



ASHINGTON AFC

SPONSORSHIP & HOSPITALITY
2021-22 SEASON

OUR TOWN
▼
OUR CLUB
▼
OUR FUTURE

WHO ARE ASHINGTON AFC?



Ashington Football Club have one of the proudest and longest histories in football in Northumberland. As we look to our bright future, we are very proud of our history which is a rich one built on the town's coal mining heritage.

Ashington Football Club was formed in 1883, originally as Ashington Rising Star playing at the Recreation Ground at the West End of the Town. Following a move to Portland Park in the town centre in 1908 the club became members of the football league in 1921, regularly playing in front of 8,000 spectators or more. Unfortunately, this golden period in Ashington football did not last more than a decade and the club returned to local leagues thereafter. The club has had spells in various leagues over the years but now compete in the Northern League Division One (five leagues below the football league).

Since 2008 we have operated from the modern surrounds of Woodhorn Lane which is equipped with a first class 250 seated stand that includes bar, hospitality and function facilities looking onto the pitch. This also incorporates the clubs dressing rooms and administration facilities.

This is an exciting period for all at the club as we look to develop our Junior players to come through the ranks to represent the first team, hopefully we can find the next Bobby Charlton, Jackie Charlton or Jackie Milburn to carry on the fantastic Ashington football tradition!

Despite the pandemic and the difficulties associated with it as a business the club has ambitions to progress on and off the field.

Supporting the club with sponsorship and / or hospitality is a great way to work together to achieve something positive for the town and community. Myself, the directors, volunteers and playing staff all have the passion and desire to succeed and would love you to join us on that journey.

Brian Shotton
Chairman



KIT SPONSORSHIP



REAR OF PLAYING KIT SPONSOR

Company Logo on back of first team home and away playing kit in prominent position.

One Advertising Board inside perimeter of ground.

Advert in every matchday programme.

Advertising space on Club Website and Social Media acknowledgement to over 10,700 Twitter followers, 5,200 Facebook likes and 1,500 Instagram followers.

Two Season Tickets for admission to every home game including half time refreshments.

£2,000 per season



SLEEVE SPONSOR

Company Logo on sleeve first team home and away playing kit in prominent position.

One Advertising Board inside perimeter of ground.

Advert in every matchday programme.

Advertising space on Club Website and Social Media acknowledgement to over 10,700 Twitter followers, 5,200 Facebook likes and 1,500 Instagram followers.

Two Season Tickets for admission to every home game including half time refreshments.

£1,000 per season



TRAINING KIT SPONSOR

Company Logo on all First Team training kit used in all training sessions and pre match warmups

One Advertising Board inside perimeter of ground.

Advert in every matchday programme.

Advertising space on Club Website and Social Media acknowledgement to over 10,700 Twitter followers, 5,200 Facebook likes and 1,500 Instagram followers.

Two Season Tickets for admission to every home game including half time refreshments.

£2,000 per season



PLAYER SPONSORSHIP



PLAYER SPONSORSHIP IS AVAILABLE FOR THE 2021/22 SEASON.

Acknowledgement to you/your company on player profile on our website, social media and matchday programme.

Photo opportunity with your sponsored player

£50 PER SEASON





MATCHDAY HOSPITALITY PACKAGES



If you are looking to use our excellent facilities for entertaining clients, staff or a group of friends we have packages to suit all budgets.

MATCH SPONSORSHIP PACKAGE (£300)

Entry and Table for 10 guests in our Charlton or Milburn Lounges with Live Sport on TV

Hot Buffet before Kick Off, refreshments at half time and full time.

Welcome drink on arrival (Beer, Wine or Soft Drink)

Complimentary matchday programme for each guest.

Company logo on the front of the programme.

PA acknowledgement.

Social Media acknowledgement to over 10,700

Twitter followers, 5,200 Facebook likes and 1,500

Instagram followers.

Comprehensive drinks package available on request.

MATCHDAY HOSPITALITY (£25 PER PERSON)

Entry and a reserved table in the hospitality lounge (no minimum numbers)

Hot Buffet before Kick Off, refreshments at half time and full time.

Welcome drink on arrival (Beer, Wine or Soft Drink)

Complimentary matchday programme

Cash bar available



STADIUM / MATCHDAY ADVERTISING

BECOME A SPONSOR OF THE CLUB AND PROMOTE YOUR BUSINESS OR ORGANISATION WITH AN ADVERTISING BOARD.

THE PACKAGE INCLUDES:

- Company Logo / Artwork printed onto board and erected at no extra cost
- Website logo, hyperlink and Social Media promotion
- Invite to Sponsorship networking evening 2 times per year at Woodhorn Lane (typically August and January) for an update on the clubs progress and meet other sponsors

£250 PER SEASON

ADVERTISING BOARDS ARE PLACED ON THE INSIDE PERIMETER OF THE STADIUM AS PER THE EXAMPLE BELOW:



WEBSITE SPONSORSHIP

- Your logo on every page of the website for the entire season
- Social Media promotion
- Four tickets to a game of your choice including half time hospitality

£500 PER SEASON

PROGRAMME SPONSORSHIP

- Your logo on the matchday programme cover for the entire season and a full page advert
- Website logo, hyperlink and Social Media promotion
- Four tickets to a game of your choice including half time hospitality

£350 PER SEASON

MATCHDAY PROGRAMME ADVERTISING

Promote your company with an advertisement in our matchday programme.

FULL PAGE ADVERT: £100 FOR THE DURATION OF THE SEASON

HALF PAGE ADVERT: £50 FOR THE DURATION OF THE SEASON



BAR & FUNCTION FACILITIES

Our Bar and Function facilities are open to the public on matchday and weekends and our meeting / function rooms are available to hire on a daily or hourly rate.

We offer the following:

Great range of Beers, Wines, Spirits and Soft Drinks

Live sport on TV

Modern Furnishings & Décor

View of entire pitch from first floor

Family friendly atmosphere

Meeting rooms for various size events

Catering by request





DW Media Stadium

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