



GROW  
WITH  
US.

BECOME A SPONSOR TODAY.

FOOTBALL SPONSORSHIP IS MORE THAN JUST A MARKETING STRATEGY.

IT'S ALSO A CHANCE FOR YOU TO MAKE A REAL CHANGE  
WITHIN THE LOCAL COMMUNITY.

SUPPORTING:

YOUTH DEVELOPMENT | HEALTH AND WELLBEING  
COMMUNITY INITIATIVES | SOCIAL INCLUSION AND COHESION

PROMOTING:

TOGETHERNESS | HARDWORK | APPRECIATION

A SPONSORSHIP FOR HEMEL HEMPSTEAD TOWN  
IS A SPONSORSHIP FOR THE FUTURE.

# HOW HAVE WE GROWN?



**INSTAGRAM: 11K+ FOLLOWERS**  
**MONTHLY VIEWS: 1.89M**  
**MONTHLY ENGAGEMENT: 19K**



**TWITTER (X): 17.7K+ FOLLOWERS**  
**MONTHLY VIEWS: 1.24M**  
**MONTHLY ENGAGEMENT: 46K**



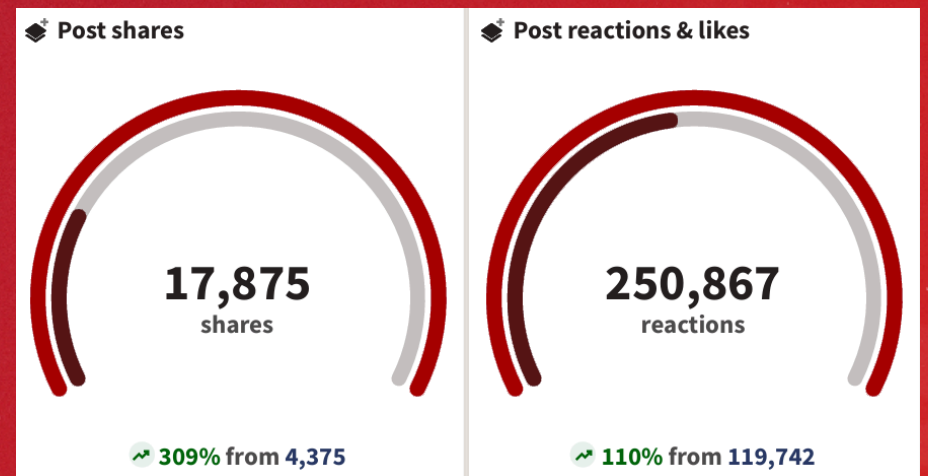
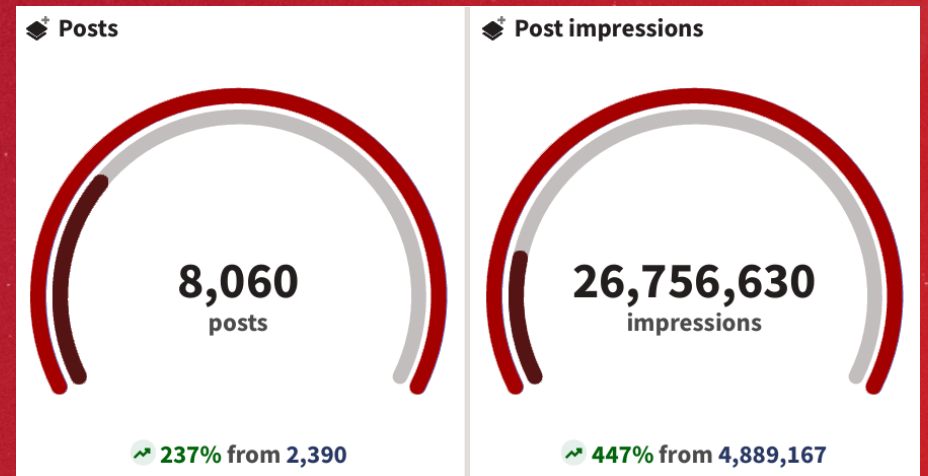
**FACEBOOK: 7.7K+ FOLLOWERS**  
**MONTHLY VIEWS: 550K**  
**MONTHLY ENGAGEMENT: 36K**



**TIKTOK: 3.6K+ FOLLOWERS**  
**MONTHLY VIEWS: 89K**  
**MONTHLY ENGAGEMENT: 3.5K**



**YOUTUBE: SUBS: 1.8K+**  
**MONTHLY VIEWS: 10.9K+**  
**MONTHLY WATCH HOURS: 570+**



# WHAT CAN WE OFFER?

AS NON-LEAGUE FOOTBALL FOLLOWING GROWS BIGGER THAN EVER, HEMEL HEMPSTEAD TOWN FC ARE ABLE TO OFFER YOUR BRAND/BUSINESS THE OPPORTUNITY TO PARTNER WITH AN INNOVATIVE, INFLUENTIAL AND FORWARD THINKING FOOTBALL CLUB WHICH APPEALS TO A WIDE AUDIENCE OF OVER 42.5K SOCIAL FOLLOWERS.

WE PRODUCE CONTENT THAT GETS US NOTICED, MILLIONS OF VIEWS RECEIVED ANNUALLY ACROSS OUR SOCIAL CHANNELS. THROUGH YOUR SPONSORSHIP, YOUR BRAND/BUSINESS CAN SHARE THIS STAGE AND BECOME AN INTEGRAL PART OF THIS HISTORIC CLUB.

## KEY BENEFITS INCLUDE:

LOCAL REACH - HEMEL HEMPSTEAD TOWN FC HAS A STRONG FOLLOWING ACROSS HERTFORDSHIRE AND SURROUNDING AREAS.

DIGITAL GROWTH - OUR SOCIAL MEDIA CHANNELS ARE RAPIDLY GROWING, WITH THOUSANDS OF ENGAGED SUPPORTERS FOLLOWING OUR JOURNEY.

BRAND ALIGNMENT - FOOTBALL FANS ARE LOYAL! YOUR BRAND WILL BE CONSISTENTLY ASSOCIATED WITH THE CLUB THEY LOVE.

# MAIN MEDIA SPONSOR:

COMPANY LOGO DISPLAYED ON MEDIA SUITE

ONGOING PROMOTION TO 42.5K+ FOLLOWERS ACROSS OUR SOCIAL CHANNELS.

DIRECT LINK TO YOUR WEBSITE IN OUR LINKTREE

COMPANY LOGO WITH CLICKABLE LINK DISPLAYED ON WEBSITE HOME PAGE.

TAG/MENTION IN SOCIAL CHANNEL BIOS 'PRESENTED BY @COMPANYNAME'.

COMPANY LOGO DISPLAYED ON ALL VIDEO OUTROS.

2 X COMPLIMENTARY SEASON TICKETS WITH ACCESS TO THE BOARD SEATING AREA.

£7500 +VAT PER SEASON



# HIGHLIGHT PARTNER:

COMPANY LOGO OVERLAYED ON HOME MATCH HIGHLIGHTS (DURATION APPROX. 8 MINS).

COMPANY LOGO OVERLAYED ON ALL GOAL CLIPS ON SOCIAL PLATFORMS.

COMPANY LOGO OVERLAYED ON 'GOAL OF THE MONTH' NOMINATION VIDEO.

'PRESENTED BY @COMPANYNAME' ON GOAL CLIP CAPTIONS.

MINIMUM OF 23 HIGHLIGHT VIDEOS PER SEASON

PLUS ADDITIONAL FOR FA CUP AND FA TROPHY RUNS.

# INTERVIEW PARTNER:

COMPANY LOGO OVERLAYED ON POST MATCH INTERVIEWS (DURATION APPROX. 5 MINS).

COMPANY LOGO OVERLAYED ON INTERVIEW CLIPS ON SOCIAL PLATFORMS.

'PRESENTED BY @COMPANYNAME' ON INTERVIEW CLIP CAPTIONS.

MINIMUM OF 48 POST MATCH INTERVIEW VIDEOS PER

SEASON PLUS ADDITIONAL FOR FA CUP AND FA TROPHY RUNS.



£4000 +VAT PER SEASON



£4000 +VAT PER SEASON

# STARTING XI PARTNER:

COMPANY LOGO ON OUR STARTING XI GRAPHIC.  
CAPTION TAG 'PRESENTED BY @COMPANYNAME'.  
46 GRAPHICS PER SEASON OUTPUT TO 4 SOCIAL  
CHANNELS (X, INSTAGRAM, FB, THREADS)  
PLUS ADDITIONAL FA CUP AND FA TROPHY RUNS.  
UP TO 330.9K VIEWS PER PLATFORM  
AVERAGE OF UP TO 5.7K PER POST.

# FULL TIME PARTNER:

COMPANY LOGO DISPLAYED ON OUR FULL TIME  
GRAPHIC.  
CAPTION TAG 'PRESENTED BY @COMPANYNAME'.  
46 GRAPHICS PER SEASON OUTPUT TO 4 SOCIAL  
CHANNELS (X, INSTAGRAM, FB, THREADS)  
PLUS ADDITIONAL FA CUP AND FA TROPHY RUNS.  
UP TO 522.1 K VIEWS PER PLATFORM  
AVERAGE OF UP TO 9K PER POST



£1500 +VAT PER SEASON



£2000 +VAT PER SEASON

# MONTHLY FIXTURES PARTNER:

COMPANY LOGO DISPLAYED ON OUR MONTHLY FIXTURES GRAPHIC.

CAPTION TAG 'PRESENTED BY @COMPANYNAME'.

9 GRAPHICS OUTPUT TO 4 SOCIAL CHANNELS

(X, INSTAGRAM, FB, THREADS)

UP TO 82.8K VIEWS PER PLATFORM

AVERAGE OF UP TO 9.2K PER POST.

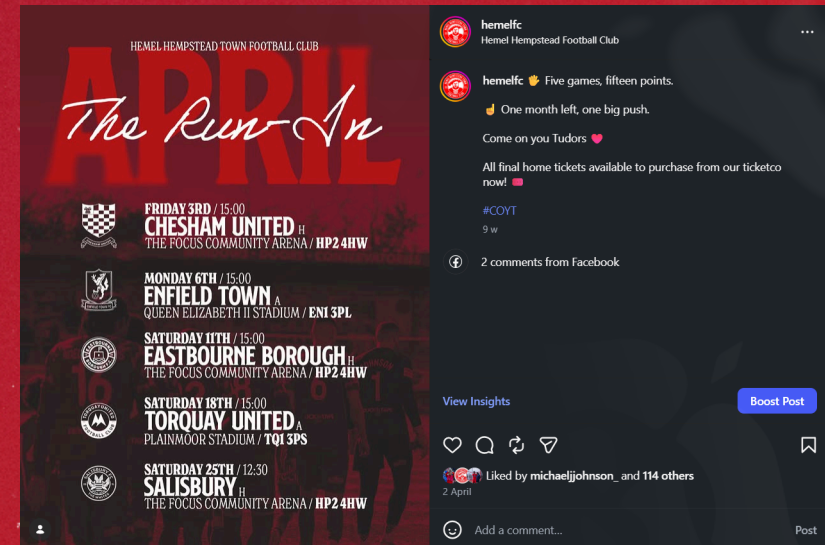
# PROGRAMME SPONSOR:

COMPANY LOGO DISPLAYED ON OUR PROGRAMME FRONT PAGE.

FULL PAGE ADVERT WITHIN EACH PROGRAMME.

23 HOME PROGRAMMES PER SEASON PLUS

ADDITIONAL FA CUP AND FA TROPHY RUNS



£750 +VAT PER SEASON



£1500 +VAT PER SEASON

SPONSORSHIP PACKAGES CAN BE TAILORED TO YOUR BUDGET AND MARKETING GOALS.  
WE AIM FOR THIS PARTNERSHIP TO BE MORE THAN JUST A SPONSORSHIP.  
INSTEAD A REAL PLATFORM WHERE YOUR BUSINESS STANDS ALONGSIDE  
HEMEL HEMPSTEAD TOWN FC AT THE HEART OF OUR COMMUNITY,  
REACHING THOUSANDS OF PASSIONATE FANS EVERY WEEK.

WE CAN CREATE ENGAGING CONTENT, GROW YOUR VISIBILITY,  
AND INSPIRE LOYALTY FROM A DEDICATED SUPPORTER BASE.  
WE'RE EXCITED TO SHOWCASE YOUR BUSINESS FRONT AND CENTRE,  
BOTH ON MATCHDAYS AND ACROSS OUR RAPIDLY GROWING DIGITAL PLATFORMS.

TOGETHER, WE CAN BUILD A WINNING PARTNERSHIP BOTH ON AND OFF THE PITCH.

