



COMMERCIAL BROCHURE SEASON 2026/27



WHO WE ARE?

SOUTHPORT FOOTBALL CLUB IS ONE OF THE MOST HISTORIC CLUBS IN NON-LEAGUE FOOTBALL, ROOTED FIRMLY IN ITS COMMUNITY AND PROUDLY REPRESENTING THE TOWN OF SOUTHPORT.

FOUNDED ON TRADITION, DRIVEN BY AMBITION AND FUELLED BY LOCAL SUPPORT, SOUTHPORT FC IS ENTERING AN EXCITING NEW ERA ON THE PITCH, COMMERCIALY, AND WITHIN THE WIDER COMMUNITY.

WE BELIEVE FOOTBALL SHOULD BE ACCESSIBLE, INCLUSIVE AND AMBITIOUS, CREATING UNFORGETTABLE MATCHDAY EXPERIENCES WHILE OFFERING GENUINE COMMERCIAL VALUE TO OUR PARTNERS.

AT HAIG AVENUE, FOOTBALL BRINGS PEOPLE TOGETHER, SUPPORTERS, FAMILIES, BUSINESSES AND COMMUNITIES AND WE INVITE YOU TO BE PART OF THAT JOURNEY.



BECOME A POWERFUL COMMERCIAL PARTNER

LOYAL FANBASE WITH EXPANDING REACH

OUR SUPPORTERS ARE PASSIONATE, COMMITTED AND GROWING IN NUMBER, AS WE HAVE TRIPLED IN ATTENDANCE SINCE THE NEW OWNERSHIP.

PROVEN VALUE

STRONG ROI THROUGH FLEXIBLE PACKAGES AND YEAR-ROUND ACTIVATION.

CONNECTED BUSINESS NETWORK

A TRUSTED LOCAL AND REGIONAL BUSINESS COMMUNITY, WITH ADDED ACCESS TO SANDGROUNDEERS BUSINESS CLUB.

SUPPORTING COMMUNITY

GRASSROOTS SPORT, LOCAL CAUSES AND INCLUSIVE INITIATIVES.

TAILORED TO YOU

EVERY PARTNERSHIP DESIGNED AROUND YOUR OBJECTIVES.



HOW WE HELP YOU.

DIGITAL EXPOSURE

- SOCIAL MEDIA CONTENT & TAGGING
- MATCHDAY GRAPHICS & VIDEO
- WEBSITE & EMAIL MARKETING
- MATCHDAY ACTIVATION
 - PITCH-SIDE BRANDING
 - LED SCREEN EXPOSURE
- HOSPITALITY EXPERIENCES

STADIUM ACCESS

- MEETINGS, EVENTS AND ACTIVATIONS
- NON-MATCHDAY HIRE

DIRECT COMMUNICATION

- SUPPORTER ACCESS
- B2B ENGAGEMENT
- SANDGROUNDERS BUSINESS NETWORK

BUSINESS INTEGRATION

- BESPOKE ACTIVATIONS
- PRODUCT PLACEMENT
- COMMUNITY INITIATIVES



WHAT'S THE REACH?

A BROAD, ENGAGED AND LOYAL AUDIENCE

- LOCAL & REGIONAL SUPPORTERS
 - FAMILIES & PROFESSIONALS
 - VISITORS TO SOUTHPORT
 - DIGITAL FOLLOWERS

SEEN VIA:

- MATCHDAYS
- DIGITAL PLATFORMS
- HOSPITALITY
- COMMUNITY INITIATIVES

50,000
SOCIAL
MEDIA
FOLLOWERS

1,100
AVERAGE
HOME
ATTENDANCE

1M
ORGANIC
SOCIAL VIEWS
PER MONTH



KIT

SPONSORSHIP

High-impact visibility including:

- Trainingwear
- Travelwear
- Warm-up kit
- Home & Away shirts
(Front, Back, Sleeve, Shorts)





STADIUM ADVERTISING

Available assets

- Stadium naming
- Stands & terraces
- Concourse & steps
- Dugouts
- Fan zone
- Floodlights
- Pitch-side boards

LED Screen Advertising

- Large LED screen
 - Scoreboard
 - Internal TVs

Digital Impressions

- Exposure via:
- Matchday content
 - Results & goals
 - Partner features
 - Video highlights
 - Email campaigns



PARTNER TIERS

Platinum £20,000+VAT

Gold £10,000–£20,000+VAT

Silver £5,000–£10,000+VAT

Bronze £2,000–£5,000+VAT

Club £500–£2,000+VAT

CONTACT COMMERCIAL MANAGER ELLIOT HORAN
ELLIOTT.HORAN@SOUTHPORTFC.NET



CLUB PARTNER IS ENTRY LEVEL AT SOUTHPORT FC:

- “OFFICIAL CLUB PARTNER” STATUS
- VECTOR LOGO ON WEBSITE
- MATCHDAY PROGRAMME LISTING
- LED LOGO ON MAIN SCOREBOARD
- ACCESS TO NETWORKING EVENTS RIGHT TO USE
- “PROUD PARTNER OF SOUTHPORT FC” IN MARKETING
- UP TO TWO SEATED SEASON TICKETS AT HAIG AVENUE
- MATCHDAY ACTIVATION

BRONZE IS ALL OF CLUB PARTNER BENEFITS, PLUS:

- 1 X 20FT PITCHSIDE BOARD
- INCLUSION IN CLUB PARTNER VIDEO (PRE & POST SEASON)
- LED ROTATION ON SCREEN
- ¼ ADVERT IN MATCHDAY PROGRAMME
- HYPERLINKED LOGO ON WEBSITE
- UP TO TWO SEASONAL LOUNGE PASSES
- WELCOME SOCIAL POST, PHOTOGRAPHY & INTERVIEW
- SHORT SPONSOR SHOUT-OUTS FILMED ON ONE SHOOT DAY



SILVER IS ALL OF THE BRONZE BENEFITS, PLUS:

- PERSONAL PHOTOGRAPH & INTERVIEW ACTIVATION
- CLUB VIDEO FEATURE (MULTI-PARTNER BRANDED CONTENT)
- 1 X MATCHDAY SPONSORSHIP (CAT B/C FIXTURE)
- LED ROTATION ON SCOREBOARD
- 1 X 20FT CROWD-FACING OR 1 X 10FT PITCHSIDE
- PROGRAMME LISTING (QUARTER PAGE/SPONSOR SECTION)
- UP TO FOUR SEASONAL VOLARE PASSES

GOLD IS ALL OF THE SILVER BENEFITS, PLUS:

- 1 X VIDEO ACTIVATION (2 SHORT BRANDED VIDEO EDITS)
- PRIORITY ON TERRACE & PADDOCK SIGNAGE
- 1 X MATCH SPONSORSHIP
- 1 X PITCHSIDE ADVERTISING BOARD
- 1 X HALF PAGE PROGRAMME ADVERT
- SEASONAL PASSES: UP TO 6
- ROTATIONAL LED & SCREEN EXPOSURE
- JOINT PR ANNOUNCEMENT ON SOCIALS, WEBSITE & PROGRAMME



PLATINUM IS ALL OF THE GOLD BENEFITS, PLUS:

2 X VIDEO ACTIVATIONS

UP TO FOUR SHORT-FORM BRANDED VIDEO ADVERTS PRODUCED BY SFC MARKETING (SEASON-LONG USAGE)

PRIORITY ON TEAMWEAR & MAIN STAND BRANDING

FIRST OPTION ON SHIRT, TRAINING WEAR, STAND, AND KEY IN-STADIUM ASSETS

UP TO 2 X MATCH SPONSORSHIPS (PRIORITY DATES)

1 X PITCHSIDE ADVERTISING BOARD

1 X FULL PAGE MATCHDAY PROGRAMME ADVERT

SEASONAL HOSPITALITY

DEDICATED TABLE OF 8 IN THE VOLARE LOUNGE

PERSONALISED ROW OF SEATS IN THE MAIN STAND HOSPITALITY SECTION

FIRST REFUSAL ON FUTURE MAJOR ASSETS

FRONT OF SHIRT, STADIUM NAMING RIGHTS, TRAINING WEAR, DIGITAL LEAD PARTNER, ETC.



<u>ASSET</u>	<u>PRICE</u>	<u>TERM</u>	<u>TIER BAND</u>
MATCH SPONSORSHIP	£599	MBM	CLUB PARTNER
BALL SPONSOR	£499	MBM	CLUB PARTNER
MASCOT	£150	MBM	CLUB PARTNER
PLAYER SPONSORSHIP	£500	SEASONAL	CLUB PARTNER
PROGRAMME FULL PAGE	£1,800	SEASONAL	CLUB PARTNER
PROGRAMME HALF PAGE	£799	SEASONAL	CLUB PARTNER
TEAMSHEET SPONSOR	£1,000 / £1,500	SEASONAL	CLUB PARTNER
BACK OF THE STAND BOARD	£350	SEASONAL	CLUB PARTNER
CROWD FACING	£500	SEASONAL	CLUB PARTNER
PITCHSIDE BOARD (10FT)	£755	SEASONAL	CLUB PARTNER
"PITCHSIDE BOARD (20FT)"	£1,000	SEASONAL	CLUB PARTNER
YOUTUBE HIGHLIGHTS SPONSOR	£2,999	SEASONAL	BRONZE
MIXLR COMMENTARY SPONSOR	£2,999	SEASONAL	PARTNER
LARGE SCREEN VIDEO SPONSOR	£2,499	SEASONAL	BRONZE
FLOODLIGHT SPONSOR	£7,500	SEASONAL	PARTNER
FANZONE SPONSOR	£7,500	SEASONAL	BRONZE
PADDOCK SPONSOR	£4999	SEASONAL	PARTNER
SCOREBOARD LED SPONSOR	£7,500	SEASONAL	SILVER PARTNER
SKY BOX (10 GUESTS)	£13,000	SEASONAL	SILVER PARTNER
SOCIAL MEDIA & WEBSITE SPONSOR	£15,000	SEASONAL	SILVER PARTNER
TRAINING WEAR SPONSOR	£16,995	SEASONAL	SILVER PARTNER
SHORTS SPONSOR	£9,999	SEASONAL	GOLD PARTNER
TERRACE SPONSOR	£7,000	SEASONAL	GOLD PARTNER
"THE TENT"	PRICE ON REQUEST	SEASONAL	GOLD PARTNER
JACK CARR STAND	PRICE ON REQUEST	MULTI-YEAR	GOLD PARTNER
SAM SHROUDER STAND	PRICE ON REQUEST	MULTI-YEAR	GOLD PARTNER
STADIUM NAMING RIGHTS	PRICE ON REQUEST	MULTI-YEAR	GOLD PARTNER

FOR MORE INFORMATION CONTACT
ELLIOTT.HORAN@SOUTHPORTFC.NET