



# Stevenage Football Club

Academy Commercial Opportunities

[stevenagefc.com](http://stevenagefc.com)



# Contents

## Commercial Opportunities



Welcome	3
Our Market	4
Digital Advertising	5
SFC Academy	6

---

*An authentic football experience, on your doorstep*





# Welcome

## Commercial Opportunities

### Support the club at the heart of your community and let your business benefit.

Stevenage Football Club is a professional club embedded within its community, with a tradition and proven track record of achieving success and developing players through its exceptional player development pathway.

We provide the business community with a platform to promote their products and services, engage with the community, reward employees, build their reputation and grow their business.

Through networking, partnership delivery, dual initiatives and brand collaboration, Stevenage Football Club is the leading local commercial platform for businesses to enjoy.

---

*Professional football in the heart of your community,  
with a leading commercial platform.*








# Our Market





## Commercial Opportunities

Stevenage Football Club is one of the biggest brands in the local community and receives extensive levels of exposure across local, national and international platforms.

### *National & International Exposure*

-  Stevenage FC play in the English Football League, the third most watched sporting league in the world.
-  Our match highlights feature on Freeview Channel Quest which is sold to 204 countries each week and seen by a million viewers worldwide.
-  Additional coverage of our FA Cup fixtures is also shown on BBC and BT Sport and can be in excess of 8 million for ties against Premier League opposition.

### *Regional & Local Exposure*

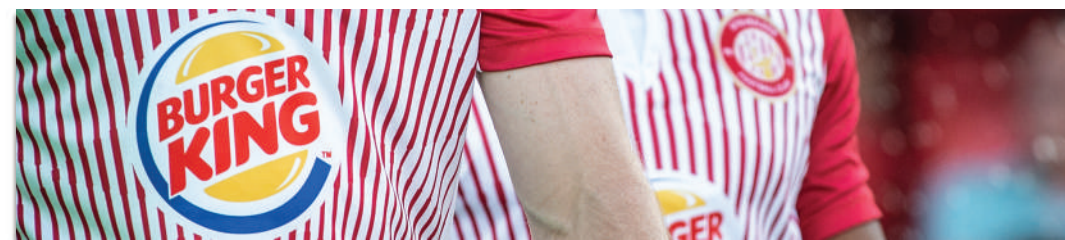
-  Television highlights and weekly updates through BBC Look East and live match commentary by BBC Three Counties.
-  Weekly print and daily digital coverage by local newspapers The Comet and The Advertiser.
-  Daily Club updates and features by radio stations Bob FM and SG1 Radio.
-  60,000 local people attending home league matches

### *Why advertise with us?*

- Receive high level exposure through live TV coverage, match highlights and our social/digital platforms.
- Experience brand awareness, recognition and association.
- Achieve your Corporate Social Responsibility objectives
- An exciting and alternative way to reach your target audience
- Value For Money
- Invitation to our stadium-based networking Events
- Opportunity to market your company or brand on matchdays through prizes and competitions
- Opportunity to build your prospective customer base

---

*Gain exposure through our widely accessible and valued business platform.*







# Digital Advertising

## Commercial Opportunities

Engage your brand with our digital platforms and products to reach specific target audiences and directly link them to your business.

Our platforms not only engage, entertain and inform our supporters, but provide you with the opportunity to interact with our thousands of followers and subscribers.

 **WEBSITE VIEWS** | 25,000 unique visitors per month

 **FACEBOOK LIKES** | 71,000

 **TWITTER FOLLOWERS** | 59,000

 **YOUTUBE SUBSCRIBERS** | 3,000

 **INSTAGRAM FOLLOWERS** | 18,500

 **E-NEWSLETTER SUBSCRIBERS** | 4,000





# SFC Academy

Commercial Opportunities

**Stevenage Football Club is committed to developing players to support and enhance its first team squad, through its four tier Player Development Pathway which is open to over 500 players aged 7 to 19 years old.**

Since 2010 the Club has operated an EFL EPPP Category 3 Academy providing high quality performance and educational programmes which has produced over 25 players for the first team squad.

Graduates have included Ben Wilmot (Watford FC) and George Boyd (Sheffield Wednesday) who have featured in the EFL Championship, the Premier League and Serie A, as well as current first team players Arthur Iornton, Liam Smyth and Ben Kennedy.

## ***Academy Sponsor***

Put your brand alongside one of the best Academies in the Football League and help support us in creating a future generation of players for the first team squad.

This key partner opportunity provides an extensive selection of branding inventory, as well as the chance to see players progress and develop through the Player Development Pathway.

Price: **Available upon request**

## ***Age Group Sponsor***

Our Age Group Sponsor Package allows you to support a specific age group within our Academy and see your brand on the front of the team's shirt.

Benefits include:

- Sponsors logo included on the front of the Age Group Specific Match Shirts
- Pitch Side Advertising Board at Shephalbury Sports Academy (Weekly footfall = 1,500 people)
- Sponsors logo included on our Academy Partner Plaque at Shephalbury Sports Academy
- Official Sponsorship Announcement released across the Club's and Academy's Social Media Platforms
- Sponsors logo included on the Club's website

**£2,500** + VAT Per Season



Lamex Stadium, Broadhall Way,  
Stevenage, Hertfordshire, SG2 8RH

☎ 01438 223223  
✉ [clivea@stevenagefc.com](mailto:clivea@stevenagefc.com)

🌐 [www.stevenagefc.com](http://www.stevenagefc.com)

🐦 StevenageFC  
📘 Stevenage Football Club



**macron**  
TECHNICALSPORTSWEAR

**LAMEX**