



**Sittingbourne F.C**  
**Commercial Partnership**  
Opportunities



# SITTINGBOURNE FC: A LEGACY OF EXCELLENCE A PROUD HERITAGE

Founded in 1881 as Sittingbourne United and re-established as Sittingbourne FC in 1886, we are one of Kent's most historic football clubs with roots stretching back over 140 years. Throughout our storied journey, we've embodied the resilient spirit of our town and its people, experiencing both remarkable triumphs and challenging periods.

Our historic path led us from The Bull Ground to a landmark move to Central Park in 1990, marking the beginning of an extraordinary era. That season, we were crowned Winstonlead Kent League Champions and completed the campaign unbeaten – a European record at the time, as we became the only senior football club in Europe to achieve this remarkable feat.

## RECOGNITION & GROWTH

National attention followed in January 1993, when a record-breaking crowd of 5,951 witnessed our friendly against Tottenham Hotspur. That same year, the BBC bestowed upon us the prestigious title of the “Manchester United of Non-League Football” – recognition of our excellence and attractive style of play.

In 2012, under the leadership of current chairman Maurice Dunk, the club entered an exciting new chapter at Woodstock Park. Since then, Sittingbourne FC has transformed into a thriving community hub, operating over 40 teams across Men's, Women's, and Youth football – making us one of the largest football operations in the county.



## THE BRICKIES: COMMUNITY AT OUR CORE

Our nickname “The Brickies” honors Sittingbourne's proud industrial heritage in brick manufacturing, and this working-class ethos remains embedded in our DNA – resilient, determined, and built on solid foundations.

Today, our reach extends far beyond the pitch, with a strong focus on local engagement, grassroots development, and creating pathways for future talent. We represent the entire Sittingbourne community through our diverse range of teams.

## AN INVITATION TO PARTNERS

As we continue our ambitious journey up the football pyramid, we're seeking forward-thinking partners who share our vision for growth and community impact. By partnering with Sittingbourne FC, you're not just sponsoring a football club – you're investing in a 140-year institution that serves as the beating heart of our community.

Your brand will reach thousands of engaged supporters weekly, both in-person and through our growing digital platforms, while demonstrating your commitment to grassroots sport and local pride.

Join us as we write the next glorious chapter in Sittingbourne's rich footballing history. Together, we can build something special and bring the good times back to The Brickies!



# AUDIENCES



FACEBOOK  
**3.5K**  
FOLLOWERS

**500K**  
VIEWS A MONTH



WEBSITE  
**30K**  
VIEWS A MONTH



YOUTUBE  
**50K**  
VIEWS A MONTH  
IN VIEW AND GAMES LIVE STREAMED



INSTAGRAM  
**200K**  
VIEWS A MONTH



TIKTOK  
**35K**  
VIEWS A MONTH



X (TWITTER)  
**100K**  
VIEWS A MONTH



MATCHDAY RADIO  
**ONCE**  
A MONTH



# SPONSORSHIP OPPORTUNITIES

## Ground Sponsorship Packages

### Pitchside Advertising Boards

- Positioned along the edge of the playing surface
- Seen by all attendees and captured in photos, videos, & media
- Includes promotion across the club's social media & digital channels

**Investment:** From £POA

### Dugouts

- Sponsor the home and/or away dugouts
- Constant visibility throughout matches
- Ideal for building brand association with team and performance

**Investment:** From £POA

### Youtube/Highlights sponsorship

- Get your brand on match highlights on our brand new Youtube channel
- Have fans far and wide see your brand whilst they catch up on all the action.

**Investment:** From £POA

### Tik Tok

- Be part of the growing tiktok fanbase and support the behind the scenes side of the club
- Be involved in both the channel and the content that goes into it

**Investment:** From £POA

### Club Shop Sponsorship

Feature your business on the official Sittingbourne FC Club Shop.

- Logo on shop signage
- Option to co-brand certain items or merchandise displays

**Investment:** From £POA

### Turnstile Entry Points

- Sponsorship of entry gates with your branding displayed at the very first point of contact
- Opportunity to include ticket stubs, welcome signage, or co-branded access passes

**Investment:** From £POA

### Fixture Board Sponsorship

- Positioned at the entrance and within key fan areas, these boards display all upcoming home fixtures regularly viewed by supporters throughout the season.

**Investment:** From £POA

### Perimeter Fence Panels

- Display your message on the outer boundary of the ground
- Seen by everyone on arrival, during matches, and across the facility

**Investment:** From £POA





# SPONSORSHIP OPPORTUNITIES

## Matchday Sponsorship Packages

### Match Sponsor

- Branding on team sheet, matchday programme & club socials
- PA announcements before, during, and after the match
- VIP entry for up to 4 guests (boardroom access & refreshments)
- Post-match photo with Player of the Match
- Logo featured on digital assets

**Investment:** From £POA

### Matchball Sponsor

- Recognition in matchday programme and over tannoy
- VIP access for 2 guests
- Commemorative signed ball or photo opportunity

**Investment:** From £POA

### Programme Sponsor (Single Match)

- Full-page advert inside the printed matchday programme
- Branding on the programme cover as “Match Programme Partner”
- Digital version of your ad promoted on club socials pre-match

**Investment:** From £POA

### Player of the Match Sponsor

- Sponsor chooses and presents the Player of the Match
- Branded social media announcement with your company logo
- Post-match photo opportunity

**Investment:** From £POA

### Matchday Media Sponsor

- Your logo featured on the club’s matchday photo album & highlights post
- Branding overlay on social media reels/stories
- Exposure across all platforms including Instagram, Facebook & X

**Investment:** From £POA

### Fan Giveaway Sponsor

- Sponsor small giveaways like sweets, vouchers, or branded merch for fans
- at select fixtures
- Brand announced and promoted as matchday giveaway partner
- Ideal for retailers, food brands, or local services

**Investment:** From £POA

# SPONSORSHIP OPPORTUNITIES

## Stand Sponsorship Packages



### High-Impact Branding in the Heart of the Action

Sittingbourne FC is proud to offer exclusive sponsorship opportunities across our three spectator stands.

We have:

- Two seated stands, offering excellent visibility and shelter for home and away supporters
- One standing terrace, Blakey Shed, popular among our most passionate fans and close to the action

### Why Sponsor a Stand?

With hundreds of spectators passing through our gates every matchday and thousands more visiting throughout the season for youth fixtures, tournaments, and events sponsoring a stand gives your brand prime, year-round exposure to a diverse and engaged audience.

our branding will be:

- Permanently displayed across the sponsored stand
- Highly visible from the pitch, clubhouse and all main walkways
- Included in matchday programmes, club announcements and social media when referring to the stand

This is a fantastic opportunity to align your business with a growing, community-driven football club that's expanding its visibility both locally and nationally.

### Investment:

North Stand	£POA
South Stand	£POA
Blakey Shed	£POA
West Stand	£POA

# SPONSORSHIP OPPORTUNITIES

## Kit Sponsorship Opportunities

Becoming a kit sponsor at Sittingbourne FC is one of the most visible and prestigious ways to associate your brand with the club. From matchday action to social media coverage, player interviews, and team photos, your logo will be seen across platforms, across Kent, and beyond. We're offering a limited number of exclusive kit sponsorships for both the First Team and our ever-growing Youth Section, with tailored packages to suit your brand and budget.

### First Team

- Main Shirt Sponsor (Front of Home Kit)
- Main Shirt Sponsor (Front of Away Kit)
- Back of Shirt Sponsor (Home Kit)
- Back of Shirt Sponsor (Away Kit)
- Sleeve Sponsor (Home Kit)
- Sleeve Sponsor (Away Kit)
- Shorts Sponsor
- Training Kit Sponsor
- Warm-Up Kit Sponsor
- Coaching Staff Kit Sponsor
- Travel Tracksuit Sponsor
- Goalkeeper Kit Sponsor
- Post-Match Interview Backdrop Sponsor

**Investment:** From £POA

### Ladies Team

- Youth Team Shirt Sponsor (Per Team)
- Youth Training Kit Sponsor
- Youth Tracksuit/Outerwear Sponsor
- Sittingbourne Ladies Kit Sponsor
- Girls Team Kit Sponsor
- Youth Tournament Kit Sponsor
- Academy Development Partner
- Goalkeeper Kit Sponsor (Youth)
- Full Age Group Sponsorship (U7–U18)

**Investment:** From £POA

### Youth & Academy Teams

- Youth Team Shirt Sponsor (Per Team)
- Youth Training Kit Sponsor
- Youth Tracksuit/Outerwear Sponsor
- Sittingbourne Ladies Kit Sponsor
- Girls Team Kit Sponsor
- Youth Tournament Kit Sponsor
- Academy Development Partner
- Goalkeeper Kit Sponsor (Youth)
- Full Age Group Sponsorship (U7–U18)

**Investment:** From £POA



# SPONSORSHIP OPPORTUNITIES

## Player Sponsorship

Get closer to the action by sponsoring one of Sittingbourne FC's first-team players for the 2025/26 season.

Player sponsorship is a cost-effective and high-engagement opportunity for businesses, families, or fans to show their support while gaining valuable exposure in return. Your sponsorship helps to cover kit, training gear, and other essential player-related costs — and shows your backing for the club, both on and off the pitch.

### What's Included in a Player Sponsorship:

- Your name or company logo featured alongside the player on:
  - *Official club website*
  - *Matchday programme squad list*
  - *Club social media graphics for line-ups and goalscorers*
- End-of-season signed shirt from your sponsored player
- Shoutouts on social media when your player is featured
- Photo opportunity with the player (optional)
- Recognition at our end-of-season awards night

**Investment:** From £POA

#### Discounted rates available for:

- Multiple player sponsorships
- Family/fan packages
- Small business bundle deals (e.g. player + board + programme ad)



# OFFICIAL CLUB PARTNERSHIP PACKAGES

## Be Part of the Team – On and Off the Pitch

Our partnership packages are designed to deliver maximum value and exposure for your business throughout the entire season. Whether you're a growing local company or a regional heavyweight, there's a package to suit your goals.

All packages include branding, matchday engagement, networking, and digital exposure, giving your business the recognition it deserves while supporting Sittingbourne FC's ambitions on and off the field.

### Platinum Partner

Ideal for businesses looking for premium exposure and full-season involvement.

- 2 x Pitchside Advertising Boards in prime positions
- 1 x Full-Page Colour Ad in every home matchday programme
- 1 x Player Sponsorship
- 1 x Matchday Sponsorship Package (includes hospitality)
- 2 x Season Tickets
- Use of Club Boardroom for meetings or matchday hosting (by arrangement)
- Logo featured on website & social media as a Platinum Partner
- Logo featured on match highlights
- Invitation to End-of-Season Awards & Networking Events

**From £2,000 + VAT**

(Final price dependent on board position & options)

### Gold Partner

Strong visibility with great matchday and digital presence.

- 1 x Pitchside Board in premium position
- 1 x Full-Page Colour Programme Ad
- 1 x Matchday Sponsorship
- 2 x Season Tickets
- Use of Club Boardroom (matchday access by request)
- Listed on the Club Website & in Digital Comms

**£1,000 + VAT**

### Silver Partner

A cost-effective way to back the Brickies and promote your brand.

- 1 x Pitchside Board (premium location)
- 1 x Half-Page Colour Ad in home matchday programme
- 1 x Season Ticket
- Digital Recognition via social and website listing

**£750 + VAT**

### Bronze Partner

Entry-level support with guaranteed pitchside visibility.

- 1 x Standard Pitchside Advertising Board
- Listed as Bronze Partner on the club website

**£500 + VAT**

# SPONSORSHIP OPPORTUNITIES

BE PART OF EVERY MOMENT. SUPPORT THE BRICKIES.



## MATCHDAY RADIO

- Shout outs pre-game, in-game & full-time
- Logo on posters, boards & across radio
- Signed matchday programme (framed)
- Framed season ticket
- Coverage every home & away game
- Tagged in posts & YouTube listings

**£2,000 - £4,000**

Can have more than one sponsor



## PODCAST SPONSORSHIP

- Full ad read & theme song on podcast
- Logo on posters, podcast listings & boards
- Signed matchday programme (framed)
- Photo on pitch
- Framed season ticket

**£1,000 UPWARDS**

Can have more than one sponsor



## YOUTUBE – MATCH HIGHLIGHTS

- Logo on full match highlights, thumbnail & in listing
- Signed matchday programme (framed)
- Photo on pitch
- Framed season ticket

**£2,000 UPWARDS**

Max 3 sponsors



## LIVESTREAM PARTNER

- Logo on thumbnail & on screen in match
- Shout out at start & during the game
- Logo included on highlights
- Signed matchday programme (framed)
- Photo on pitch
- Framed season ticket

**£500 PRE GAME**



## CLUB APP SPONSORSHIP **NEW**

- Logo as you open the app for the year
- Shout out online
- Board at the ground

**£2,000 - £6,000**

Exclusive main sponsor



## POST MATCH INTERVIEW

- Logo on screen, thumbnail & in listing
- Signed matchday programme (framed)
- Photo on pitch
- Framed season ticket

**£2,000 A YEAR**

Max 3 sponsors



## REELS & SHORTS SPONSORSHIP

- Logo on reels & shorts across all platforms (Facebook, Instagram, TikTok & YouTube Shorts)

**£1,000 UPWARDS**

Max 2 sponsors



## ALL MEDIA PARTNERSHIP

**YOUR BRAND. EVERY PLATFORM. EVERY MATCHDAY.**

- Logo on all platforms | Every match | Every post | Every time

**£10,000**

Logo only – everything, all year. Limited to 1 main partner.



## MATCHDAY SPONSOR

- Free ticket | Pick the Player of the Match
- Photo at half time | Signed programme
- Sit in the boardroom

**£1,000 - £3,000**

Price made by Marj depending on game



## BALL SPONSOR

- Your name with the match ball
- Mention on team sheets & matchday build-up
- Great visibility in all match photos

**£200 PRE GAME**





# COME ON THE BRICKIES!!!

## GET IN TOUCH

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