



# BE PART OF THE STORY.



2020 - 2021 SPONSORSHIP OPPORTUNITIES



# 1880 2021

## SO MUCH MORE THAN JUST A CLUB.

Since 1880 Billericay's football club has been grabbing attention way beyond its relative size.

Billericay Town FC's recent promotions, cup successes and a new solid ownership by local businessmen has made us one of the most talked about and respected non-league clubs in the country.

For this coming season we will have the majority of our 50 teams training / playing across two brand new 3G pitches. The mixture of players, parents, friends and fans that this will generate conservatively means that 1,500 people are expected to attend the club each week throughout the season.

Some 60,000 - 70,000 people will attend the ground at some point in a year either for football reasons or to attend a function. Add to that the club's social media reach of 28.9k Twitter followers, in excess of 85,000 monthly website visitors and 850k YouTube watches. We can guarantee excellent exposure for

all of our commercial partners.

As many of you will already know, our men's first team has a high profile player- manager in ex-Tottenham and Wolves pro Jamie O'Hara. Jamie himself has 75k fans on social media and regularly appears on Talk Sport and Sky Sports. Billericay Town FC is frequently mentioned.

However, we are so much more than a just Men's 1st team. Our Women's teams go from 'strength to strength' and the junior Colts / Girls teams now number over 500 players.

The pathway to the respective first teams is strong and all of our sides are eagerly supported by thousands of friends and families. The future is very bright especially as the club reaches further out in to the local community with growing links to charities and disability teams.

Working with Billericay Town FC as a sponsor doesn't just get your business noticed and on the radar of thousands of potential customers, but also associates you with the values of a club that visibly reaches out much further than just football. A club that regularly provides care, and assistance, into the community to drive initiatives that support those that need our help. Billericay Town FC is a true community club that exists for the benefit of the area that it serves.

Why not join us ? Let's work together to both promote your business and continue to make a difference. We have many different ways to advertise your business, whatever your budget.

Come and share in the excitement of matchdays whilst extending your marketing reach across an ever-growing sporting, social and online scene.







# THE SPONSORSHIP.

Get visible, get associated, get on board.  
A extensive range of sponsorship packages  
to suit every business or individual.







## NEW LODGE - OUR ARENA

New Lodge has been home to Billericay Town FC since the 1970s. It has seen the club take countless honours and league titles. For 2020 the pitch is being levelled and improved. Here we will witness a new era of top class sporting activity and events. It's your perfect setting for local and national publicity.







## STAND SPONSORSHIP - POA

Either advertise within the main stands, maximising exposure or become part of BTFC history and name your very own stand after your brand or company.

Your stand will also carry your advertising for total impact.

Please call to discuss your associated VIP packages and availability.

### Stand Naming Rights

£POA

4 available

### Stand advertising

From £6k







## MATCH DAY SPONSORSHIP - £400

Go all in. Six adult tickets for the game. Enjoy prestigious padded gallery seats, a programme advert, PA announcement during the match, half time refreshments, post-match hot or cold buffet and even choose and have your photo taken with your the Man of the Match! Memorable and influential.



### Match day Sponsorship - £400

- 6 Reserved seats in the VIP Gallery
- Post match buffet and half time refreshments
- Name in programme and on PA
- Waitress service
- Choose and meet Man of the Match
- Sky Sports
- Reserved Car Parking







## PERIMETER ADVERTISING from £500

Advertise your business at pitch side alongside where all the action is.  
A choice of single, double or multiple perimeter hoardings subject to availability.  
Photographs of you and your advertising shared through our social media.  
Production and installation free of charge.







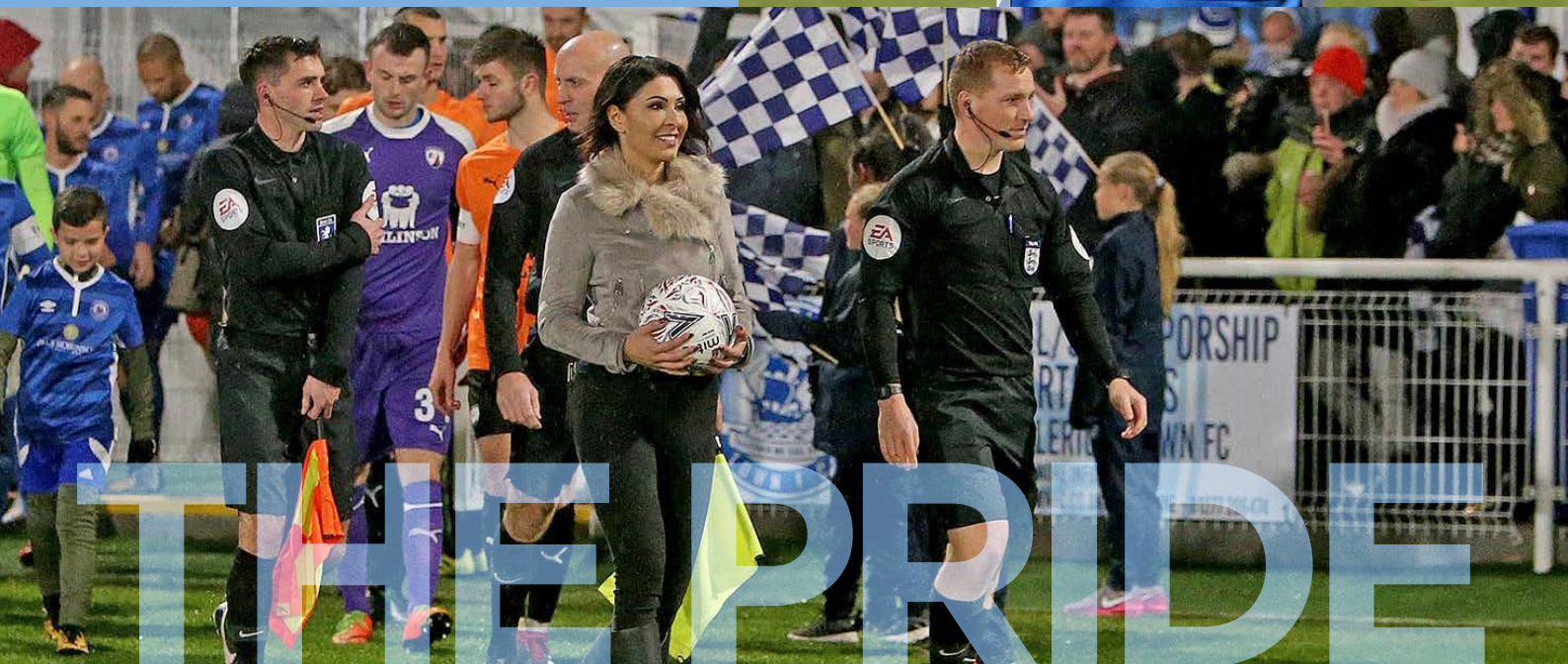
## MATCHBALL SPONSORSHIP - £200

Sponsor the matchball and be treated like a VIP for the day. Enjoy a pre-match buffet and have your name or company announced on the PA and in the match day programme. Walk on the pitch with the players for a commemorative photo and then watch the match in style from our VIP Gallery.



### Matchball Sponsorship

- Pre match buffet
- Name in programme and on PA
- Bring ball onto pitch for commemorative photo
- Reserved seats in the VIP Gallery
- Reserved Car Parking







## PLAYER KIT SPONSOR - £200

Sponsor a player kit and have your name or logo in every match day programme of the season and on our website. Be our guest on match day and have a signed shirt presented by your player at a match of your choice. The perfect way to get involved with the players or to present as a special unique gift.







# MATCH DAY MASCOT - from only £99

A chance to be a Billericay Town FC mascot and lead the team out onto the pitch is every young fan's dream. It's a fantastic opportunity for a Blue's supporter, young or old, to be at the centre of events on a match day.



## Bronze - £75

- Tour of the ground and a chance to meet the players.
- A kick around on the pitch with the players.
- Lead the players onto the pitch before the game.
- Picture with the team captains and match officials.
- A copy of the match day programme.
- Four seated family stand tickets.
- Reserved Car Parking.



## Silver - £129

- Tour of the ground and a chance to meet the players.
- A kick around on the pitch with the players.
- Lead the players onto the pitch before the game.
- Picture with the team captains and match officials.
- A copy of the match day programme.
- Four seated main stand tickets.
- Reserved Car Parking.
- PLUS
- BTFC replica team shirt.



## Gold - £149

- Tour of the ground and a chance to meet the players.
- A kick around on the pitch with the players.
- Lead the players onto the pitch before the game.
- Picture with the team captains and match officials.
- A copy of the match day programme.
- Four seated main stand tickets.
- Reserved Car Parking.
- PLUS
- BTFC replica team shirt.
- BTFC replica team shorts.
- BTFC replica team socks.



Birthday packages, additional tickets, photo albums and signed merchandise can be added to the experience at an additional cost.





# MATCH DAY PROGRAMME ADVERTISING

A constant and cost-effective way of reaching thousands of home and away fans every season either as a main sponsor, or taking advantage of a full or half page adverts. Please call us for prices and availability.







## SECONDARY KIT SPONSOR

Brand exposure on every player at every match, home and away. Every replica shirt also bears your brand. Feature full page in the Match day programmes, get VIP tickets, signed shirts and wide coverage on BTFC social media. Call for availability and prices.







## TRAINING KIT & TRACKSUIT SPONSORS

Brand exposure on every player at every match during warm up, home and away. Every replica shirt also bears your brand. Feature full page in the Match day programmes, get VIP tickets, signed shirts and wide coverage on BTFC social media. Call for availability and prices.







# BTFC WOMEN AND COLTS KIT SPONSOR

Brand exposure on the 50+ other BTFC teams competing all season, a chance to make your mark at grass roots level and with a whole new audience.  
VIP tickets, signed shirts and wide coverage on social media.  
Call for availability and prices.







## U18s AND U23s KIT SPONSOR

Brand exposure on the 18s and 23s BTFC team kit - actively support the next generation of young players coming through the ranks.  
VIP tickets, signed shirts and wide coverage on social media.  
Call for availability and prices.







# SOCIAL MEDIA SPONSORSHIP

Take the opportunity to appear on our social media platforms getting you to the smartphones and PCs of tens of thousands of followers on Facebook, Twitter, YouTube and Instagram. Our Twitter has 28.9k followers and the BT TV YouTube channel features home games and highlights for fans worldwide. Call for branding opportunities on all our posts and media output.



RONNIE  
**HENRY**

Sponsored by  
**iCore**

	Top Scorers	App.	Gls.
1	ZOE RUSHEN	10	15
2	THERESE ADDISON	12	14
3	KARISSA RODNEY	9	11
4	JOY BLACKIE	11	9
5	JEFFREY MORGAN	11	5
6	JOHN JONES	12	4
7	ROSIE LANCASTER	12	2
8	ROBYN MOODY	6	1
9	COURTNEY LUMLEY	12	1
10	LEIGHA BRADDING-BUTLER	3	1



**Braintree Town (H)**

18.4.20 | NEW LODGE



**Billerica Town FC Press** @BTFCPress · Jul 13

The official handover of our @BTFC @BTFCWomen new 3G playing surface at New Lodge took place earlier today. @DavidMc12081189 @RDowman @kimbtfc @Bigdel67 representing our club and Steve Ayers from our pitch partners @SCSlatter were in attendance. #BTFC #ACommunityClub





# IT'S YOUR TIME.

Step up and take your place within the rich history of BTFC.



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