

COVENTRY UNITED

COMMERCIAL OPPORTUNITIES



Coventry United - a community football club with a vision and a plan to reach the upper echelons of English football, in search of forward-thinking businesses and supporters to join us on our journey to the top.

We have a full range of hospitality and advertising options with something to suit everyone, and we are happy to customise each product to meet your needs.

UNITED *PARTNER*



P.O.A.

Our number one package for building a long-term partnership with a successful and prominent organisation in Coventry. Significant discounts are available for multi-year contracts with staged payments. Enjoy close-ties, on-going business support and participation from right across the club and receive the following benefits:

- Your logo and link on our new website landing page, our letterhead stationery, match-day programmes, supporters club newsletters and other periodic publications such as our acclaimed 'pocket guide'.
- Regular acknowledgement tweets.
- Pitch-side advertising board.
- Corporate hospitality for up to 10 guests once per season with stadium tour.
- 10 corporate season tickets for both men's and women's senior sides and 10 tickets for our annual presentation night.
- Your choice of man-of-the-match (combined with other partner votes).
- The opportunity to work with the Directors of Coventry United on joint initiatives.
- Invitation to participate in one Board Meeting followed by Dinner.
- The ability to customise your benefits package to suit your needs.

VICE *PRESIDENT*

V.I.P.

£1,000pa

A great option for our most dedicated supporters. Significant discounts are available for multi-year Vice President plans - but you only pay for one season at a time.

- Appearance in the VP roll-of-honour on our new website.
- Advertisements in our match-day magazine and member newsletter where applicable.
- Regular acknowledgement tweets.
- Corporate hospitality for two guests once per season with stadium tour.
- 2 season tickets for both men's and women's senior sides and our annual presentation night.
- Your choice of VP man-of-the-match (combined with other VP votes).
- Membership of the Supporters Club.
- The opportunity to work with the Directors of Coventry United on joint initiatives.
- Invitation to participate in one Board Meeting followed by Dinner.
- The ability to customise your benefits package to suit your needs.

For more information on these packages and others please email commercial@coventryunited.co.uk or speak to your usual contact

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GROW WITH US ...



KIT SPONSORSHIP

£175-£250

Our most popular sponsorship package; support your favourite player with a season-long kit sponsorship deal.

- Regular acknowledgement tweets throughout season
- Roll of honour on new website (late Summer 2017)
- Two tickets to annual presentation night
- Advertisement in match-day programmes



EVENT SPONSORSHIP

P.O.A.

Coventry United stage various events throughout the season, including our annual presentation night, Christmas party, 'meet-the-manager' events with many other varieties in the pipeline.

Enquires welcome for event sponsorship, and logistical / venue support.



PITCH-SIDE BOARDS

Price P.O.A.

SOCIAL MEDIA ADVERTISING

From £50 per season

WEBSITE ADVERTISING

From £50 per season

PROGRAMME ADVERTISING

From £250 per season

- We have a range of pitch-side advertising options. You are welcome to visit us at Butts Park Arena and choose a site that benefits your business.
- Our A5 match-day programme advertisements will appear in all league and cup games where a programme is produced, which is a minimum of 31 editions.
- There various options for advertising on our new club website (Late Summer 2017). From £50.
- Our social media accounts have thousands of followers and are first port-of-call for many fans looking for information on the club. We can attach your brand to a specific type of message or issue general, scheduled tweets of support.

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Don't let the grass grow under your feet...

... get in first to secure the best game / player / space !



MATCH & MATCH-BALL *SPONSOR*

£300 each

A popular and traditional way to promote your brand and also a great way for groups of friends to club together for a great day out at the football.

- Mention in news articles in the run up to the game in social media and on website
- Option to distribute your advertising materials at the game or set up a stall
- Seats for the game
- Advert in match-day programme (please supply artwork)
- Various tweets on day of game
- Reserved parking space
- Tea / Coffee at half-time
- Drink in the bar with Directors after the game
- Small memento for each of your guests
- Choose your own man of the match and present award
- Photograph of the occasion with your man-of-the-match



CORPORATE *SEASON TICKETS*

from £40

Reward your team with a great day out at Butts Park Arena. Corporate season tickets are registered to your company, therefore you can pass them around and use that to reward staff for great work, etc; Buy several, and bring your clients to a game.

£99 for Men's MFL games, £40 for all Women's F.A. Premier League games, £139 combined



SPECIAL PROJECTS

P.O.A.

We are running many projects behind the scenes which attract a one-off implementation cost, all geared towards our growth and development plans. We welcome expressions of support from the business community to assist with funding, in return for the most appropriate benefits from the list below.

- Inclusion in press releases / publicity / website and printed matter (for example the Pocket Guide)
- Regular acknowledgement tweets
- The provision of season tickets, match tickets and hospitality where appropriate

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