

NEW OPTIONS FOR 23/24
INC HOSPITALITY & DINING



COMMERCIAL PARTNERSHIPS

2023-2024

TOGETHER #BA11

Whether that's shirt placements, perimeter boards, programme advertising or matchday hospitality. Together, we can create the perfect way to for you to reach a huge audience within Frome and the South of England.



WWW.WEAREBA11.COM

OUR PARTNERSHIP OPTIONS 23/24

PRODUCT	PRICE PER SEASON	PACKAGE DETAILS
PLATINUM PARTNERS		All platinum partners showcased on our website landing page partners banner and within the footer with all other partners.
Front of Shirt	£7,495	8x perimeter boards, 2x Matchday partner package, 2x match ball partner package, 1x player partner home or away, full page prime position programme advert, 10 standard entry tickets per home game, 6 social media promotional posts over the season.
Back of shirt (above number)	£3,495	4x perimeter board (one each side), 1x Matchday partner package, 1x match ball partner package, 1x player partner package, full page prime position programme advert, 10 standard entry tickets per home game, 6 social media promotional posts over the season.
Shorts	£3,495	4x perimeter board (one each side), 1x Matchday partner package, 1x match ball partner package, 1x player partner package, full page prime position programme advert, 10 standard entry tickets per home game, 6 social media promotional posts over the season.
Stadium naming rights	£7,495	8x perimeter boards, 2x Matchday partner package, 2x match ball partner package, 1x player partner home or away, full page prime position programme advert, 10 standard entry tickets per home game, 6 social media promotional posts over the season.
Stand naming rights (3 available)	£3,995	4x perimeter board (all on the stand side), 1x Matchday partner package, 1x match ball partner package, 1x player partner package home or away, full page programme advert, 10 standard entry tickets per home game, 6 social media promotional posts over the season.
Platinum Package 1	£3,750	8x perimeter board (two each goal end, one each side per half), 3x Matchday partner package, 3x match ball partner package, 1x player partner package home or away, full page programme advert, 6 standard entry tickets per home game, 3x social media promotion.
Bespoke packages	On request	
GOLD PARTNERS		All platinum partners showcased on our website landing page partners banner and within the footer with all other partners.
Training Kit	£2,495	2x perimeter board (one each goal end), 1x Matchday partner package, 1x match ball partner package, 1x player partner package home or away, full page programme advert, 6 standard entry tickets per home game, 3x social media promotion.
Left Sleeve	£1,995	2x perimeter board (one each goal end), 1x Matchday partner package, 1x match ball partner package, full page programme advert, 6 standard entry tickets per home game, 3x social media promotion.
Dug out	£1,495	2x perimeter board (one each goal end), 1x Matchday partner package, 1x match ball partner package, full page programme advert, 6 standard entry tickets per home game, 3x social media promotion.
Gold Package 1	£2,495	8x perimeter board (two each goal end, one each side per half), 1x Matchday partner package, 1x match ball partner package, 1x player partner package home or away, full page programme advert, 6 standard entry tickets per home game, 3x social media promotion.
Gold Package 2	£2,495	4x perimeter board (One each side), 3x Matchday partner package, 3x match ball partner package, 1x player partner package home or away, full page programme advert, 6 standard entry tickets per home game, 3x social media promotion.
Gold bespoke	On request	

PRODUCT	PRICE PER SEASON	PACKAGE DETAILS
SILVER PARTNERS All silver partners listed on website partners footer		
Silver Package 1	£1,495	2x perimeter board, 3x Matchday partner package, 3x match ball partner package, 1x player partner package home or away, half page programme advert, 3 standard entry tickets per home game, 1x social media promotion.
Silver Package 2	£995	2x perimeter board, 1x Matchday partner package, 1x match ball partner package, 1x player partner package home or away, half page programme advert, 3 standard entry tickets per home game, 1x social media promotion.
Bespoke packages	On request	
BRONZE PARTNERS		
Single Perimeter Board	£350 (1st season) £250 (onwards)	5x entry to a selected home game
Programme advertiser	£300 (Full page) £200 (Half page)	5x entry to a selected home game
Player / management partner	Home - £100, Away - £80, both - £140, staff - £100, Dodge - £140	End of season shirt signed by a player, name in programme/website with their player as their partner.
Sock partner	£10	Signed poster by team, name in programme with player as their sock partner. Only available to partner by under 18's.
HOSPITALITY We are now offering pre-match meal options as part of our matchday experiences		
Matchday Partner	£300	5x entry and pre-match food and a drink, plus half time drink and use of hospitality suite. Logo on front of matchday programme as matchday partner and social media presence around match. Personal message in matchday programme. Select MOTM and photo with MOTM and manager. Announced pre-game as Matchday partner.
Matchball Partner	£100	5x entry and use of hospitality suite. Logo on front of matchday programme as matchball partner and social media presence around match. Photo with MOTM and manager. Can be upgraded to include pre-match meal, half time drink and personal message in programme upon request (additional £175). Announced pre-game as matchball partner.
Box-no-box hospitality	£325	x10 entry and use of hospitality suite. Reserved seating in top of main stand. Includes pre-match meal half time drink. Programme per person.
Hospitality	£40pp £200 table of 5 £300 table of 10	Entry. Pre-match 2 course meal, half time drink
Bespoke	On request	



ABOUT FROME TOWN AFC

We are the largest sports organisation in Frome and has continued to entertain their followers since 1904. Frome has a growing interest in spectator sports due to the recent successes of the football club.

We continue to support our local community, by providing opportunities too many independent charities and entities through donations, active support or use of our facilities.

OUR REACH

With over 15,000 visitors to the stadium each year, and connections to over 600 youth players with Frome. Alongside over 16,000 social media followers and 180,000 visits to our website annually. We have a ready made audience for your business to reach.

WHY PARTNER WITH US?

We are looking for ambitious partners to generate mutually beneficial partnerships and advertising opportunities. We have a rapidly growing fanbase and huge social media following, as we continue to build something special in Somerset.

GET IN CONTACT

To discuss partnership and advertising with Frome Town AFC. Please contact **Ben Hollis** at commercial@frometownafc.co.uk