



BRITON FERRY LLANSAWEL AFC

COMMERCIAL & SPONSORSHIP 2019/20

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WELCOME TO BRITON FERRY LLANSAWEL AFC

**SUPPORTING YOUR LOCAL FOOTBALL TEAM CAN BE A
VALUABLE WAY OF INTERACTING WITH YOUR LOCAL
COMMUNITY, RAISING YOUR COMPANY PROFILE AS WELL AS
ADVERTISING DIRECT TO YOUR LOCAL CONSUMERS.**

2019/20 sees Briton Ferry Llansawel AFC enter a new era. The inaugural FAW Championship season kicks off and we are proud to take our place for this historical season. It is also the year that sees us celebrating the 10th Anniversary since the birth of our club in 2009 (Since merger between Llansawel FC and Briton Ferry Athletic).

Under the guidance of the club's chairman, Wyn Evans, optimism is high that the Reds can enjoy an exciting and successful season. But, it isn't just about on the field at Briton Ferry Llansawel AFC. Off the field, the club continues to invest in the Old Road ground. Our commitment to developing the club for our local community will always be at the forefront of our ambitious plans.

In football nothing is guaranteed, the unpredictability is why so many love the game. We work hard to deliver the best to everyone involved with our club including our commercial and sponsorship partners. We are extremely grateful to the individuals and companies who have already come on board to help us achieve our dreams!

Whether you are considering hospitality, brand awareness, advertising, sponsorship or looking for sporting partner, we believe we have something for everyone and to suit any budget, however large or small. Please browse this brochure and get in touch, we would love you to come on board and join us for the exciting and historic 2019/20 season and beyond!



THE BUSINESS OF FOOTBALL

**SPONSORSHIP IS A BUSINESS AGREEMENT NOT A GIFT,
THAT SHOULD BENEFIT BOTH YOU, YOUR BUSINESS & OUR CLUB**

As one of the Welsh football's most progressive football clubs, Briton Ferry Llansawel AFC offers access to a diverse audience providing our partners direct access to local and external visitors.

The Old Road Ground is unique. It's not only the home of the Reds but is utilised by a selection of local junior and senior leagues and community groups. This drastically increases the ground footfall and exposure of your brand to an engaged audience of thousands per season.

We provide a selection of partner and sponsorship opportunities to suit everyone.

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MATCHDAY SPONSORSHIP

BE PART OF MATCHDAYS AT THE OLD ROAD

We have witnessed some historic matches at the Old Road over the years. Our matchday sponsorship packages can provide an unprecedented level of visibility to an engaged local audience.

Coupled with exclusive and prioritised access to our VIP room offering a unique fully catered matchday experience.

MATCHDAY VIP HOSPITALITY PACKAGE

8 PEOPLE FOR ONLY £250

Package includes;

Private room overlooking pitch

Minibar stocked with 50 drinks of choice*

8 x Matchday Tickets

8 x Matchday Programmes

8 x half time meals*

Feature in programme as match day sponsor

Select Man of the match

*Subject to terms and conditions. Selected drinks and meals.

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PERIMETER PITCHSIDE ADVERTISING

- 8ft x 2ft full colour design, print and fitting, displayed for full season

£300
PER SEASON

MATCHDAY SPONSORSHIP

- Company logo in the match-day programme
- Complimentary match-day programme
- Company name on BFL.TV in Bar Red
- Advertising on website and social media channels
- Company name and website announced 3 times

£55
PER GAME

MATCH-BALL SPONSORSHIP


- Company logo in the match-day programme
- Complimentary match-day programme
- Company name on BFL.TV in Bar Red
- Advertising on website and social media channels
- Company name and website announced 3 times

£55.00
PER GAME

MATCHDAY PROGRAMME SPONSORSHIP

FROM £100 PER SEASON

Our 2019/2020 Briton Ferry Llansawel AFC match day programme will be a weekly 48-page full colour brochure. With a minimum of 15 home league games next season we will be producing over 1500 match day programmes excluding cup competitions.

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|----|-----------|---------------|---|--------------------|
| 01 | FULL PAGE | 128mm x 190mm |  | £150 per season |
| 02 | HALF PAGE | 128mm x 95mm |  | £100 per season |

PLAYER SPONSORSHIP

- Company name/logo in the match-day programme
- Complimentary match-day programme
- Company name on team profile page on bflafc.com

£75
PER PLAYER





‘KIT SPONSORSHIP’

SENIOR AND ACADEMY

Shirt sponsorship is a fantastic opportunity for a business looking for increased exposure or team association. We have a fantastic range of shirt sponsorship packages available across our teams.

FROM £400 PER SEASON

‘TEAMWEAR SPONSORSHIP’

SENIOR AND ACADEMY

All our teams sport matchday and training wear including tracksuits, polo shirts and warm-up tops. Each set of teamwear is available to add a business brand and is a great way of advertising that is alternative to shirt sponsorship.

FROM £250 PER SEASON

‘BAR RED SCREEN ADVERTISING’

On till and behind bar full screen advert for season - £5 per week for 52 weeks or one off payment of £200.

FROM £5 PER WEEK

'I AM RED' OFFICIAL PARTNER PACKAGE

Be part of our club by becoming an 'I AM RED' Official Partner. Without doubt one of the most value for money package in the FAW Championship provides fantastic return for your investment and support.

The package includes:

- 1 x Matchday VIP Package*
- Full page advert in match-day programme
- 1 x Pitchside Perimeter Board
- 2 Season Tickets
- Advert on BFL.TV in Bar Red
- 2 x Matchday Sponsorship Packages
- 2 x Match-ball Sponsorship Packages
- 1 x Player Sponsorships
- Official partner on social media channels
- Official partner on website

£1000 PER SEASON



THE LADIES WELSH PREMIER LEAGUE

SPONSORSHIP OPPORTUNITIES

Everyone at Briton Ferry Llansawel AFC are proud of the achievements of our ladies' teams. The growth of the women's game in Wales is quite remarkable. Our ladies ply their trade at the pinnacle of Welsh football sharing a league with both Cardiff and Swansea City respectively.

There are a number of ways you can support our ladies' teams with many of the sponsorship opportunities outlined in this document available. If you would like to discuss or support Briton Ferry Llansawel AFC ladies or any of our teams, please get in touch today.



I AM RED



COMMERCIAL TEAM

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