



**SPONSORSHIP
OPPORTUNITIES**
2023/2024



HISTORY

THE COBBYDALERS | MEMBERS OF THE NCEL PREMIER DIVISION. ESTABLISHED 1904

Silsden AFC, established in 1904, boasts a rich history of football excellence. Evolving from amateur status to a vibrant semi-professional football club, we returned to our roots in Silsden in 2010, where our dedicated committee succeeded in establishing a state-of-the-art facility. This new ground, complete with a modern clubhouse, has become a central hub for both football and community engagement. We pride ourselves on being an inclusive club that welcomes players of all backgrounds, ages, and genders. With a variety of teams catering to juniors, men, and women, we foster a one-club culture, passionately committed to creating pathways for our talented juniors to thrive. Silsden AFC is not just a football club; we are a vital social and sporting asset to our community.



Silsden AFC First Team currently play in the North East Counties Football League at Step 5 of the non-league pyramid.

Our development team play in the West Yorkshire Football League which is the 7th tier of the non-league Pyramid.

The Ladies team currently are in the Premier division of the West Riding County Women's Football League.

We have a great established junior section that has teams competing in the Craven, Aire & Wharfe Junior Football League.



Pack 1 – **Match Ball Sponsorship**

Price £25

CONTENTS OF PACKAGE

- 3 social media shoutouts in the week leading up to the game
- Quarter page program advert
- Brand exposure to 6700 followers & 200 spectators (on average)

SPONSOR BENEFITS

- Two matchday tickets
 - Match Ball Presentation photo
 - Complimentary tea or coffee
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Pack 2 – **Match Day Sponsorship**

Price £125

CONTENTS OF PACKAGE

- Sponsor pays to sponsor a specific match
- 5 social media shoutouts in the week leading up to the game
- Full page program advert
- Brand exposure to 6700 + followers & 200 spectators (on average)

SPONSOR BENEFITS

- Four Match day tickets in the hospitality Suite
 - Centre circle photo before kick-off
 - 4 x Pie and Peas before the game
 - 8 x Alcoholic drinks/ soft drinks
 - HT - Tea & Coffee plus sandwiches
 - Choose the man of the match and present award
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Pack 3 – **Player Sponsorship**

Price £150

CONTENTS OF PACKAGE

- 2 photos of player posted on social media each month with sponsor logo on
- Brand exposure to our followers(10,000+ across all social media channels)
- Potential for pick up business within the community

SPONSOR BENEFITS

- Four Match day tickets to a game of your choice
 - Framed picture with player
 - 4 x Pie and Peas before the game you choose to attend.
 - 4 x Alcoholic drinks/ soft drinks
 - Half a page programme advert.
 - Social media advertisement
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Pack 4 – **Match day programme**

Prices:

Package	Advert Size	Advert Cost
1	Quarter Page	£50 per year
2	Half Page	£75 per year
3	Full Page	£100 per year

CONTENTS OF PACKAGE

- Advert in match day programs

SPONSOR BENEFITS

- Brand exposure to all attending the match (average 200 at Men's games & 40+ at ladies)
 - Brand exposure on club website
 - 2 complimentary tickets to a game of your choice
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Pack 5 – Advertisement Boards Prices:

Package	Location	Price for the year and Board	2nd and 3rd Year Price	Benefits
1	Pitch Side	£350	£200 per year	5 tickets to a game of your choice
2	Roadside	£650	£500 per year	1 season ticket included

CONTENTS OF PACKAGE

- Advertising board around the pitch/ stadium

SPONSOR BENEFITS

- Visible to spectators watching games
 - Boards can be seen in both photos & videos shared across all social media channels for all senior games.
 - 24 hour advertisement roadside on a main road running through Silsden.
 - Social media coverage
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Pack 6 – Club Interview Logo Board

Prices:

Package	Location	Teams Interviewed	Price
1	Interview wall on clubhouse	First Team Development Ladies	£75 per year. 2 year deal.

CONTENTS OF PACKAGE

- Logo displayed on our interview backing board

SPONSOR BENEFITS

- Interview every week of the season.
- Interviews shown on social media.
- Social media advertisement.

ADDITIONAL INFO

- Max 30 logos on board
 - Price is per logo for the season
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Pack 7 – Venue Sponsorship

Prices:

Package	Location	Price	Benefits
1	Silsden Sports Club	£2500 per year	<ul style="list-style-type: none"> • 5000 plus visitors a year • Branding around the clubhouse • Change of name on social media • Logo internally and externally. • 10 season tickets for Silsden AFC. • Hospitality meals for 10 people for two selected games.
2	Hospitality Suite	£1500	<ul style="list-style-type: none"> • Branding externally on suite • Weekly advertisement • 5 season tickets • Hospitality meal and drinks for 15 people at a game of your choice. • Framed photo

Built in 2021 and helped by a number of grants, our pitch side hospitality suite has been the ideal location for Match Day Events, Half Time Hospitality and is hired out to a number of local organisations for meetings.

The hospitality suite is fitted with Sky Sports Screens, Wi-fi and Toilet facilities and provides the ideal match day environment and great exposure for your business.



Pack 8 – Ground Sponsorship

Price:

Package	Location	Price	Benefits
1	Silsden AFC Ground Naming	£5000 X 3 year deal	<ul style="list-style-type: none">• 5000 plus visitors a year• Branding around the club• Logo internally and externally.• Change of address visible to everyone who googles the arena and or visits it.• Numerous advertising boards.• Website links and programme adverts.• Opportunity to additionally have name on the club kits.• 10 season tickets for Silsden AFC.• Framed team Photo.• Hospitality meals for 10 people for two selected games.

ADDITIONAL INFO

- 3 YEAR CONTRACT
 - FLEXIBILITY WITHIN BENEFITS PACKAGE TO SUIT
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Pack 8 – Stand Sponsorship

Prices:

Package	Stand	Price	Benefits
1	Main Stand	£2000 per year	<ul style="list-style-type: none"> • 5000 plus visitors a year to the ground. • Reserved seating. • Hospitality for 15 people. Pick a game of your choice. • 2 season tickets • Team photo framed in front of stand. • Social media adverts
2	South Stand	£800 per year	<ul style="list-style-type: none"> • Social media adverts • Team photo framed • 1 season ticket
3	John McNulty Stand	£1250 per year	<ul style="list-style-type: none"> • 2 Season tickets • 4 complimentary tickets and pie and peas. • Framed photo • Social media adverts

ADDITIONAL INFO

2 YEAR CONTRACT
SIGNAGE NOT INCLUDED



Pack 9 – Team Sponsorship

Prices:

Package	Team/kit	Price	Length
1	Men's First team home kit	£1500 per year	2 Year
2	Men's First team away kit	£1500 per year	2 Year
3	Development home kit	£1000 per year	2 Year
4	Development away kit	£1000 per year	2 Year
5	Ladies home kit	£1500 per year	2 Year
6	Ladies away Kit	£1500 per year	2 Year
7	Junior Team Kit	£600	1 Year
8	Men's sleeve sponsor	£500 per year	2 Year
9	Men's & Ladies short sponsor	£750 per year	2 Year
10	Men's & Ladies back of the shirt sponsor	£1000 per year	2 Year



Package	Team/kit	Price	Length
11	Men's First team tracksuit	£1250	1 Year
12	Men's development team tracksuit	£1250	1 Year
13	Ladies team tracksuit	£1250	1 Year
14	Junior team tracksuit	£1000	1 Year
15	Club Warm up t shirts x 3 teams	£1500 per year	1 Year
16	Club Substitute Jackets x 3 teams	£1000 per year	2 Year

CONTENTS OF PACKAGE

- Logo displayed on garment for duration of season

SPONSOR BENEFITS

- Visible to spectators attending games.
- Photographers at games, photos shared across all social media profiles & website
- Framed picture presented
- Social media adverts and programme advert
- 4 season tickets for NCEL games



Pack 10 – Corporate Events

Local businesses are at the heart of everything we are striving for at Silsden AFC.

Our new corporate hospitality days are designed to provide businesses, their employees, customers and partners with the best possible experience when visiting Silsden AFC.

John Lohan, Chairman, Silsden AFC

CONTENTS OF PACKAGE

- 5 social media posts in the week leading up to the game
- Full page program advert
- Brand exposure to 6700 + followers & 200 spectators (on average)
- High Quality Service

SPONSOR BENEFITS

- Entertain employees, customers, partners and friends with an afternoon at Silsden AFC.
 - Photos at games, photos shared across all social media profiles & website
 - Meal and drinks included.
 - Table service
 - Meet and greet players and staff.
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Pack 10 – Corporate Events

Prices:

Package	Location	Price	Benefits
1	Hospitality Suite	£25pp minimum 10 people	<ul style="list-style-type: none"> • Entrance to the game • Programme • Pre match meal • 3 alcoholic beverages/ soft drinks • H/T Cheese board • Tea and Coffee • Meet and greet players and staff. • Sky sports tv screens
2	Hospitality Suite	£1500 15 people	<ul style="list-style-type: none"> • Entrance to the game • Programme • 2 course Pre match meal • Unlimited alcoholic beverages/ soft drinks (1.30pm-6pm). • H/T Cheese board and sandwiches. • Tea and Coffee • Meet and greet players and staff. • Sky sports tv screens • Match day Sponsor included. • Photo presentation with man of the match

**COMING TOGETHER IS THE BEGINNING
STAYING TOGETHER IS PROGRESS
WORKING TOGETHER IS SUCCESS**

