

CHELTENHAM TOWN

PARTNERSHIP OPPORTUNITIES



2021/22



Welcome to the home of Gloucestershire's most successful football club.

Founded in 1887, Cheltenham Town FC have slowly risen up the leagues in the last 133 years and are currently a proud member of the Football League, competing in the third tier as part of Sky Bet League One.

The Robins play at the Jonny-Rocks Stadium, which has a capacity of over 7,000 and draws in around 80,000 supporters each year with our average attendances on the rise.

We have a fiercely loyal fanbase who have backed us throughout our existence and have seen the club achieve five title successes to go with numerous promotions in the last 133 years. The most recent of which came in 2020/21 after Michael Duff's side were crowned Champions of League Two for the first time. We have also enjoyed some great cup runs, including several matches against top tier opposition such as Newcastle, Spurs, Everton, West Ham and Man City, which was shown live on the BBC last season.

The Robins also won the FA Trophy at the Old Wembley in 1998, with more than 20,000 fans making the trip from Gloucestershire to watch a famous 1-0 victory over Southport.

In the last two decades, Cheltenham have spent all but one campaign in the EFL. Winning three promotions to the third tier along the way, twice through the play-offs in 2002 and 2006, and once automatically in 2021. After making history as title winners last season, the club is growing stronger on and off the pitch and we hope you will join us on this journey moving forward as the team get set to play League One football for the first time in 12 years.

On average our club website (ctfc.com) attracts nearly 1.5 million page views a year with an ever increasing following on social media currently reaching 150,000+ across all platforms. We have a growing digital footprint for our commercial partners to reach out too and 80,000 through the gate each campaign.

There are a variety of digital and matchday partnership opportunities at Cheltenham Town, read on to find out what we can offer to potential partners, sponsors and supporters during what is sure to be an exciting 2021/22 campaign.

Welcome to Cheltenham Town

Thank you for taking an interest in what we have to offer here at Cheltenham Town. It has been a difficult time for professional football clubs during the pandemic but exciting opportunities still exist for partnerships with our extensive local connections, huge national and international reach and growing digital offering.

Under Michael Duff last season the club made history by sealing automatic promotion to League One for the first time as Champions. Off the pitch we are growing stronger too and offer an expanding platform for exposure.

The future is bright. Join us on this journey as we embark on our first season back in the third tier since 2009.

Come on you Robins!

Stephen Hobin, Head of Commercial Operations





CONFERENCE AND BANQUETING





BAR AND FUNCTION ROOM

Function room hire for birthday celebrations, weddings, christenings and wakes can be booked either at the Jonny-Rocks Stadium or at The Energy Check Training Ground, Swindon Village.

With a capacity of up to 140 in either venue, season ticket holders and 500 club members get 50% off when booking at the stadium.

Both venues have bar facilities with the opportunity for food to be provided.

Bookings can be taken at any time during the week subject to availability all year round.

Every year during race week at the Cheltenham Festival in March, the main bar is open from Tuesday to Friday until 1pm serving an all you can eat cooked breakfast at a very good price.

Just a short walk from the Racecourse, the bar will be open at the club with ITV Racing on the screens and additional events building up to and during the Festival.

As well as an hourly rate of £25, the price for evening bookings cost £100.

"We take bookings all year round both at the stadium and Training Ground, providing food, drink and other requirements upon booking. Our bar at the club has a skittle alley and dartboards, it can be used for any celebration, while the complex in Swindon Village is a great venue for weddings and corporate events, having an outdoor area too."

- Jeff Watson, Bar Manager

CONTACT Jeff Watson on 07946 700359





CHEL TENHAM TOWN

CONFERRNCING



PRICE ON
APPLICATION

If you're looking for the perfect place to host a successful business meeting or conference, then we have the facilities here at the Jonny-Rocks Stadium.

Whether it's a training course, seminar or celebration - we offer a unique venue located at the heart of the beautiful Cotswolds. Location is key and we are based just a short walk from the town centre with extensive car parking. We can offer a quiet environment with superb catering facilities and an excellent choice of room for your meeting.

There are four rooms and hospitality boxes available for hire:

- Newly renovated Boardroom
- Sponsorship suite
- Typecraft suite
- Newly renovated Premier suite

All of which can be set up in the chosen style for your event.

Booking with us includes more than just room hire, with all day refreshments, hot or cold lunch, projector equipment and internet access all included.

We pride ourselves on attention to detail, why not let us arrange a meeting with you, where we will be happy to show you around our facilities to help you see how your day could work.

"CGT Lettings have used the conferencing facilities at Cheltenham Town for a few years now along with other sponsorships around the club including a prominent corner advert on the scoreboard and pitch side advertising. There is a good choice of room for meetings and our requirements have always been met. We are proud to be associated with the Robins as a local company based all around the county." - David Baldwin, Director at CGT Lettings

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CORPORATE HOSPITALITY





EXECUTIVE LOUNGES

The club boasts a selection of hospitality suite packages, carefully designed to provide a truly memorable matchday experience.

New for the 2021/22 season, we are delighted to be partnering with Lee Martin and his award-winning team to deliver the finest quality food and beverages to the highest standards of service using fresh local produce.

We have what you're looking for whether you're after luxury dining in our top floor Steve Roberts Champions Lounge or newly renovated Premier suite on the lower floor with both having spectacular views of the pitch and backdrop of Cleve Hill, or a more informal dining experience in the Typecraft suite on the middle floor.

Our seasonal and match to match packages provide the perfect setting to entertain clients or celebrate with family and friends.

Read on to find out more about each of our corporate hospitality offerings for the 2021/22 season. Prices for each match are categorised as silver, silver plus, gold and platinum depending on the opposition.

"Dining in hospitality at CTFC is an amazing experience. The commercial team always make you feel very welcome and everyone engages with each other. The food is top notch and it's always very well presented. We have brought our guests who have been blown away by the warm welcome they have received. I would recommend anyone who hasn't before to give this a try, it's great value for money and you can see the hard work that is put in to ensure guests are well looked after."

- Adrian Medcalf





CHEL TENHAM TOWN

TYPECRAFT SUITE



If you're looking for a more informal matchday dining experience, a day out with colleagues, friends or family, then the Typecraft Suite boasting its own private bar with a one-course premium food offering is the ideal choice for you.

Our Typecraft suite package includes:

- Executive premium seating in the Autovillage Stand
- One-course hot meal served at every game
- Complimentary match programme and official team sheet
- Sky Sports and free Wifi access for all members and guests
- Opportunity to meet and network with other businesses

Match category	Price
Platinum	£55
Gold	£45
Silver plus	£40
Silver	£35

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STEVE ROBERTS CHAMPIONS LOUNGE

Celebrate your matchday in style with first-class hospitality supplied by Lee Martin and his team with fabulous views from the top floor of the Autovillage Stand in our Steve Roberts Champions Lounge overlooking the pitch and Cleeve Hill.

The package includes:

- Premium two-course meal
- Match programme and team sheet
- Cash bar facility
- Personal matchday host
- Car parking at the stadium
- Premium padded seating in the executive area
- Half-time refreshments
- Post-match Q&A with the MOTM
- Exclusive pre-match managerial insight

Match category	Price
Platinum	£80
Gold	£65
Silver plus	£55
Silver	£45





CHEL TENHAM TOWN

PREMIER SUITE



From
£45pp
+VAT

Our new 2020/21 season Premier suite is situated on the ground floor of the Autovillage Stand offering spectacular pitch level views.

This newly renovated executive space is a worthy addition to our corporate hospitality offering in surroundings fit for champions. Our matchday host will also help build the excitement and packages include:

- Premium two-course meal
- Match programme and team sheet
- Cash bar facility
- Personal matchday host
- Car parking at the stadium
- Premium padded seating in the executive area
- Half-time refreshments
- Post-match Q&A with the MOTM
- Exclusive pre-match managerial insight

Our luxury Premier Suite is also available to visiting supporters who wish to sample hospitality in the heart of the Cotswolds.

Match category	Price
Platinum	£80
Gold	£65
Silver plus	£55
Silver	£45

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EXECUTIVE BOXES

Want to make your hospitality experience even more special? Then why not hire one of our private boxes.

Ideal for celebrations such as birthdays, or if you just want to simply relax and enjoy the match, then a box can be yours for the day which includes:

- Pre-match meal
- Programme and team sheet

- Half-time refreshments
- Executive padded seating
- Dedicated CTFC host on hand throughout the day
- Sky TV

A fully stocked mini-bar can also be provided for added charge. Our award winning chef prepares meals and can cater to individual requirements.

In addition to the game by game price, seasonal packages can also be reserved for the duration of each campaign.

"As proud supporters of Cheltenham Town we have always thoroughly enjoyed the match day hospitality experience. A warm and professional welcome always awaits us followed by excellent quality food and drink in a comfortable, relaxed environment. The commercial staff are always on hand to personally ensure our expectations are met not just on the day, but all season long. What could be better than a fantastic day out whilst supporting your local football club!"

- Martin and James Conolly

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MATCHDAY SPONSORSHIP PACKAGES





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MATCH SPONSORS



Matchday sponsorship is a great way to enjoy top-class hospitality whilst promoting your business in a number of ways and entertaining friends, family or clients.

Our sponsors receive excellent coverage throughout the day ensuring that your business reaches every supporter in the stadium and beyond to our growing digital audience.

- Two-course meal
- Two bottles of complimentary wine
- Exclusive pre-match team-news
- Free match programme and team sheet

- Executive padded seating
- Personal host
- Car parking at the stadium
- Half-time refreshments
- Selecting man-of-the-match which is announced on PA, scoreboard and social media
- All sponsor logos shown on the scoreboard rotating throughout the day
- Sponsor logo or name on front of the match programme
- Wording inside the match programme
- Cash bar facility
- Presentation with man-of-the-match
- Receive a signed replica shirt

Please note that match sponsors can have a maximum of eight guests.

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MATCHBALL SPONSORS

Matchball sponsorship is another great way to enjoy top-class hospitality whilst promoting your business in a number of ways and entertaining friends, family or clients.

Our matchball sponsors receive excellent coverage throughout the day ensuring that your business reaches every supporter in the stadium and beyond to our growing digital audience.

- Two-course meal
- Two bottles of complimentary wine
- Exclusive pre-match team-news
- Free match programme and team sheet

- Executive padded seating
- Personal host
- Car parking at the stadium
- Half-time refreshments
- Pre-match PA announcement as a matchball sponsor
- All sponsor logos shown on the scoreboard rotating throughout the day
- Sponsor logo or name on front of the match programme
- Wording inside the match programme
- Cash bar facility
- Receive a ball in a presentation case signed by the Robins first-team squad and staff

Please note that matchball sponsors can have a maximum of eight guests.





CHEL TENHAM TOWN

MATCHDAY SPONSORSHIP PRICES



Match category	Match sponsorship	Matchball sponsorship
Platinum	£1,200	£1,200
Gold	£1,000	£900
Silver plus	£900	£800
Silver	£800	£700

"Having acted as match sponsor at a number of matches over several seasons, I have been delighted with the service my guests have received. It's a fantastic day out, representing excellent value for money and generating many business opportunities. I would highly recommend the sponsorship options Cheltenham Town have to offer as the coverage reaches the fanbase inside the stadium and beyond on matchdays." - Cameron Taylor, Taylor PM

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OFFICIAL CLUB PARTNERSHIPS





OFFICIAL PARTNERSHIP MODEL

New for the 2021/22 season, Cheltenham Town Football Club are pleased to launch our official club partnership programme.

Head of Commercial Operations,
Stephen Hobin:

“At this level of football, partnerships are vital for the long-term commercial growth and sustainability of clubs. By introducing a three-tiered partnership programme, the club can tailor bespoke partnership packages which will deliver a grant of rights that consist of a mixture of assets to fulfil your business objectives.

“The portfolio will consist of a Principal Partner (Tier 1), followed by Primary Partners (Tier 2) and Secondary Partners (Tier 3).

“Each tier has its own financial entry point consistent with the level of inventory afforded to it. We also still have local sponsorship opportunities available for businesses to advertise within the stadium as per previous seasons.

“All partnerships will include a mixture of; stadium bowl inventory, digital inventory, social media content, video content, official partnership launch, press release, player access, exclusivity in their sector and a partner lock-up.”





CHEL TENHAM TOWN

PRINCIPAL PARTNER



The principal partner as our shirt sponsor gives you top tier partnership status, currently proudly held by Mira Showers for over 13 years.

There are four types of kit sponsorship including front of shirt, which holds that tier one status, with back of shirt, back of shorts and training kit holding primary partnership status in tier two.

Front of shirt sponsorship includes the company name or logo on the club's official home and away shirts that will be worn by the first-team. The same applies for the back of shirt sponsor and back of shorts sponsor, with all being worn in every match whether that be competitive or friendly.

Exposure isn't just limited to the thousands on matchdays either, with company branding across other areas at the club such as on the scoreboard, in the programme and on media boards. Kit sponsors will also be seen in print, online and on TV across local and national media.

Globally, popular games such as FIFA will also show the branding. Home and away kits alternate and one will be changed each season so there is potential for more supporters to buy new kits with the branding on which is worn by them at matches and in public.

As with all partnerships, the benefits listed in the previous slide are all included.

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STADIUM NAMING RIGHTS

One of the biggest sponsorship opportunity for brand awareness, stadium naming rights give your business huge exposure and primary partnership status.

With exclusive naming rights to the stadium, exposure is constant through official club channels, on tickets and in the media.

The sponsor branding will be present on signage both inside and outside of the stadium, such as on pitch side boards and the entrance to the club.

Programme, scoreboard and other advertising is also included with all of the partnership benefits so that stadium sponsors get their brand seen physically around the club to go with online coverage. As well as football matches, other events such as concerts and conferencing are also held at the venue.

An average of 80,000 tickets are printed with the stadium name on each season and all of this is added to local, regional and international reach including TV and radio broadcasts from the arena.

There is also international exposure through Google Maps, SEO and on video games such as Football Manager.

"As a long term supporter, I was very excited to have my new company associated and sponsoring the club. Now proudly named the 'Jonny-Rocks Stadium' in what is a great new era for Cheltenham Town, having the naming rights was a very big statement but I believe if you have a dream, then dream big and advertise! It has been a great journey so far, with great exposure for the company."

- Jonathan Horrocks, Managing Director at Jonny-Rocks



PRICE ON
APPLICATION



CHEL TENHAM TOWN

DIGITAL PARTNERS



At Cheltenham Town, our digital footprint is an area of extraordinary growth and becoming a digital partner will unlock primary partner status and all of its benefits.

Website and social media exposure through being our digital partner allows for huge reach on the channels that reach hundreds and thousands of people both nationally and internationally.

Exclusive weekly club content such as Training Ground videos, features and interviews that are played through iFollow will be part of this package, as well as the recent The Boot Zoom and Teamsheet Live productions both during the season and in the off-season, allowing for annual exposure.

Exclusive matchday content such as Match Recap gives a behind the scenes outlook on matchday, catching that intense match atmosphere up close.

Digital partner branding will also be shown throughout these videos and features for the duration which increases reach and there is an opportunity to interact with viewers through competitions or challenges.

Your business will be at the forefront of our website as the prominent logo on the main landing page as well as other key pages.

Our content is posted out on Twitter, Facebook, Instagram, YouTube and iFollow reaching our growing pool of followers in exciting times for the club.

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TRAINING GROUND PARTNER

Having the naming rights of the official Training Ground complex gives you primary club partner status at Cheltenham Town.

Based in Swindon Village, The Training Ground is used by first-team staff and players during the week and the academy are also based there.

Press conferences, open days and other events such as functions and celebrations are also held at the venue annually. Weekly press conferences that are attended by local and national media also allow for added reach and hold potential for the Training Ground name to be broadcasted through print, digital, online and audio.

Hundreds of external visitors are on site each year for open days and function room events with thousands of fans up and down the country seeing the training kit pre-match when in competitive action.

The Training Ground will always be referred to as its sponsored name in all of the club's media output including social media, press releases and the official website.

On top of all of the official partnership benefits, Training Ground partners also get prime branding on the press conference backdrops, four advertising boards around the training pitch and branding outside of the complex on signage.

Similar partnerships including the club's official academy partner will also get their branding in and around the training ground and the youth team pitches.





CHEL TENHAM TOWN

DUGOUT PARTNER



The new dugouts at the Jonny-Rocks Stadium can be used to promote your brand to the many thousands of supporters who visit during the football season.

A key area which fans often keep an eye on for substitutions, added time and managerial activities - the dugouts are one of the most watched places in the ground.

Both home and away dugouts can be sponsored with your company brand on, with an especially excellent view of them from the Autovillage Stand where hospitality guests, sponsors and fans sit.

Dugout sponsorship can be included as part of any tier of partnership status.

Branding will cover the sides and back of the dugouts, making it very visible and easy to see in person and on camera.

Deals will be supported by all of the partnership benefits included in entry to the tier system.

"As well as being regular match sponsors and having the Training Ground naming rights, the Energy Check also proudly sponsor the dugouts at the Jonny-Rocks Stadium. Our branding is on the new dugouts which are well watched parts of the ground, especially on matchdays. The dugouts are also based directly below the main stand which includes hospitality and commercial guests as well as supporters." - Robyn Winton, Operations Manager at the Energy Check

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STAND PARTNERSHIP

Individual stand sponsorship is a surefire way to get your business brand seen by a captive audience and beyond as a primary club partner.

When available, each of our four main stands can be sponsored:

- Prestbury Road End
- Completely Motoring Colin Farmer Stand
- Autovillage Stand
- Hazlewoods Stand

Becoming a stand partner at the Jonny-Rocks Stadium includes:

- A story on the official club website (ctfc.com)
- A press release including photograph
- Promotion on social media
- Sponsor signage on the stand
- Name of sponsor on match and season tickets (80,000 printed a season)
- Sponsored name in all club literature and media
- Official recognition as a primary club partner

"We have been proud partners at Cheltenham Town for many years now and currently sponsor the Autovillage Stand, having previously sponsored the home terrace. We have been able to reach out to fellow Robins fans and have sold cars to them and first team players in the past too. We are visible on social media as well and it has been great to see this partnership grow along with the success of the team in recent years."

- Angela Boyce, Autovillage





CHEL TENHAM TOWN

CLOTHING PARTNER



The official clothing partner at Cheltenham Town unlocks primary partner status as well as huge opportunities to interact with our fans.

The clothing partner's branding will appear on some of the most viewed social media posts and website articles, such as on the digital team sheet, match action photographs and player GIFs, which can gain up to 40,000 impressions alone.

Signed replica shirts and balls are included in the deal for competitions with supporters and the club will share posts with offers from the partner's clothing range.

Exposure is prominent around the Jonny-Rocks Stadium with media boards, perimeter adverts, scoreboard and match programme adverts included for the duration of the deal.

First-team players can be used to support photoshoots and clothing partner events, whether they are campaigns or just to help boost sales and awareness.

All of this allows for direct engagement with our supporters who may then become new customers for the clothing partner.

"Our partnership with Cheltenham Town has helped us engage with their supporters and it was a perfect fit in many ways as we sell Designer British Menswear, which is popular amongst football fans. LUKE 1977 is prominent across the club whether that be in the stadium or digitally through social media and the website, the exposure we receive has helped us reach and expand our audience and we are able to interact with Robins fans directly through our own channels or through the club." - Rasoul Didarzadeh, Head of Retail and Sport at Luke Roper Ltd

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STADIUM ADVERTISING





SCOREBOARD SPONSORSHIP

Sponsorship of the scoreboard allows your company logo to appear on the screen underneath the clock and score at every single home match in every competition throughout the season.

No scoreboard advert will get more exposure than the main sponsor, with the logo present for over 80 minutes of a standard 90 minute match, with cup matches that go to extra time and/or penalties allowing for added duration included.

One of the most viewed parts of the stadium on a match day, the scoreboard is visible from all corners of the ground.

With over 80,000 visitors per season and an average attendance of 3,421 plus cup matches each week, the clock and score on the screen is on show from kick-off until full-time, with short adverts appearing in between.

Located next to the away end, the scoreboard allows its main sponsor to be facing not just a captive audience of Cheltenham fans each week, but also being in clear view of the travelling support of visiting teams, allowing for national reach.

Longer term packages are also available and scoreboard sponsors will get additional benefits including pre-match and half-time adverts.

All deals will be supported with a web article and social media promotion for added exposure, the package is also available for the 2021/22 season.





CHEL TENHAM TOWN

SCOREBOARD ADVERTISING



Get your brand or business seen by thousands at each of Cheltenham Town's home fixtures at the Jonny-Rocks Stadium.

Our large colour LED 16x9 screen situated between the Colin Farmer Stand and the Hazlewoods Stand can be seen from all four corners of the ground.

The screen shows adverts and fan engaging content pre-match, during the game and at half-time, with plenty of intervals to advertise your business.

Our scoreboard allows you to get creative with a short video that can include sound to advertise your business pre-match or at half-time, adverts without sound are also able to be shown during these times or in-game up to 20 seconds three times across the 90 minutes.

Scoreboard advertisers will also receive a pair of season tickets.

Sponsorship of key match events such as corners, attendance and added time are also subject to availability. Additional sponsorship for cup matches is also on offer.

In game adverts get a full minute of exposure spread across the match, with pre-match and half-time adverts shown up to three times.

Exposure includes over 80,000 visitors per season with an average attendance of 3,421 plus cup matches each week. The screen is right next to the away end which provides advertising to more than just home fans.

"Our in-game scoreboard advert which is displayed three times during each home match already helped us generate a few jobs locally despite only being halfway into the season!" - Craig Shipley, Winnens

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sky bet

STAY IN
CONTROL.
SET A
DEPOSIT
LIMIT





PITCHSIDE ADVERTISING

Reach out to thousands of potential new customers by advertising your business at the home of Gloucestershire football.

Alongside a captive audience of supporters during matches, businesses with perimeter board or wedge advertising gain huge exposure through national media, as well as television highlights including EFL on Quest which gains 2-300,000 full show views each week.

It's unique way of promoting your company or business for great value.

We will recommend local sign companies who will produce your board at a very competitive price and prices differ for location in the stadium:

Pitch/Crowd Facing

8ft £800 | 16ft £1,150 | 24ft £1,575

TV Facing

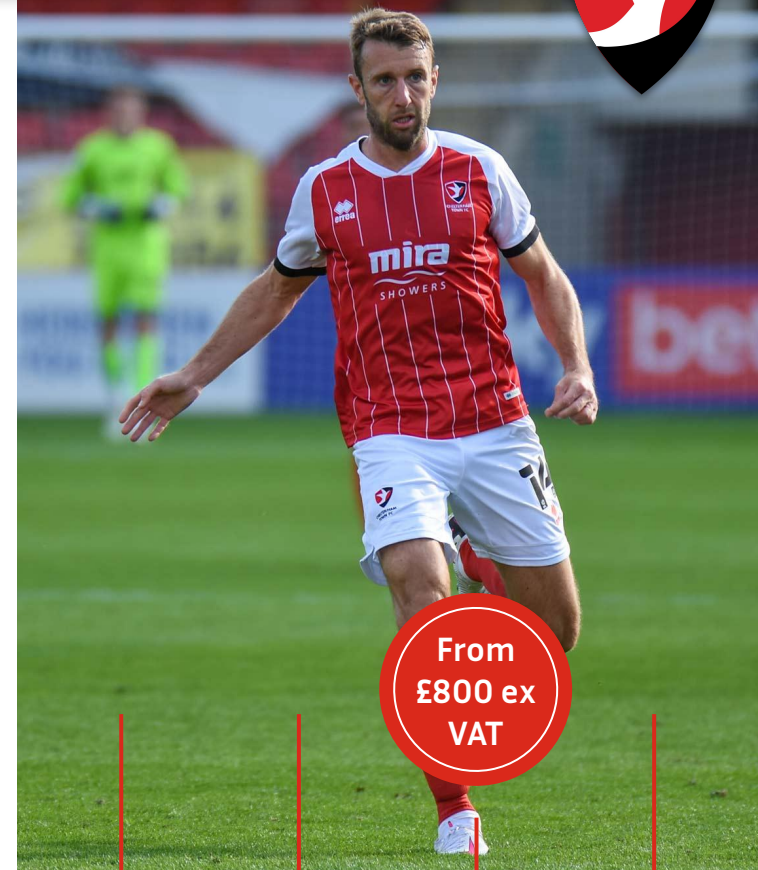
8ft £945 | 16ft £1,400 | 24ft £1,850

TV Facing/Goal Ends

8ft £1,155 | 16ft £1,680 | 24ft £2,100

All deals will include two complimentary tickets to a Sky Bet League One home match at the Jonny-Rocks Stadium.

"We are delighted to sponsor Cheltenham Town FC and are currently looking at extending our current deal. Like the club, we are an ambitious business trying to reach out to the local community for their plumbing, heating, electrical and renewable requirements. We saw an opportunity to promote our goals whilst supporting the club which makes for a perfect fit. The personnel at the club have been magnificent and we would highly recommend associating your company with Cheltenham Town." - Alex Powell, SW&L





CHEL TENHAM TOWN

SUBSTITUTION SPONSOR



A new sponsorship addition from 2021/22 onwards is the club's official substitution sponsor..

Substitute sponsors get exposure at both home and away matches reaching an audience in the stadium and a growing digital audience online when the Robins are in action.

Along with a consistent captive audience on matchday, there is a large following on social media of supporters both in attendance at the game and from elsewhere with a reach of over 100,000 followers across all platforms plus more from retweets and shares.

Benefits of being the substitute sponsor include:

- Sponsor logo on the scoreboard screen every time there is a substitution for either team*
- Sponsor name read out on tannoy when substitutions are announced*
- Sponsor mentioned or tagged in social media post every time there is a substitution for Cheltenham
- Opportunity for a substitute sponsor social media picture, GIF or video to accompany the post

*Home matches only

This package is available now for the new campaign with longer deals for more than one season carrying additional savings and benefits.

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MISCELLANEOUS





CHEL TENHAM TOWN

PLAYER SPONSORSHIP



£225 inc
VAT

Support a Robins player and promote your business at the same time with our individual player sponsorship packages.

Player sponsorship allows can help advertise your business to fellow supporters. Your company name or logo will appear alongside the chosen player profile inside the match programme and on one of the most viewed pages of the club website.

New for 2021/22, home, away and third shirts can be yours if vacant with previous sponsors having first refusal in the off-season to sponsor their player again.

When new signings are announced their sponsorship will immediately be on sale.

- Recognition in each match programme as a player sponsor
- Company or individuals name on the player profile page on ctfc.com (1.4 million page views per year)
- Match-worn shirt by your chosen player at the end of the season
- First refusal on your player for the next campaign

"As a group of loyal fans, it was a unanimous decision choosing to sponsor Will Boyle's shirt. He's regarded as one of the club's longest serving and highly regarded professionals, we take pride in seeing him wear the shirt. We have sponsored him for the last two seasons and look forward to getting hold of his match-worn shirt and it's great to see our name in the programme each week." - Linda Ray, Jamie Howells, Pete Fielding and the Away Day 16

CONTACT Luke.Saunders@ctfc.com / 01242 573558



PRESS BOX SPONSOR

A new sponsorship opportunity at Cheltenham Town is the naming rights of the press box situated at the top of the Autovillage Stand.

Where local, regional and sometimes national press reside - journalists broadcast and work from this location alongside club media teams.

The sponsor will have their branding in signage covering the press box, which overlooks seating in the stand.

In terms of exposure, there are over 1,000 seats in the stand of which most will be occupied each week with potential customers including season ticket holders.

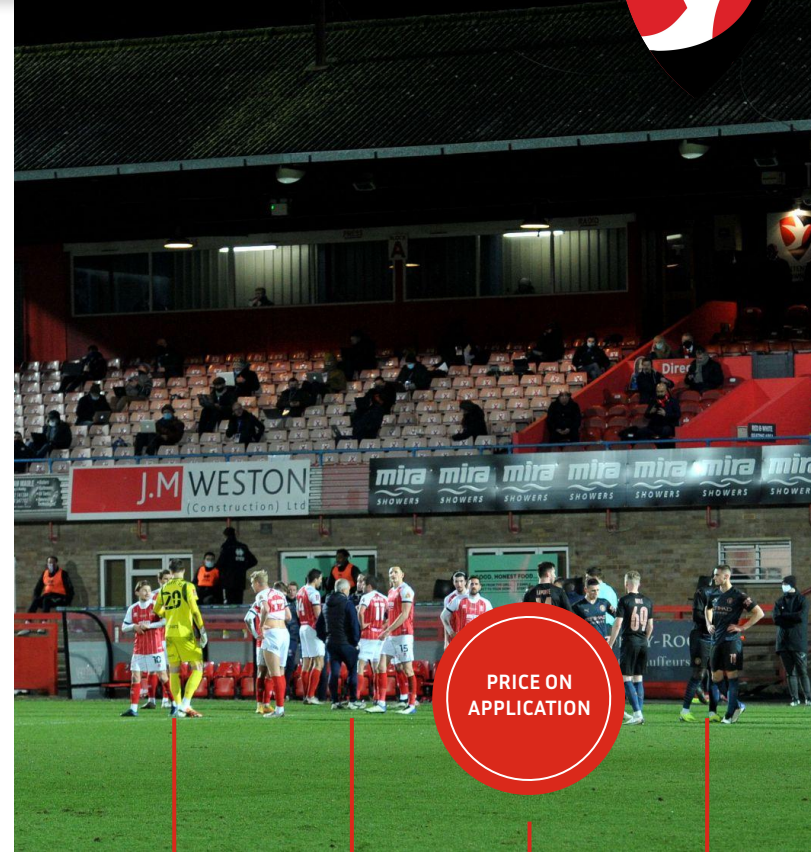
As well as the media; directors, club officials, supporters and hospitality guests all reside within the same stand.

The press box is TV facing and is also able to be seen during highlights to due the cameras being located in the opposite stand.

Some post-match interviews also take place up by the press box and gantry which provides additional opportunity for exposure in video content.

Contact us now and your business/company logo or name could be on the press box for the upcoming season.

Deals will also be supported with a web article and social media promotion, for added reach and exposure.





CHEL TENHAM TOWN

TEAMSHEET SPONSOR



Team sheet sponsorship is another new advertising opportunity at the Jonny-Rocks Stadium.

Your business or company can advertise on the official team sheets for every league, cup and friendly match at the home of the Robins with an A4 advert covering the back of the sheet and a smaller sized advert on the front near the bottom in the middle of the page.

The team sheet will be circulated to all members of the press including to written and broadcast journalists. Guests in all forms of hospitality from bottom floor to top will also receive a team sheet along with match officials and directors.

The team sheet is also sent digitally to supporters with the match programme for at least 23 home league matches per campaign, with a hyperlink to the sponsor website included that may lend to advertising offers and deals.

Sponsorship will also cover friendly and cup matches, which includes ties against potential higher division opponents. Premier League sides Newcastle United, Everton and West Ham United have all visited in recent years.

Team sheet sponsorship is vacant for this season.

Deals will be supported with a web article and social media promotion, for added exposure.

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MATCHDAY PROGRAMME

Promote your business to our dedicated readership including supporters and other sponsors by advertising in our official matchday programme.

The match programme is a great way to target our local supporters as well as visiting fans from across the country, also being bought internationally with the opportunity for a digital download allowing for global reach.

Editions are able to be purchased from the stadium on matchday or online through the shop or as a download.

Programme adverts also allow you to provide more details on the services that your business offer.

It includes up to date news, interviews, features and stats with pages that appeal to all ages of the Robins fanbase - with up to date information on what's happening elsewhere in the league too.

Pages such as managers notes are also available for sponsorship at unique rates.

Prices exclude VAT and are based on 23 home league matches with half page and full page adverts available.

The match programme at Cheltenham Town is read by just under 14,000 fans per season with on average just under 600 supporters, sponsors, officials and partners reading per home match either at the ground, at home or abroad.

If the club secure a big cup draw then prices are subject to change with number of sales likely to increase.







CHEL TENHAM TOWN

MASCOT PACKAGES



Matchday mascot packages are the perfect gift for young supporters who want exclusive behind-the-scenes access, with the added bonus of walking out with the two teams before kick-off.

Mascots will meet the squad with plenty of opportunities for signatures and photos, then taking to the pitch pre-match prior to leading the teams out.

Mascot packages include:

- Dedicated Mascot Coordinator
- Photograph of mascot
- Wear the latest kit for the whole day
- Tickets in the Autovillage Stand family section
- Programme and scoreboard feature with mascot image displayed on both

Mascot package prices:

- £75 - Season ticket holders with no extra tickets or kit required
- £100 - Season ticket holders with no extra tickets but includes kit
- £100 - Non-season ticket holders and includes two adults and one child ticket
- £125 - Non-season ticket holders and includes two adults, one child ticket and kit

Matches are subject to availability and away fans can also book their spot as a mascot.

"The whole experience was brilliant. My son Alfie was very well looked after by Rachel who does a fantastic job as mascot coordinator. All the players were excellent in making the day very special and we will definitely continue to book him in as a mascot for future matches." - Lee Baldwin

CONTACT Jennie Thomas on 01242 573558 / accounts@ctfc.com



AWARD SPONSORSHIP

There are opportunities to sponsor some of the weekly, monthly and annual awards at Cheltenham Town as a great way to engage with our fanbase.

Over the course of the season, various awards can be sponsored including; man of the match sponsor, player of the month sponsor, goal of the month/season sponsor.

This gives sponsors an opportunity to have their branding on video content announcing the awards and in all club literature surrounding them.

Man of the match sponsor

- Every league and cup game sponsor name is read out before the awarding of the MOTM on the club PA
- Also announced on screen and social media

- Sponsor engraved/branded trophy for award presentation

Player of the month sponsor

- Every month sponsor is tagged and mentioned in some of the club's most engaging content
- Sponsor branding in player of the month video/written shortlist
- Sponsor tagged and mentioned in supporters poll
- Sponsor engraved/branded trophy for award presentation

Goal of the month/season sponsor

- Every month sponsor is tagged and mentioned in some of the club's most engaging content
- Sponsor branding in goal of the month video/written shortlist
- Sponsor tagged and mentioned in supporters poll





CHEL TENHAM TOWN

CRICKET FESTIVAL



Each year supporters and sponsors can join us at the Cheltenham Cricket Festival during the summer for our increasingly popular annual event.

With numbers going up every year, there's plenty going on alongside the cricket in the Cheltenham Town marquee where supporters and sponsors join directors, players and management for a great day out.

Usually taking place between May and July, group bookings for tables of six to 10 will be available.

The event is open to all and with existing sponsors and supporters attending, it can be another great opportunity to network and socialise.

There are pitch side seats to watch Gloucestershire, who are one of the countries 18 first-class county cricket clubs, in action on what is usually one of the first days of the event with access to an excellent view just outside of the marquee overlooking the stunning grounds at Cheltenham College.

Your ticket includes the following:

- Entrance to the club marquee with first team staff and players
- Car parking
- Two-course pig roast lunch (vegetarian option available on request)
- Tea, coffee and cake in the afternoon
- Licensed bar all day
- Pitch side seating viewing area
- Opportunity to participate in a raffle prize draw

CONTACT Commercial@ctfc.com / 01242 588107

