

Corporate Opportunities

2019/20 Season



Contents

Page 3 - Introduction

Page 4 - Matchday Hospitality

Page 13 - Brand Visibility

Page 21 - Special Events

Page 24 - And Much, Much More...

Page 26 - Get In Touch!

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Note: Match Hospitality & Brand Visibility packages that involve the York Community Stadium may be subject to change...



THERE ARE A WIDE RANGE OF
OPPORTUNITIES TO PROMOTE YOUR
BUSINESS, SUITING ALL BUDGETS

Introduction

Many organisations, both locally and nationally, can offer a variety of sponsorship options. By partnering with York City Football Club you'll see first-hand that we pride ourselves on creating commercial partnerships that deliver real, tangible, mutual benefits and a positive return on investment.

This brochure outlines a wide assortment of commercial opportunities that your business could benefit from, but this isn't an à la carte menu, we create tailored packages that reflect your organisation's individual requirements.

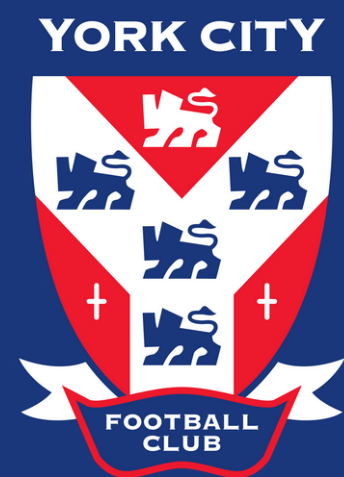
Whether you are interested in regional or national media coverage, targeted activity in the Yorkshire area or even impressing an individual client, we have a range of options to help you achieve your goals.

So please do have a look through what York City Football Club can offer you and get in touch with either myself, or a member of the commercial team who will be more than happy to meet you or invite you to Bootham Crescent to discuss in more detail.

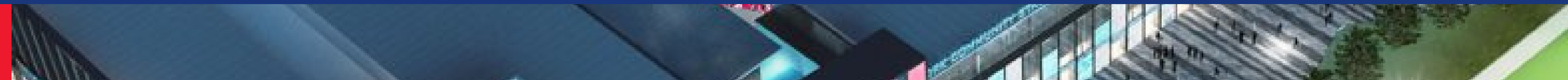
Chris Pegg
Commercial Manager



CHRISTOPHER PEGG
COMMERCIAL MANAGER



Matchday Hospitality





Bootham Crescent

Until Autumn 2019



Bootham Crescent

MATCH SPONSOR

Become the official Match Sponsor at one of the last few games at the historic 87 year-old home of York City Football Club!

- + Exclusive Usage of Hospitality Box
- + Reserved Seats in the Main Stand
- + Hot & Cold Buffet Food
- + Inclusive Drinks Package
- + Matchday Programme & Teamsheet for each Guest

- + Brand Presence in the Matchday Programme
- + Tannoy Announcement of your Match Sponsorship
- + Photo with Match Officials & Captains prior to Kick-Off (Max. 4 People)
- + Choose York City Football Club's Man of the Match
- + Present Champagne & Get Pictures with chosen Man of the Match

**FROM £700 + VAT
(MAX. 15 PEOPLE)**



**CHOOSE THE MAN OF THE MATCH &
WALK ONTO THE BOOTHAM CRESCENT
PITCH AS THE MATCH SPONSORS**

Bootham Crescent

MATCH HOSPITALITY

Experience one of the last few games at the historic 87 year-old home of York City Football Club in style with Match Hospitality!

- + Exclusive Usage of Hospitality Box
- + Reserved Seats in the Main Stand
- + Hot & Cold Buffet Food
- + Inclusive Drinks Package
- + Matchday Programme & Teamsheet for each Guest

- + Brand Presence in the Matchday Programme
- + Get Pictures with chosen Man of the Match

**FROM £600 + VAT
(MAX. 15 PEOPLE)**



**UNWIND AT BOOTHAM CRESCENT WITH
YOUR CLIENTS, GUESTS OR EMPLOYEES**



York Community Stadium

From Autumn 2019



York Community Stadium

EXECUTIVE BOX

The finest hospitality in York!

Our Executive Boxes are leased on a seasonal basis, giving you and your guests access to watch York City play from the best seats in the stadium at every competitive home fixture in the 2019/20 season.

Designed with your flexibility in mind, choose to watch the match from the warm surroundings of your box or in the stand soaking up the electric atmosphere. You'll have your own dedicated staff, serving you drinks as well as a mouth-watering three-course meal.

- + Season-Long Lease of one of four Private 12-Seater Executive Boxes;
- + Three Course Meal with Table Service in your Executive Box overlooking the pitch;
- + Unrestricted Views from reserved Executive Seating in the Main Stand;
- + Match Day Programme and Team Sheet for each guest;

**FROM £15,000 + VAT
(PRO RATA FOR 2019/20 SEASON)**



WATCH ALL OF THE YORK CITY HOME
GAMES FROM THE COMFORT OF YOUR
OWN PRIVATE EXECUTIVE BOX

York Community Stadium

MATCH SPONSOR

The perfect environment to entertain your clients, employees or guests with a unique matchday experience in our Platinum Lounge whilst showcasing your brand to thousands of passionate York City supporters.

- + Select the YCFC Man of the Match;
 - + Present Champagne to YCFC Man of the Match;
 - + YCFC Shirt presented by the selected YCFC Man of the Match;
 - + Full-Page Advertisement in the Match Day Programme;
 - + Full Company Name/Logo Brand Exposure (Tannoy, Social Media, etc.).
-
- + Pre-Match Stadium Tour;
 - + Match Day Programme and Team Sheet for each guest;
 - + Three Course Meal with Table Service;
 - + Executive Seating in the Main Stand;
 - + Tea & Coffee at Half-Time.

**FROM £1000 + VAT
(MAX. 12 PEOPLE)**



**CHOOSE THE MAN OF THE MATCH &
RECEIVE ALL-IMPORTANT BRAND
EXPOSURE AS THE MATCH SPONSOR**

York Community Stadium

MATCHBALL SPONSOR

As well as a three course meal in our impressive Platinum Lounge, benefit from the unique and memorable experience of being taken on to the pitch to present the matchball to the match officials and team captains.

- + Commemorative Pre-Match Photograph with Captains and Officials;
 - + Signed Football presented by the Man of the Match;
 - + Half-Page Advertisement in the Match Day Programme;
 - + Company/Brand Exposure (Tannoy, Social Media, etc.).
-
- + Pre-Match Stadium Tour;
 - + Match Day Programme and Team Sheet for each guest;
 - + Three Course Lunch with Table Service;
 - + Executive Seating in the Main Stand;
 - + Tea & Coffee at Half-Time.

**FROM £900 + VAT
(MAX. 12 PEOPLE)**



**BECOME PART OF THE GAME! WALK OUT
ONTO THE PITCH JUST BEFORE KICK-OFF
AND PRESENT THE CAPTAINS AND MATCH
OFFICIALS WITH THE MATCHBALL**

York Community Stadium

LOUNGE HOSPITALITY

Whether you are entertaining existing or potential clients, saying thank you to employees or celebrating a special occasion, hospitality in our Platinum Lounge will give you and your guests something to remember!

We have a superb range of season-long and individual matchday hospitality packages available in the York Community Stadium's Platinum Lounge, all coming with delicious food, panoramic views and executive seating to watch the game. This is a great way of ensuring that you and your guests have an opportunity to relax and a day to remember.

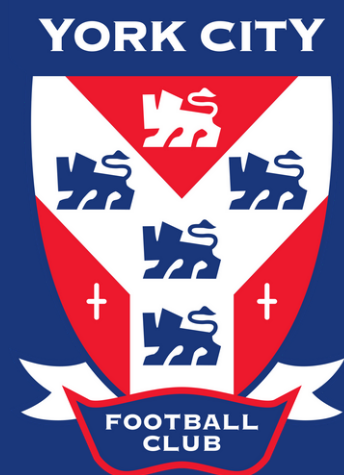
- + Three Course Lunch with Table Service;
- + Pay Bar Facility;
- + Executive Seating in the Main Stand;
- + Match Day Programme and Team Sheet for each guest;
- + Tea & Coffee at Half-Time;

PER MATCH: FROM £60 + VAT PER PERSON

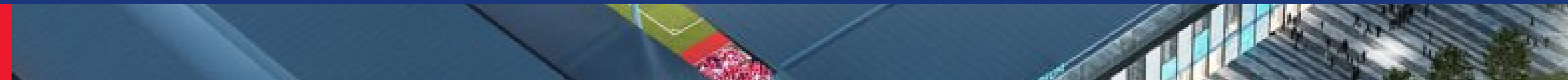
SEASON-LONG: FROM £1000 + VAT PER PERSON



**THE IDEAL LOCATION TO UNWIND WITH
YOUR CLIENTS, GUESTS OR EMPLOYEES**



Brand Visibility



Brand Visibility

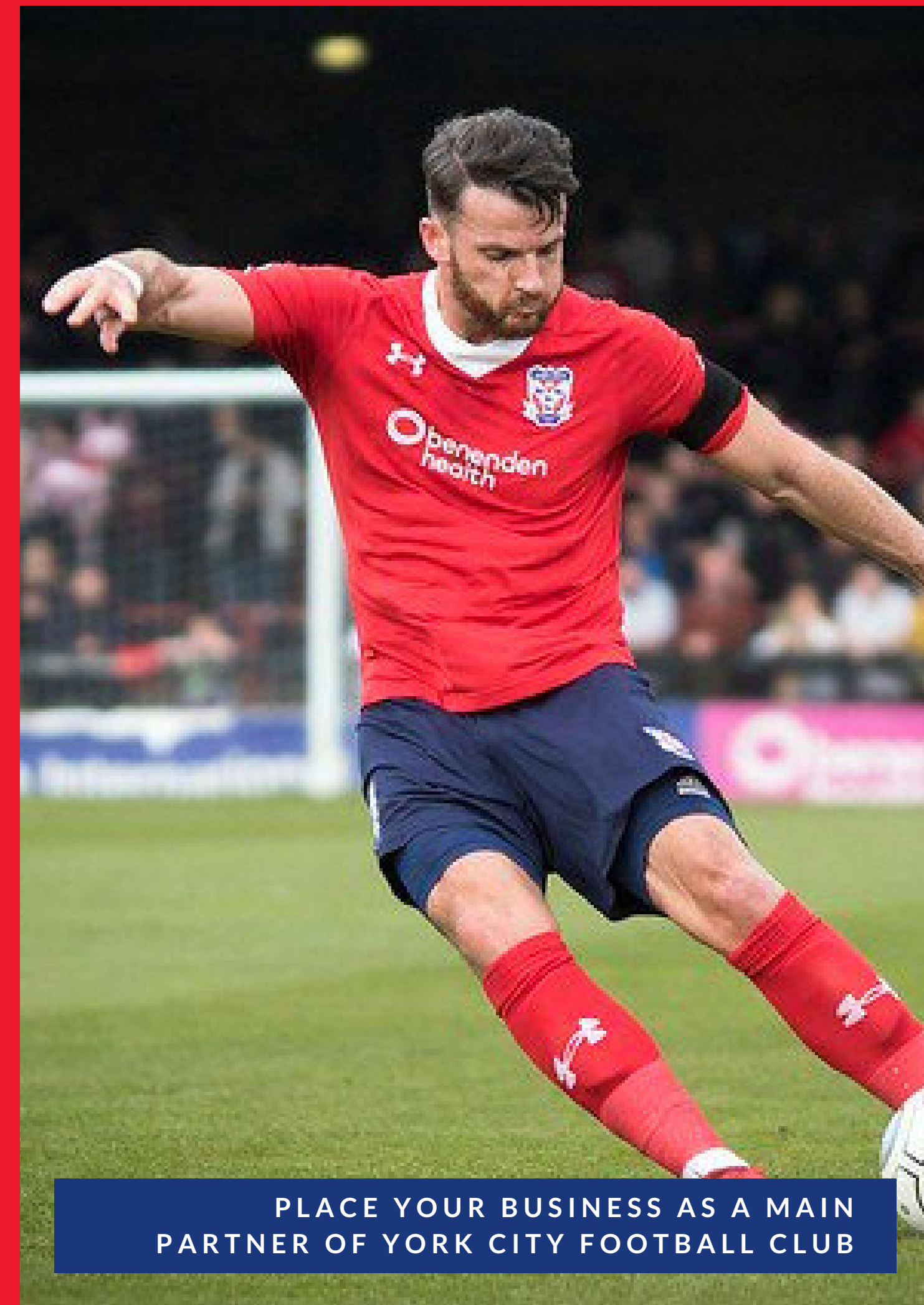
SHIRT SPONSORSHIP

Shirt sponsorship can provide your business with exposure well beyond the football pitch, with your brand featuring in highlight videos and photographs in both traditional and social media channels.

There are three opportunities to sponsor the first team shirts with prominent locations on the front of shirt, rear of shirt and arm of shirt, all providing outstanding branding opportunities and placing the company as a main partner of the football club.

In addition to identity on all matchday shirts, both home and away, additional visibility will be provided in the locations/channels that will best maximise your investment (via programme advertising, web advertising, ground board advertising, social media advertising, etc.) as well as regular invitations to events and much more!

FRONT OF SHIRT: **SOLD! (ENQUIRE FOR 2020/21 SEASON)**
BACK OF SHIRT: FROM £10,000 + VAT
ARM OF SHIRT: FROM £8,000 + VAT



PLACE YOUR BUSINESS AS A MAIN
PARTNER OF YORK CITY FOOTBALL CLUB

Brand Visibility

ACADEMY SPONSORSHIP

York City Football Club continues to develop our own players through the Academy, on to professional contracts and into the First Team.

The route for our home-grown players has a proven track record of success over many years and we continually strive to create the best environment, welfare, facilities, and coaches to ensure that every young player has the chance to maximise their potential.

With your all sponsorship going back into the Academy, we will be able to maintain and improve the facilities and equipment and help produce the players of the future.

Our Academy has a main sponsor who receives front-of-shirt exposure at all Academy matches as well as additional exposure with the First Team as a main partner of the football club. In addition, any business can become an Academy Associate which includes promotion in the Academy section of the York City matchday programme and website, as well as an invitation to watch the Academy train and complementary tickets to watch York City play at either Bootham Crescent or the Community Stadium.

MAIN ACADEMY SPONSOR: FROM £8000 + VAT
ACADEMY ASSOCIATE PACKAGE: £750 + VAT



BORN IN YORK AND AN ACADEMY GRADUATE, BEN GODFREY MOVED TO NORWICH IN 2016 AND WILL BE PLAYING IN THE PREMIER LEAGUE NEXT SEASON

Brand Visibility

WEBSITE & NEWSLETTER ADVERTISING

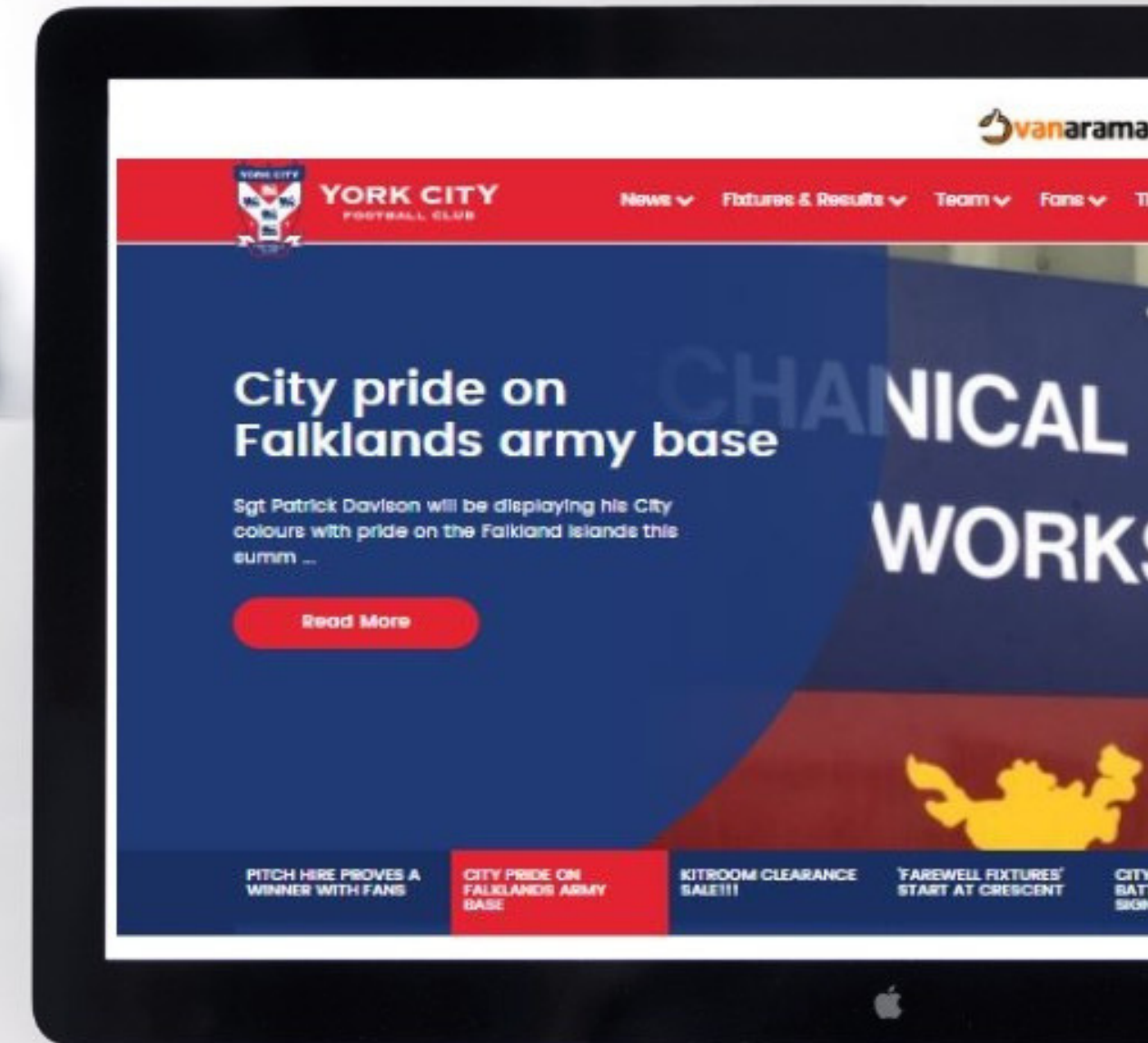
With 240,000 visitors, over 680,000 visits and 1.5 million pageviews each year, we have various opportunities to advertise your business.

In addition to advertising on the website; plans are underway to implement a Fan Newsletter to maximise engagement with supporters as well as introduce an E-Commerce Store to maximise the reach of the club's merchandise.

Whatever your message may be, we'll ensure that your advertisement and content is seamlessly built into the fan experience for both desktop and mobile interaction.

- + Display Advertising.
- + Custom Website Takeovers.
- + Matchday Gallery Sponsorship
- + Competitions, Guest Articles & Features

FROM £250 + VAT
PRICE DEPENDENT ON REACH/SIZE OF CAMPAIGN



ONLINE ADVERTISING HAS EVOLVED
SINCE ITS HUMBLE BEGINNINGS AS A
STATIC IMAGE ATOP A WEBSITE.

Brand Visibility

SOCIAL MEDIA ADVERTISING

With an ever-growing presence across various digital media platforms, if it fits your target market, why not utilise York City's Football Club social media channels to develop your brand across a loyal fan base?

Our social media advertising packages and campaigns are the ideal way to engage and connect your business to over 200,000 people. Your business can benefit from greater access to the York City fanbase and be a part of the conversation with our fans through our engaging Facebook, Twitter, Instagram, LinkedIn and Snapchat channels.

- + Scheduled promotional posts across both our social media channels;
- + Branding opportunities on all football-related social media images;
- + Branding opportunities on all social media header banners;
- + Innovative campaigns to generate engagement and drive call-to-actions.

FROM £250 + VAT
PRICE DEPENDENT ON REACH/SIZE OF CAMPAIGN



**SOCIAL MEDIA ADVERTISING IS A MUST
IF YOU'RE LOOKING TO REACH A NEW,
TARGETED AUDIENCE – FAST**

Brand Visibility

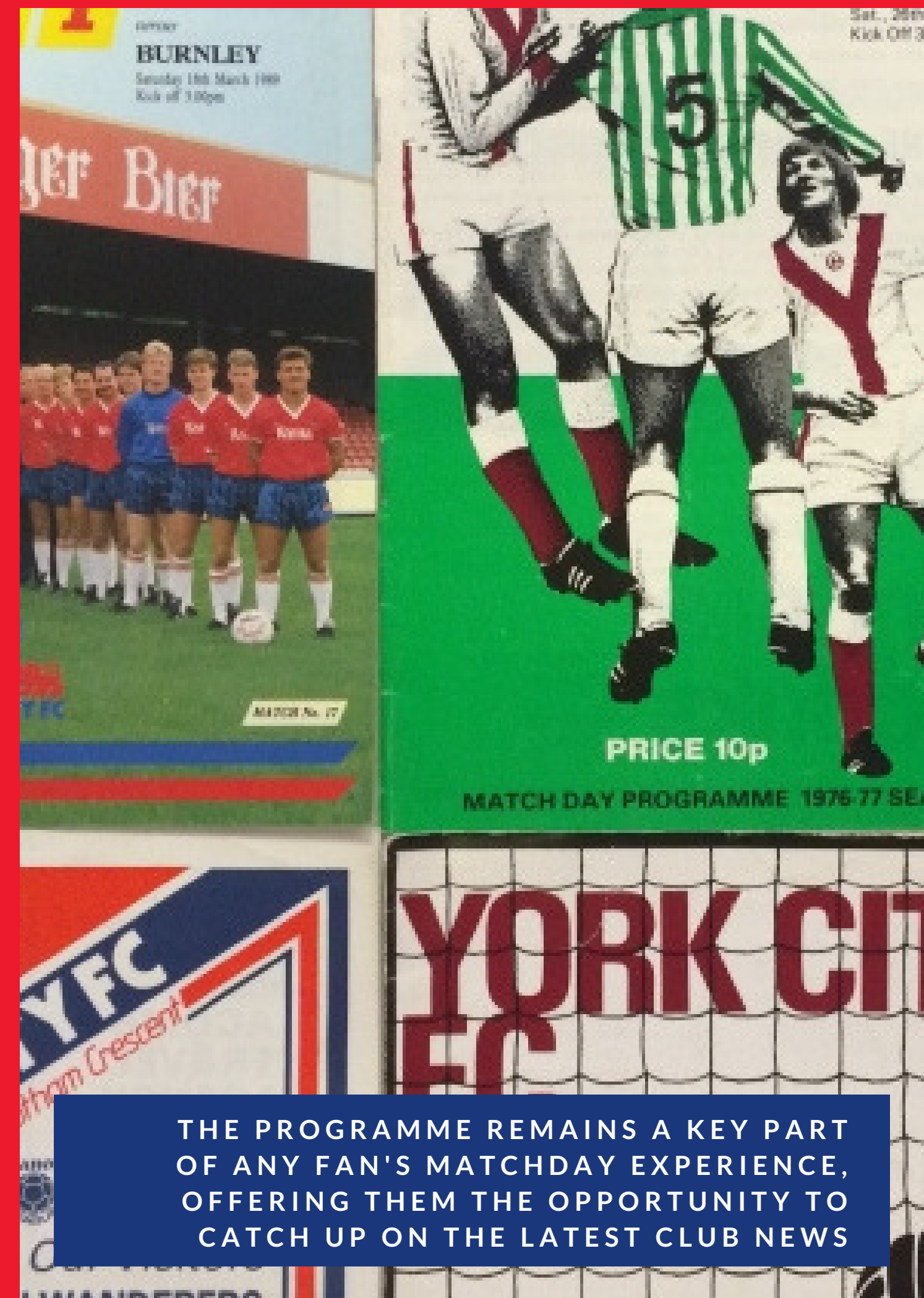
PROGRAMME ADVERTISING

York City's highly regarded matchday magazine 'The Citizen' is on sale at every game and provides an excellent medium to promote your business to supporters, visiting fans and the corporate community alike.

Selling more than 18,000 copies last year, the matchday programme is a cost-effective way of reaching a large and varied demographic audience.

Advertisements are all in full colour and are available in full- or half-page.

SEASON-LONG FULL-PAGE ADVERTISEMENT: £750 + VAT
SEASON-LONG HALF-PAGE ADVERTISEMENT: £400 + VAT



THE PROGRAMME REMAINS A KEY PART OF ANY FAN'S MATCHDAY EXPERIENCE, OFFERING THEM THE OPPORTUNITY TO CATCH UP ON THE LATEST CLUB NEWS

Brand Visibility

STADIUM PERIMETER ADVERTISING

Perimeter advertising is a cost-effective way of promoting your brand to the circa 65,000 strong, captive audience passing through the turnstiles to watch York City Football Club each season.

In the right location, perimeter advertising also allows you to communicate directly to those watching York City match highlights both in the UK and internationally!

With the impending move from Bootham Crescent to the York Community Stadium, the club is offering a fantastic opportunity to any businesses wishing to take up perimeter advertising until the club's relocation from as little as £100 + VAT.

**BOOTHAM CRESCENT
UNTIL RELOCATION: FROM £100 + VAT**

**YORK COMMUNITY STADIUM
SEASON LONG ADVERTISEMENT: FROM £400 + VAT**

****ALL BOARD PRODUCTION COSTS ARE MET BY THE ADVERTISER****



LET YOUR BRANDING BECOME A 'SIGN OF THE TIMES' AS YORK CITY SAYS FAREWELL TO BOOTHAM CRESCENT

Brand Visibility

PLAYER SPONSORSHIP

Show your support for your favourite York City players by sponsoring them for the 2019/20 Season through our player sponsorship package!

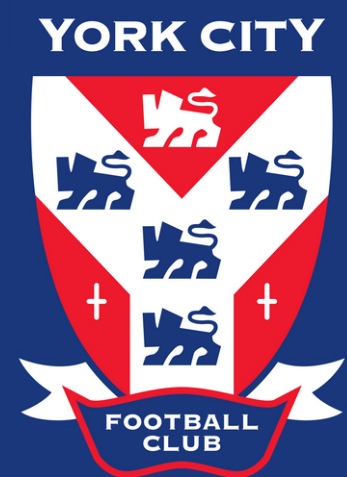
Give your business impressive profile alongside your chosen squad member in both the matchday programme as well as on our club website.

Sponsorship Packages are available for both home and away kits, and at the end of the season you'll receive a unique match-worn shirt signed by your sponsored player.

SEASON-LONG PLAYER SPONSORSHIP: £100 + VAT PER SHIRT



SUPPORT A PLAYER AND PROMOTE YOUR BUSINESS WITH OUR INDIVIDUAL PLAYER SPONSORSHIP PACKAGE



Special Events



Special Events

Our hospitality doesn't just revolve around what happens on matchdays. We have many bespoke events taking place throughout the year that offer varied entertainment options for you and your clients.

DINNER EVENTS WITH GUEST SPEAKERS - TBC

Throughout the season we will have special luncheons and dinners featuring well-known personalities who bring their experiences and anecdotes to the York Community Stadium. This will be a great way to treat your clients to something a little different and provide an experience they will remember for a long time afterwards.

AWARDS DINNER - TBC

At the end of the season we host our Awards Dinner. In addition to a three-course meal with guest speakers, an overview of the season is provided and followed by awards to individual players who have made the most significant contribution on the field.

GOLF DAY - JULY 3RD 2019

Take to the course for a shotgun golf competition followed by trophy and prize presentations with some of our former players. A great day out for any keen golfer!



**THE IDEAL LOCATION TO UNWIND WITH
YOUR CLIENTS, GUESTS OR EMPLOYEES**

Special Events

The York Community Stadium's superb suites will be the perfect place for your business to hold conferences, banquets, celebratory dinners or even parties - a great way to wine and dine or celebrate your success!

CONFERENCE & EVENT FACILITIES

There are a wide range of suites available for corporate hire, ideal for every business event. Accommodating up to 300 delegates and overlooking the stunning pitch, this venue is situated in a unique, contemporary setting in which to hold your event.

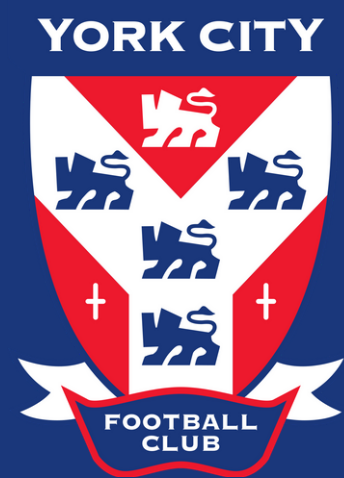
Our fully accessible multi-purpose facilities have natural daylight and lend themselves to a wide range of events from corporate hospitality, conferences, seminars, product launches, exhibitions and training. All rooms are pitch facing presenting you with a stunning view of the ground. The menu on the day may be tailored to suit your requirements whether you require simple refreshments or a sit-down meal.

DINNERS & PARTIES

Whether you are celebrating a special occasion, hosting a private gathering or even creating your own themed event, we have a variety of function and banqueting rooms available for private hire. From small family gatherings to large corporate dinners, we have the flexible facilities and experience to accommodate up to 300 guests.



**THE IDEAL LOCATION TO UNWIND WITH
YOUR CLIENTS, GUESTS OR EMPLOYEES**



And Much, Much More...



And Much, Much More...

Each and every businesses is unique, therefore each and every partnership that York City has with its corporate sponsors and partners is individualised to respect their needs.

The above list of opportunities is by no means exhaustive - if you have a cool, crazy idea with which you'd like York City's support, we'd be more than happy to explore it.

There are a wide number of exciting ways your business can build a relationship with York City Football Club and see your brand associated with a forward-thinking club.

- + Build your brand awareness;
- + Drive excitement around your brand, its products, and/or services;
- + Increase product or service sales;
- + Develop a call-to-action and drive more website views;
- + Sell to a new, highly appealing target audience.

As a club partner, you'll be in constant, responsive, personalised communication with the club's Commercial Manager and you'll receive a regular Newsletter with all the latest news from the club - we have a responsibility to support you and your business.



CHRISTOPHER PEGG
COMMERCIAL MANAGER

Get In Touch!

If you have any questions, or would like to either proceed with or find out more about the Corporate Opportunities on offer:

E-Mail Chris Pegg, Commercial Manager
commercial@yorkcityfootballclub.co.uk

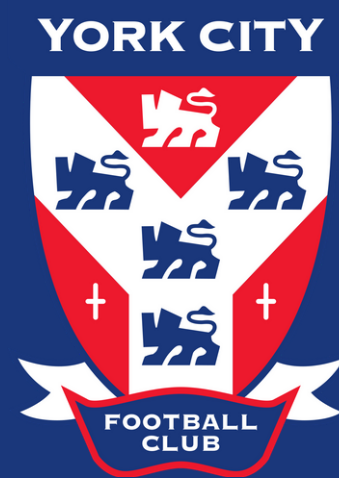
Call The Commercial Team
01904 624447

Visit The York City Website
www.yorkcityfootballclub.co.uk

We look forward to hearing from you and demonstrating how we pride ourselves on our commercial partnerships that deliver tangible benefits and a positive return on investment!



**WE HOPE TO WELCOME YOU TO
BOOTHAM CRESCENT SOON!**



York City Football Club

