



Shrewsbury Town IN THE
COMMUNITY

CORPORATE SUPPORT & SPONSORSHIP BROCHURE





ABOUT US

Shrewsbury Town in the Community are the official charity of Shrewsbury Town Football club. We utilise the power of sport to engage, support and inspire our community. We fulfil this by delivering over 47 projects across the county, each with the aim of improving health and wellbeing, providing better life chances and creating stronger communities.

HERE'S SOME OF THE AMAZING THINGS WE DO EVERY DAY:

- Facilitate sessions for people who are struggling with their mental health to enable them to socialise and engage in sports
- Run disability programmes that makes sports inclusive for everyone!
- Provide education from primary school to degree level, which help people create a pathway into employment
- Utilise our sports knowledge by delivering football coaching for all young people!

CORPORATE SUPPORT

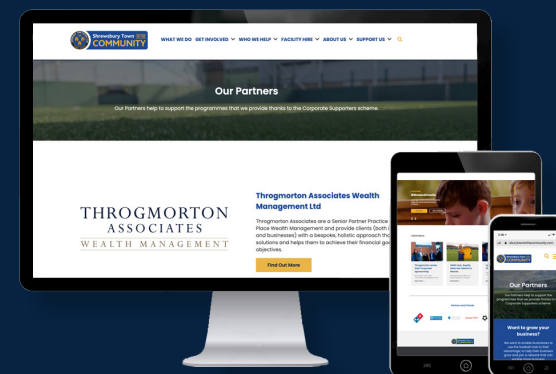
At STITC we aim to support every aspect of the community – local businesses are an essential part of this. We believe that creating a network of thriving Shropshire businesses that can mutually support one another is imperative.

By utilising the power of Shrewsbury Town Football Club our corporate supporters can get involved in exclusive events held at the stadium, training ground visits, promotion through the STFC fan base and the knowledge that they are making a long-lasting difference across their community.

Whatever your sector, size or corporate objectives, for £1,000 per year, Shrewsbury Town in The Community are able to create a package that will showcase your brand and meet your corporate social responsibilities. There are endless benefits working together could bring, including the chance to strengthen your corporate identity as an ethical and trustworthy brand, increased employee morale, networking opportunities and engagement.

WHAT'S INCLUDED WITH OUR CORPORATE SUPPORT SCHEME:

- A company 'partner page' on our website.
- Company coverage in our annual review.
- A tailored CSR impact report for use in tenders and promotional material.
- Invites to exclusive Corporate Support Networking events and a STFC training ground visit.
- Priority access to all fundraising events before general sale.
- Logo added to the Community pages in each match day programme.
- Company logo displayed across Football Hub screens for a minimum 3 months.
- Photograph with community staff to launch the new partnership – to be used on our website and all spin off marketing and PR opportunities.
- Access to the STITC brand to demonstrate your commitment to the charity.
- Company article in a match day programme throughout the season.
- 2 x general admission tickets for every home league game throughout the 2022/23 season.



SPONSORSHIP

Get your brand out there whilst supporting community action!

We understand the power of brand visibility, and improving your brand identity by partnering with a charity delivering community impact means strengthening your organisation as a trustworthy and ethical business. We have a wealth of options for you to select from, each with a large amount of exposure that could benefit your business.

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Community Pitch
- Ludlow Football Stadium
- Pitch boards
- Shrewsbury Town Women's
- Social Media sponsorship
- Uniform/Kit sponsorship
- Event sponsorship
- Advertising space



We want to be flexible with the way that you give back to the community. We can link into your corporate social responsibility objectives to create a plan that works for you. If you have an opportunity in mind that's not featured in this brochure that you would like to discuss further, please contact Milly Wheeler.

COMMUNITY PITCH

FULL PITCH SPONSORSHIP £10,000 PER ANNUM

Utilise the whole community pitch to advertise your business. This would also entitle you to naming rights of the pitch. This would be a minimum contract of 5 years



AVERAGE FOOTFALL OF 2,000 PEOPLE EACH WEEK.



30+ LOCAL TEAMS USE AS TRAINING FACILITY EVERY WEEK.



WELCOMES 20+ FOOTBALL FESTIVAL PER YEAR, ATTRACTING 8,000+ UNIQUE SPECTATORS

INDIVIDUAL BOARD FROM £400 PER BOARD

Pick a space across the pitch that you would like to promote your business! The board will be displayed for three years from a requested start date on a pitch of mixed sponsorship.



1 X PITCH BOARD (1500MM X 760MM WITH 3MM BLEEDS) - £500.00 PER BOARD.

**When you buy 6 or more boards they will be discounted to £400 each.*



LUDLOW STADIUM

Ludlow stadium is our South Shropshire site and enables us to provide opportunities to those looking to take part in all of our projects, Ludlow is continually growing and expanding, with some exciting development work happening in 2022/23 to expand our reach. If you're looking to broaden your market outside of Shrewsbury, then Ludlow is the perfect choice for you.

WHOLE STADIUM SPONSORSHIP £10,000 PER ANNUM

Get maximum brand exposure by sponsoring the entire stadium at Ludlow
This would be a minimum contract of 5 years

 AVERAGE FOOTFALL OF 600 ATTENDEES EACH WEEK.

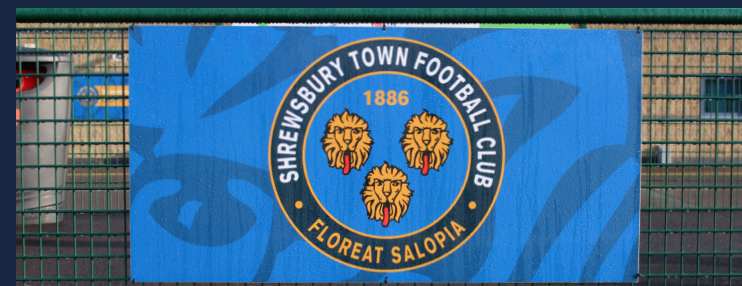
 30+ LOCAL TEAMS USE AS TRAINING FACILITY EVERY WEEK.

INDIVIDUAL BOARDS FROM £400 PER BOARD

Promote your business by placing your board across our 3G and/or grass pitch.
The board will be displayed for three years from a requested start date on a pitch of mixed sponsorship.

 1 X PITCH BOARD (1500MM X 760MM WITH 3MM BLEEDS) - £500.00 PER BOARD.

**When you buy 6 or more boards they will be discounted to £400 each.*



SHREWSBURY TOWN WOMENS

Upcoming this season, Shrewsbury Town Women's team is fast becoming an in demand sponsorship opportunity. With this season breaking Shrewsbury Town Women's records, there are a number of incredible opportunities to get involved in.

 HOME GAMES WELCOMING AN AVERAGE 1,000 UNIQUE SPECTATORS PER SEASON.

 5,000+ SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, TWITTER & INSTAGRAM

HOME KIT SPONSOR £5,000 PER SEASON – SOLD

AWAY KIT SPONSOR £2,000 PER SEASON

BACK OF HOME SHIRT SPONSORSHIP FROM £1,000 PER SEASON

Include your brand on the back of the home kit shirt, with exposure of your company in action shots!

TRAINING KIT SPONSOR £5,000 PER SEASON – SOLD

INDIVIDUAL PLAYER SPONSORSHIP FROM £250 PER PLAYER

You can choose to sponsor an individual player for the season. This package includes your brand logo on the shirt sleeve, a signed shirt at the end of the season as well as continued exposure through player of the months, post match interviews etc.



OTHER SPONSOR OPPORTUNITIES

SOCIAL MEDIA SPONSOR PRICE ON APPLICATION

Having 11,000+ social media followers across Facebook, Instagram, Twitter and Youtube, Shrewsbury Town in the Community's media sponsor is not one to pass. This sponsorship package will include your companies watermark logo on every picture and video posted on these social media pages, reaching over 22,500 people per week.

 11,170 SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM & YOUTUBE

 AVERAGE OF 22,532 WEEKLY ENGAGEMENT

 AVERAGE OF 33 POST PER WEEK

STAFF UNIFORM PRICE ON APPLICATION

Get your brand noticed on STitC's staff uniform with a huge coverage across the county, you will be known for sponsoring our community champions.

 70+ STAFF THROUGHOUT SHROPSHIRE

BALL RETRIEVER KIT SPONSOR £2,000 PER ANNUM

This sponsor package includes your companies logo on Jackets, bibs and other items of Ball Retriever uniform.

 AVERAGE OF 23 LEAGUE HOME GAMES PER SEASON

 PAPA JOHN TROPHY GAMES, FA CUP & CARABAO CUP GAMES **subject to league draws.*



EVENTS IN 2022

STitC's events throughout the year are an excellent way to promote your brand whilst supporting us to raise crucial funds to grow and expand! Our events attract over 1,000 people per year as participants and attendees. There are a huge variety of events to choose from and you can work with us to make the most out of this marketing opportunity!

SHREWSABILITY FUN RUN

📅 SUNDAY 13TH MARCH
📍 SHREWSBURY QUARRY PARK

BIKE 2 MKDONS

📅 FRIDAY 1ST - SATURDAY 2ND APRIL
📍 SHREWSBURY - MILTON KEYNES

COMMUNITY DAY

📅 SATURDAY 9TH APRIL
📍 MONTGOMERY WATERS MEADOW

GOLF DAY

THROGMORTON
ASSOCIATES
WEALTH MANAGEMENT

📅 THURSDAY 26TH MAY
📍 HAWKSTONE PARK GOLF CLUB

OTHER UPCOMING EVENTS:

Shropshire 3 Peaks - **JUNE '22**

Shrewsbury Town Sleepout - **JULY '22**

Quiz Nights - **1ST THURSDAY OF EVERY MONTH**

Annual Gala Dinner - **NOVEMBER '22**