. With facebook pages, there is a section where people are able to give ratings of the page and the club and this has seen the club receive a 4.9/5 rating.

Finally there is our instagram which has only been in action since July 2018, we have over **880** followers and again a much wider reach across the platform.

Website

Another area of the club's online presence which has been improving over the last few seasons is our website. This area was not always the best way to find out information about the club or the most recent news, however this is changing more and more. Since January 2020 the site has seen over **12k** visits from its users and over **16.8k** Page visits.



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Interested in becoming a Commercial Partner?

We have a vast range of opportunities available in a range of difference price brackets. The higher the budget available the better coverage you or your company will receive. Available options remaining are...

Main Stand Sponsor - A new addition to our sponsor package this season, following the development of our main stand we felt this was a great way for a company/person to put their name to the stand and get some great coverage in the meantime too. This is available at £1750 per season and includes all signage on and around the stand.

Dugout Sponsorship - Another new package available is our dugout sponsor, this is another key area as this can be seen from around the ground and is often surrounded by supporters during fixtures. This is available at £500 per season for both dugouts to feature your company name and logo.

Kit Sponsor (Rear of shirts) - You or your business name could appear on our match day playing kit, this would feature prominently on the back of the shirts above the numbers for all to see, this includes images on social media as well as supporters in stadia. This is available for £1000.

Match Day Tracksuits - This particular package is similar to the playing kit sponsor, where you company logo will feature prominently on the outer garments to get your business/name seen on the players tops and will also be heavily featured on matchday social media footage too. This is available at £1500.





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First Team Training Kit Sponsor - Likewise to the Tracksuit sponsor your company logo will feature prominently on the outer garments to get your business/name seen on the players tops and will also be heavily featured on matchday social media footage too. This is available at £1100.

Pitch Side Ad Boards - This is a package which has been available for some time and an area popular among local business and people looking to support the club. This is available at £150 per board and then each season to follow £150 retention fee.

Match Day Match Sponsor - This again returns, except this year will see yet more perks. As usual you/your business will receive social media coverage and pre game announcements but you will be invited into the hospitality with up to 5 guests. This is available at £200 per game.

Match Day Ball Sponsor - Another returning package, a popular one too at £100 per game you shall receive the usual social media coverage prior to the game, however you will also receive a signed ball post game and a photo with your Man of the Match.

Match Day Programme Ads - Want to advertise your business? Why not take out a page in our programme at £200 for the season, there are also other options where half pages are £100 and a quarter is £75.

Social Media Package - If you are a local business who is also keen with their social media outlets and wants to spread any info about their business please get in touch to put your company name on our spreadsheet regarding us monthly sharing posts. In return all we ask is the same in return. This is available for £1000 per season.

If you are interested, please contact us email charlie.e.fletcher@gmail.com or via our social media outlets for any further information or to log your interest.

Thanks and Up The Colls!

