



AFC LIVERPOOL

SPONSORSHIP OPPORTUNITIES

2018/19



HELP GROW NON-LEAGUE AND GRASS ROOTS FOOTBALL AND YOUR PROFILE!
For further information on sponsorship packages please contact Greg Armstrong on
07775 686959 or email info@afcliverpool.tv

WHO ARE AFC LIVERPOOL?



“I would just like to congratulate you and everyone involved with AFC Liverpool. It is a brilliant idea and I hope that it is a success for you all.”

Kenny Dalglish

AFC Liverpool is an independent football club that was set up in 2008 by supporters of Liverpool FC who recognised many were being priced out of top flight football. The aim of the club is to make football **‘Affordable For All’**.

The club is owned by the fans and run by the fans; anyone can become a member and have an equal vote on how the club develops. One member, one vote.

Our membership is the heart of our club, and we have attracted support from across the globe from Liverpool to Australia. Since its inception, AFC Liverpool has become an important part of many people’s lives, be it following the first team, getting involved in initiatives to benefit the local community, or helping us create more football opportunities for young players across the city.

Club successes include being the first club to win the North West Counties Trophy back-to-back and achieving promotion in our third season. The first team continues to strengthen, consolidating its position in the North-West Counties League, and the club has reached the Liverpool Senior Cup Final twice in its short history. Our Reserve Team now plays in the Liverpool County Premier League.

As a genuine not-for-profit organisation, all the revenue generated stays within the club and enables us to continue to grow on and off the field, through the creation of additional teams, and community engagement across the Liverpool City Region.



WHAT DO WE DO?

AFC Liverpool recognises the importance of supporting the local community and we have partnered with many charitable organisations in the last 10 years, such as Liverpool Homeless Football Club, Cash for Kids, CALM, and the Hillsborough Justice Campaign, as well as supporting local groups with their fundraising efforts, including Broadway Hall, The Alzheimer's Society and the Merseyside Asbestos Victims Support Group.

A top priority is find a place to call our own and there is an ongoing search for suitable land to develop for a ground. The new facility would be created with the wider community in mind, allowing us to open our doors to other local groups, and become a hub of social activity.



This past season, we have launched the AFC Liverpool Refugee Fan Project, creating a fund to allow asylum seekers and refugees to attend our games. The project aims to utilise the common language of football to develop friendships and create a welcoming atmosphere to all.

We have also raised money for the Children's Cancer Support Group (CHICS), and forged a successful partnership with Fans Supporting Foodbanks, accepting donations of food and toiletries at our home games, to help those most in need.



“I’m best known as the voice of Anfield, but I’m very proud that my name is also associated with AFC Liverpool. The club is a great asset to the football community in the City and I have nothing but admiration for the dedication of the people who have worked long and hard to build the club from scratch.”

George Sephton

Voice of Liverpool and Patron AFC Liverpool

CELEBRATE 10 YEARS OF AFC LIVERPOOL 2008 – 2018

Your support is also crucial for the development of AFC Liverpool as a community club and we are well placed to support local businesses. With various commercial packages available, AFC Liverpool can meet your needs whatever your budget.

With one of the highest average attendances in the Division and the strongest social media following in the League, the club can offer excellent exposure for your business as part of our matchday experience, across Merseyside, nationally and internationally. In 2017, www.afcliverpool.tv had 120,000 unique visitors resulting in over 5 million hits.



We also offer you the chance to attend matches as our guests, for your corporate events, or for you to simply to enjoy a game. Our matches are covered across a range of media, from local newspapers to international football blogs.

This season we have featured match highlights on our club YouTube channel, and we even had a match streamed live on the BBC website in the FA Cup!

Our pitch-side advertising offers excellent value for money, as not only will your advert be seen by AFC Liverpool fans, it will also reach fans of our groundshare partner Marine FC, and followers of Everton Ladies FC, whose games are broadcast live on BT Sport, and are also covered on the BBC.



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PARTNERSHIP THROUGH SPONSORSHIP

HEADLINE SPONSOR - 1ST TEAM PLAYING KIT, FRONT OF SHIRT – NEGOTIABLE (circa 15K)

Exact package can be tailored to sponsors individual needs but as a minimum this would include:

- Front of shirt – your company logo on first team home and away kits worn on all matchdays
- Logo on all replica shirts sold.
- Full colour back page advert on all matchday programmes for the season.
- Your logo as headline sponsor displayed prominently on www.afcliverpool.tv as a clickable link to your website.
- Eight complimentary tickets to each home league match.
- Half-time boardroom hospitality for eight.
- Your staff admitted to all home league games for the concession price (currently £3) on production of staff ID.
- Ten Parent & Child Season Tickets donated to a local primary school of your choice.
- Prominent promotion of your company across all our social media channels.
- Partnership with AFC Liverpool to raise money for your company's chosen charity.



ASSOCIATE SPONSOR - 1ST TEAM PLAYING KIT, BACK OF SHIRT – NEGOTIABLE (circa 2.5K)

- Six complimentary tickets to each home league match.
- Six free programmes at all home games attended.
- Half-time Boardroom Hospitality for six.
- Your staff admitted to all home league games for the concession price (currently £3) on production of staff ID.
- Ten Parent & Child Season Tickets donated to a local primary school of your choice.
- Full page programme advert for the season.
- Clickable link on the AFC Liverpool website.
- Regular promotion of your company across all our social media channels

ASSOCIATE SPONSORS- 1ST TEAM PLAYING KIT, SHORTS - TRAINING KIT – FRONT OF SHIRT - RESERVE TEAM SPONSOR – FRONT OF SHIRT -

NEGOTIABLE (circa £750)
NEGOTIABLE (circa £1000)
NEGOTIABLE (circa £2000)

- Four complimentary tickets to each home league match.
- Four free programmes at all home games attended.
- Half-time Boardroom Hospitality for four.
- Full page programme advert for the season.
- Clickable link on the AFC Liverpool website.
- Regular promotion of your company across all our social media channels.

PROMOTION IN THE LIVERPOOL REGION AND BEYOND

PLATINUM CLUB SPONSOR - negotiable (circa £2000)

This includes:

- Six Platinum Sponsors' Club cards providing free entry to all home league matches.
- Six free programmes at all home games attended.
- Half-time Boardroom Hospitality for six.
- Your staff admitted to all home league games for the concession price (currently £3) on production of staff ID.
- Ten Parent & Child Season Tickets donated to a local primary school of your choice.
- Full page programme advert for the season.
- Clickable link on the AFC Liverpool website.
- Regular promotion of your company across all our social media channels

GOLD CLUB SPONSOR - £500

This includes:

- Four Gold Sponsors' Club cards providing free entry to all home league matches.
- Four free programmes at all home games attended.
- Half-time Boardroom Hospitality for four.
- Full page programme advert for the season.
- Clickable link on the AFC Liverpool website.
- Regular promotion of your company across all our social media channels

CLUB MEDIA SPONSOR - £1000

This includes:

- Four Gold Sponsors' Club cards providing free entry to all home league matches.
- Four free programmes at all home games attended.
- Half-time Boardroom Hospitality for four.
- Full page programme advert for the season.
- Clickable link on the AFC Liverpool website.
- Regular promotion of your company across all our social media channels

**AFC LIVERPOOL TV
PROUDLY BACKED BY**

LADUMA
WWW.LADUMA.CO.UK



SPONSORSHIPS TO SUIT ALL BUDGETS

MATCHDAY SPONSORSHIPS - £150 (including match ball sponsorship)

- Four Complimentary tickets to the match.
- Four free programmes and four AFC Liverpool pin badges.
- Half-time Boardroom Hospitality for four.
- Full page programme advert in the matchday programme for the game.
- Choose your Man of the Match, present the award, with photo.
- Promotion across all our social media channels prior to the fixture.



PITCH SIDE ADVERTISING

PVC banner (on display at AFC Liverpool home matches only)	£250.00
Rigid Display board (one season)	£500.00
(two seasons)	£750.00

Large Stadium Advert Board – includes pitch side display board – one season) £1500.00

The rigid boards will be on display pitch side at AFC Liverpool matches, Marine FC matches and Everton Ladies FC matches, whose games are broadcast live on TV

PLAYER SPONSORSHIPS (published in matchday programme)

Home Shirt	£30.00
Away Shirt	£30.00
Tracksuit	£50.00
Full kit	£100.00
(Home Shirt, Away Shirt & Tracksuit)	



PROGRAMME ADVERTSs

Full page	£100.00
Half page	£60.00
Quarter page	£30.00

MISCELLANEOUS

Away Travel Sponsor	£750.00
Team Polo Shirt Sponsor	£300.00
Club Calendar Sponsor	£300.00
Club Website Advert	£100.00
Season Ticket Book Sponsor	£100.00



Sponsorships at a Glance - 2018/2019 Season

Playing Kit Sponsorships	
1st Team Playing Kit Sponsor - Front of Shirt	Contact Us
1st Team Playing Kit Sponsor - Back of Shirt	Contact Us
1st Team Playing Kit Sponsor - Shorts	Contact Us
1st Team Training Kit Sponsor – Front of Shirt	Contact Us
Reserve team playing kit sponsor front of shirt	Contact Us
Club Sponsorships	
Club Platinum Sponsorship	£2000.00
Club Gold Sponsorship	£500.00
Club Media Sponsor: YouTube channel/ Match Highlights & Interviews	£1000.00
Pitch Side advertising	
PVC banner	£250.00
Rigid Display board (one season)	£500.00
(two seasons)	£750.00
Stadium Advert Board (A large board near to the stadium entrance - includes pitch side display board - per season)	£1500.00
Match Sponsorships	
Match Sponsor	£100.00
Match Ball Sponsor	£60.00
Combined matchday package	£150.00
Programme adverts	
Full page	£100.00
Half page	£60.00
Quarter page	£30.00
Player Sponsorships – (published in matchday programme)	
Home Shirt	£30.00
Away Shirt	£30.00
Tracksuit	£50.00
Full kit (Home Shirt, Away Shirt & Tracksuit)	£100.00
Miscellaneous	
Away Travel Sponsor	£750.00
Team Polo Shirt Sponsor	£300.00
Club Calendar Sponsor	£300.00
Club Website Advert	£100.00
Season Ticket Booklet Sponsor	£100.00

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