



COMMERCIAL OPPORTUNITIES

**SPONSORSHIP, ADVERTISING,
HOSPITALITY AND
PARTNERSHIP OPPORTUNITIES
WITH CARLISLE UNITED
FOOTBALL CLUB**



MATCH SPONSORSHIP

Match day sponsorship is a fantastic way to enjoy quality hospitality whilst promoting your business, entertaining your friends, family or colleagues.

As a match sponsor you will receive:

- An article announcing your sponsorship in the run up to the game on the club website.
- PR pictures taken with coaching staff and players at Brunton Park the week before the fixture to use across your own social media channels.
- Presence on the big screen
- Company name read out over the PA system
- Optional pre-match ground tour
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch
- Three-course hot menu and full-time pies
- Signed framed shirt presented pre-match by a player
- Team sheets
- Company name on the official team sheet
- Up to two parking spaces
- Private lounge and bar for up to 30 guests with exclusive use for the day
- Prices and menu options differ per game – book early to secure the game of your choice

**Prices start
from
£1,250+vat
for 10
guests**





ASSOCIATE MATCH SPONSORSHIP

Our associate sponsorship package provides an excellent opportunity for a group of dedicated fans or local businesses and companies to enjoy our match day experience.

Our match day associate sponsorship package includes:

- Table for 8 in Foxy's Restaurant
- Three-course dining options
- Tickets for the west side main stand
- Optional pre-match ground tour
- A signed shirt presented by a Carlisle United player
- An article announcing your sponsorship in the run up to the game on the club website
- Presence on the big screen
- Company name read out over the PA system
- Company name on the official team sheet
- Two car parking spaces
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch
- Prices and menu options differ per game – book early to secure the game of your choice

**Price from
£850+vat**





MATCH BALL SPONSORSHIP

Our match ball sponsorship package is another excellent way to raise the profile of your business or give that special person a day they will never forget.

Our match ball sponsorship package includes:

- Reserved space on a shared table for you and your guests in Foxy's restaurant
- Three-course dining options
- Tickets for main stand
- Optional pre-match ground tour
- Team sheets
- Signed ball presented by a Carlisle United player
- Name or company logo on the team sheet
- Announcement over PA system on the day of the game
- Social media coverage on the day of the game
- One car park space
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch
- Prices and menu options differ per game – book early to secure the game of your choice

**Price from
£475+vat**





MATCH DAY HOSPITALITY

Make your match day an extra special experience with our great hospitality packages, perfect for entertaining clients, staff, customers, family or friends.

Whether it's a birthday, anniversary, retirement, or any other special occasion, we can help to make it a memorable day.

Our Foxy's match day hospitality package includes:

- Reserved space on a shared table for you and your guests in Foxy's restaurant
- Three-course dining options
- Match tickets (if required)
- Optional pre-match ground tour
- Team sheets
- Match day competitions
- Pre-match player visit
- Watch the Vesta Wealth man of the match presentation
- Prices and menu options differ per game – book early to secure the game of your choice

**Prices start
from £60pp**
(including match
ticket)





PLAYER/STAFF SPONSORSHIP

Player/staff sponsorship offers you a unique opportunity to sponsor your favourite player or member of coaching staff.

This package also includes:

- Receive relevant playing shirt at the end of the season
- Meet and greet opportunities with your player
- Feature on the relevant page on the official website
- Announcement over the tannoy when your player scores or is substituted
- Invitation to the team photo day

**Packages
available
from £750**



BIG SCREEN ADVERTISING

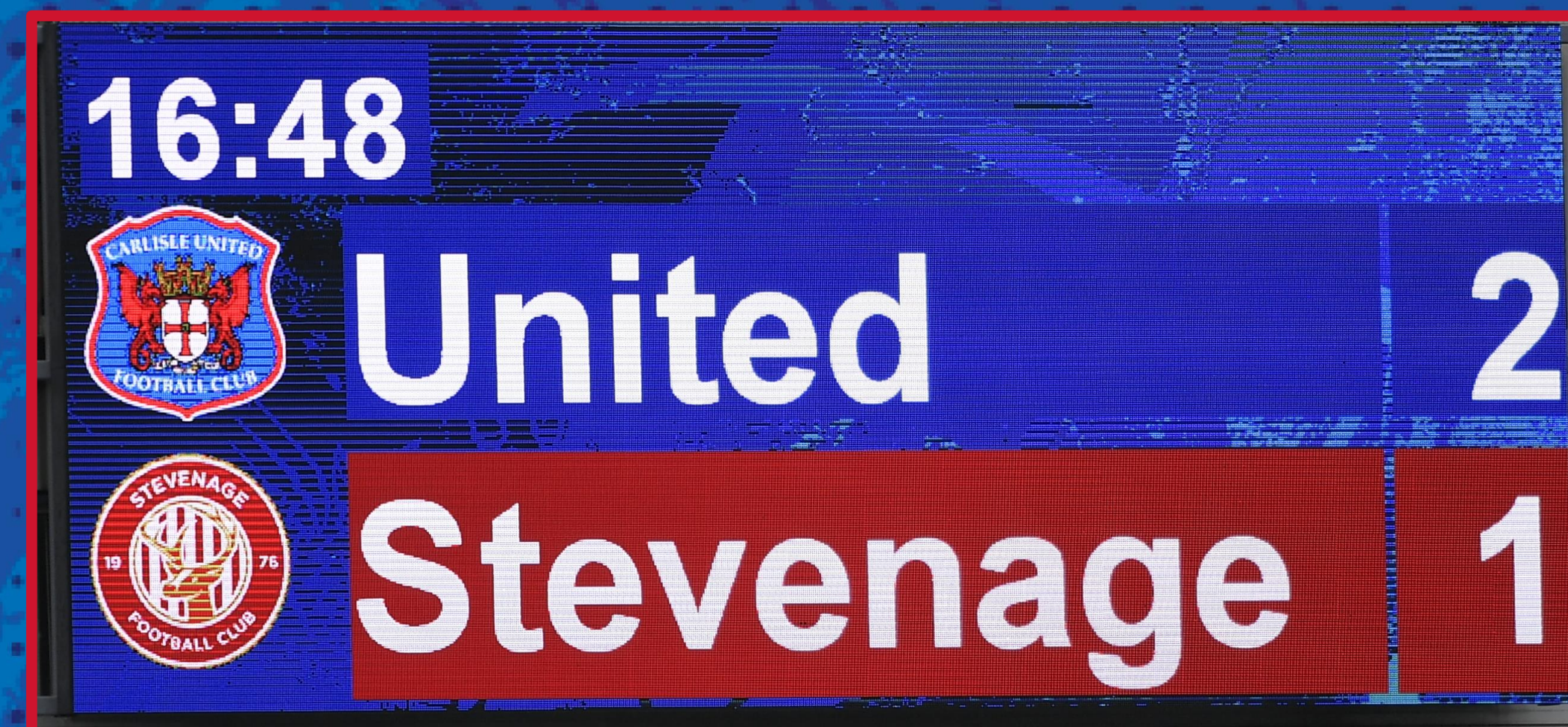
Whether you need visibility for just one game, or are running short, medium or long-term advertising campaigns, the Carlisle United big screen provides a fantastic way for you to share your messages, advertise your products and services, or raise awareness of your brand.

Situated at the Waterworks End of the stadium, our big screen allows you to get creative with graphics or short videos which can be viewed from all areas of the ground.

A season-long package would provide exposure to over 100,000 fans with a guaranteed 23 league games plus home cup games to consider.

We can offer a number of packages on a flexible basis.

Prices start
from £200
per game





PITCH SIDE ADVERTISING

Our pitch side advertising boards are a simple and effective way of increasing awareness and visibility for your company.

As interest in EFL fixtures continues to soar, you will see your Pitchside Advertising Board feature prominently both on national and local TV and in national and local newspapers.

Pitch side advertising boards are available on all sides of the pitch, both crowd and TV facing.

Boards will remain in place from time of installation through to the end of the season, including for any cup or play-off fixtures.

Prices do not include production of advertising boards.

**Prices start
from £1250
per season**





POSTER ADVERTISING

Poster advertising spaces are now available inside and outside the stadium.

We have poster advertising slots inside the East Stand concourse as well as in a number of areas externally around the stadium.

With our hospitality and indoor sports venue [Neil Centre] used seven days a week, this opportunity offers excellent visibility for your company name and message.

Concourse posters are seen every match day as supporters gather before and during the match in our social areas.

Prices start
from £300
per season





SOCIAL MEDIA ADVERTISING

Our digital footprint continues to grow at an exciting rate year-on-year.

With a combined following of over 200,000 people across our multiple social media platforms and a weekly reach on Facebook alone of over 500,000 people per week, we can help increase your audience reach by promoting your business.

Individual posts and campaign deals are available - we can tailor a package to suit your needs, on a platform which targets your audience.

With social media providing fans with instant news, this advertising provides a 24/7 opportunity for businesses.

Prices from
£50



3.1M PAGE VIEWS PER YEAR
WWW.CARLISLEUNITED.CO.UK



94K FOLLOWERS



72K FOLLOWERS



20K FOLLOWERS



8K SUBSCRIBERS



VIDEO ADVERTISING

Sponsorship opportunities are available on all club YouTube interviews and features and across all social media platforms.

With over 8,000 subscribers on the club's official YouTube channel, this is a fantastic opportunity to demonstrate your support and to showcase your company on an ever-growing platform.

We have a range of options available:

- Short promo video at the start/end of selected videos
- Your company logo positioned throughout the video

Prices from
£100



3.1M PAGE VIEWS PER YEAR
WWW.CARLISLEUNITED.CO.UK



94K FOLLOWERS



72K FOLLOWERS



20K FOLLOWERS



8K SUBSCRIBERS



IFOLLOW ADVERTISING

Prices from
£1000

Our iFollow service has increased in popularity over recent years with 10,000 match passes sold during the 2021/22 season alone.

We have a range of options available, including your company logo being shown on the team news, five minutes before and after each game, and for four minutes (8 x 30s) during the match.

There is also an opportunity to play a 30 second video during 'commercial breaks' of the stream.

iFollow: Branded Partner Slates

Static Slate (non-clickable)

Up to Six (6) partners per Club

Deployed Five (5) minutes pre and post match

Please provide logos as PNG with transparent background

The screenshot shows a website interface for Cambridge United with a central 'CLUB PARTNERS' section displaying logos for MICK GEORGE, AstraZeneca, Price Bailey, SOS, and DSA. The EFL logo is in the top right corner.

iFollow: Branded Line-Up & Formation Graphics

Static Slate (non-clickable)

Up to Six (6) partners per Club

Deployed Ten (10) minutes pre-KO

Please provide logos as PNG with transparent background

The screenshot shows a website interface for Huddersfield Town with a 'LINE-UP' section displaying player names and numbers, a formation diagram, and a 'CLUB PARTNERS' section with logos for utilita, am, and humm. The EFL logo is in the top right corner.



WEBSITE ADVERTISING

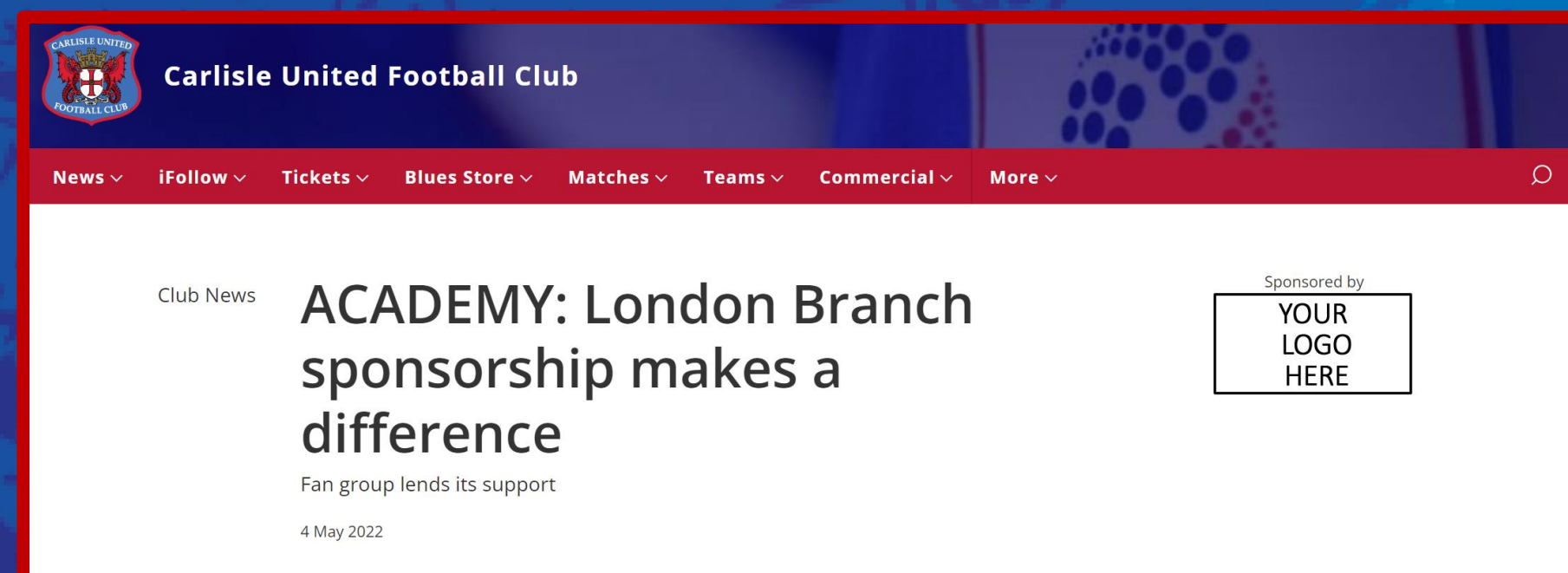
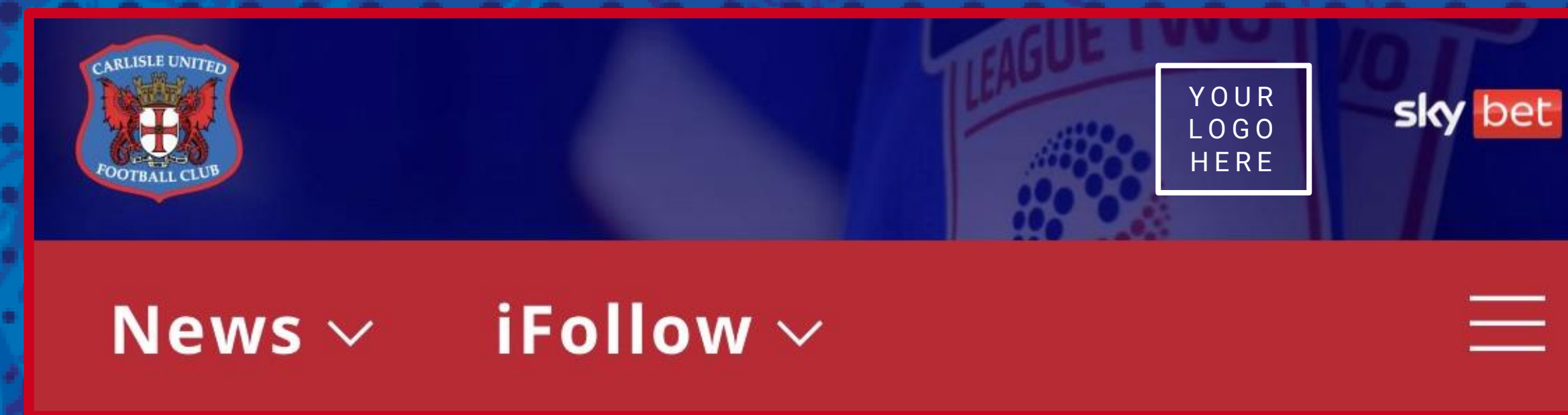
Your business will be at the forefront of our website which attracts over 3.1 million page views per year, with your logo in a prominent position on the home page.

We also have packages available to sponsor specific articles, such as manager interviews, player signing news, the live match centre or match gallery.

All sponsor logos can click through to your company website, to help drive traffic to your site.

All deals will be supported by a website article at the start of the partnership to boost awareness of your brand.

Prices start from £1,000 per season





MASCOT SPONSOR

Our match day mascot package is extremely popular with our young supporters.

We have a range of opportunities available to a mascot sponsor:

- Coverage on the mascot page in the match programme
- Coverage on our big screen
- Logo on all mascot application forms
- Logo on the mascot information page on the club website

**Price:
£1,000 per
season**





PRESS BOX SPONSORSHIP

Our press box is widely regarded and recognised as one of the best in the EFL.

With four stadium facing areas available for sponsorship, it provides an extremely visible method of showing your support.

The design of the press box lends itself to the positioning of logos or for the sharing of a campaign message.

**Price:
£2,000 per
season**





COMMERCIAL DEPARTMENT

**For details on any of these packages
please email
debbie.huddart@carlisleunited.co.uk
or call 0330 094 5930 option 3**