



CRAWLEY TOWN FC

COMMERCIAL OPPORTUNITIES



ABOUT US

Crawley Town FC is West Sussex's only professional football club and have been playing in the English Football League since 2011. Currently in Sky Bet League 2, Crawley Town FC also feature in the Emirates FA Cup, Carabao Cup, The Bristol Street Motors Trophy & Sussex Senior Cup.

With an average stadium attendance of over 3,000 (figures from the 2022/23 season) the club features weekly on Sky Sports and ITV, has a large social media presence. As well as this regular TV coverage, Crawley Town vs Leeds in the 2021 Emirates FA Cup was shown live on BBC, with a peak audience of 4.5million – a third of all UK TV viewers at the time!



WHY PARTNER?

Partnering with Crawley Town Football Club is a unique way to not only promote your brand, but to engage with the local community. Here at West Sussex's only professional football club, we can work to create bespoke packages to suit your business needs, from digital advertising opportunities to match-day hospitality, we have something for everyone.

Become a partner today to not only support the team but to become part of the Crawley Town family.

TOWN. TEAM. TOGETHER.



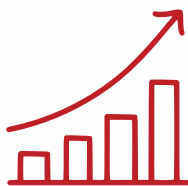
OUR REACH



Over 450,000 cumulative social media followers



3,000+ average home attendance (33% increase based on previous season)



Fastest growing population in the South East of England (11.2% between 2011 & 2021)



AVAILABLE **OPPORTUNITIES**



STADIUM NAMING RIGHTS

Broadfield Stadium has been the home of Crawley Town Football Club since 1997.

Opened after moving from Town Mead, Broadfield Stadium has played host to a number of high profile fixtures including cup victories over Norwich City, Stoke City and most recently Leeds United.

Broadfield Stadium is also currently host to the Brighton & Hove Albion Women's team who play on Sunday's & Wednesday's through the season, often featuring live on Sky Sports and the BBC.

Stadium naming rights provide a unique opportunity to associate your brand with not only a rich history, but future success with your brand taking centre stage across the main west stand and heavily throughout the entirety of the stadium.

PRICE ON ENQUIRY



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EAST STAND SPONSORSHIP

The East Stand at Crawley Town is a fully covered & seated stand opposite the dugouts at the Broadfield Stadium.

Housing most of our families on a match-day, as well as occupying away fans to the north and with a capacity of c.1,500, East Stand sponsorship represents a fantastic way to display your brand with TV facing opportunities available across the entire length of the touchline as well as additional pitch side advertising.

The sponsor will also receive frequent social media interaction as well as an array of hospitality and match-day ticket packages.

PRICE ON ENQUIRY



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BACK OF SHIRT SPONSORSHIP

Back of shirt sponsorship represents a fantastic way to promote your brand. Featuring prominently on the back of the players home, away and third shirts throughout the season in both league and cup fixtures as well as club retail shirts, your branding also features on the popular 'FC' video game (formerly FIFA)- Make sure you have the players back by taking advantage of this unique opportunity!

PRICE ON ENQUIRY

BACK OF SHORT SPONSORSHIP

Back of short sponsorship is another one of a kind opportunity to display your company on the first team kit. Have your logo placed on the bottom left of the players shorts for the entire league season as well as cup fixtures across all three kits as well as retail items.

PRICE ON ENQUIRY



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DUGOUT SPONSORSHIP

The home & away dugouts are a prominent opportunity to establish your business' identity within Crawley's commercial landscape. The first team management team and players will be based in the dugout on matchdays, so fans often are drawn to this area of the stadium. Equally, the dugouts are positioned directly in front of the Executive Seating Area so all executives and hospitality guests will recognise your brand on a consistent basis.

PRICE ON ENQUIRY

FAN ZONE SPONSORSHIP

The newest asset in the Crawley Town portfolio is the FanZone. Situated in the south-east corner of the ground, next to the family stand entrance and home terrace turnstile, it attracts fans before kick-off, at half time and post-match. Serving premium food options and a mix of soft and alcoholic drinks, the FanZone is the must visit location during a trip to the Broadfield Stadium. Located next to the all-weather ball-court, families flock in and take advantage of the relaxed and friendly environment - a perfect place to show case your community orientated brand with naming rights & static advertisement available.

PRICE ON ENQUIRY



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MATCH & BALL SPONSORSHIP

We have match & match ball sponsorship opportunities for our home league and cup games which give you the chance to entertain your business clients or your friends in style.

Included are up to 8 hospitality tickets*, a three-course meal in the executive suite, seats in the executive seating area and access to the paid bar within the suite.

Also included is social media coverage throughout the day, alongside professional pictures on the pitch and either a signed ball or shirt* with an opportunity to pick man of the match* (*Match sponsorship only).

MATCH BALL SPONSORSHIP - £450 +VAT PER GAME

MAIN MATCH SPONSORSHIP - £850 +VAT PER GAME



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DIGITAL SPONSORSHIP

SCOREBOARD ADVERTISING

Situated in the north-east corner of the stadium is our 5mx4m digital scoreboard. Capable of displaying videos or stills, this screen is the ideal marketing tool on match-days taking centre stage throughout the day.

PACKAGES FROM £200+VAT PER GAME & INCLUDE;

- OFFICIAL NAMING RIGHTS.
- OFFICIAL GOAL & REPLAY SPONSOR - **SOLD**
- OFFICIAL CORNER SPONSOR.
- OFFICIAL SUBSTITUTION & ADDED TIME SPONSOR.
- STILL ADVERTS DURING THE GAME - **LIMITED AVAILABILITY**
- PRE MATCH, HALF TIME & FULL TIME VIDEO ADS - **LIMITED AVAILABILITY**











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 Broadfield Stadium  crawleytownfc.com  Joined May 2009

DIGITAL SPONSORSHIP

SOCIAL MEDIA SPONSOR

Sponsor the club's official social media channels with a combined following of over 450,000 followers. Feature in the club's bio on each of the social media platforms, and have great access to player related activations and interactions. Sponsorship opportunities dedicated to specific social media channels and segments such as matchday tweets are also available on request.

£5,000+VAT PER SEASON

MIC & BACKDROP SPONSOR

An ideal opportunity for a business to promote their company to a wide audience. Your company logo will feature on the backdrop of all pre and post-match interviews posted to the club's official YouTube channel, which often exceed 1,500 views. Your company logo will also feature on the club's microphone windshield, which is viewable in both pre and post-match interviews.

PRICE ON ENQUIRY

TEAMSHEET SPONSOR

We have opportunities for businesses to display their logo on the club's official matchday teamsheet. Distributed out to premium ticket holders in the executive suite, and members of the press, this can be a very useful tool to promote your business to hundreds of people that attend matches at the Broadfield Stadium.

£2,000+VAT PER SEASON



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PITCHSIDE ADVERTISING

Pitchside advertising is a great way to raise awareness for your brand regionally and nationally, with weekly nationwide TV coverage on ITV, iFollow and Sky Sports, as well as displaying your brand in front of the 80,000 people who pass through the turnstiles at Broadfield Stadium each year.

We can tailor your pitchside advertising package to include match and hospitality tickets to suit your needs.

Advertising is available on all four sides of the Broadfield Stadium

PACKAGES FROM £300+VAT



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PLAYER & STAFF SPONSORSHIP

This is the ideal opportunity for loyal fans and businesses to support their favourite Crawley Town FC player or member of coaching staff.

The name of the players sponsor will appear on the scoreboard as well as benefiting from frequent social media interaction for the duration of the 2023/2024 season.

Home shirt sponsors will also appear on the club's website. As a player sponsor, you will receive your players shirt at the end of the season (shirt sponsorship only).

HOME SHIRT - £150 PER PLAYER

AWAY SHIRT - £100 PER PLAYER

LACES - £10 PER PLAYER



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OTHER OPPORTUNITIES

TICKET SPONSOR

Sponsoring tickets will ensure that every fan attending a match at Broadfield Stadium sees your brand. With your logo printed on every match day ticket and season ticket, your company will be associated with the club and will be seen by every home and away fan.

£5,000+VAT PER SEASON

BALL PLINTH SPONSOR

Sitting centre stage as players take to the pitch, the ball plinth will be seen on match highlights, social media and by thousands of fans in the ground. Giving that next level of professionalism to Crawley Town games, your brand will be synonymous with 1st team matches.

£5,000+VAT PER SEASON

GROUNDSMAN SPONSOR

Our groundstaff tend to the pitch before, during and after the game. We have an opportunity to brand their jackets and workwear with your company's logo giving fantastic exposure.

£4,000+VAT PER SEASON



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JOIN THE TEAM TODAY!



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