



**SPONSORSHIP OPPORTUNITIES**  
**2023-2025**

# A UNIQUE ADVERTISING OPPORTUNITY WITH BALLYCLARE COMRADES FOOTBALL CLUB FOR SEASONS 23/24 AND 24/25

Ballyclare Comrades has recently celebrated 100 years as part of the Ballyclare Community and Dixon Park, in the centre of town, has been our home since 1936. The club has grown massively in the last few years with the creation of girls and boys academies that accommodate players from age 5 upwards. We have ambitious plans for the development of Dixon Park that include the installation of a 3G artificial pitch and the creation of a 'health and wellbeing' community hub building that will be a centerpiece feature in the regeneration of Ballyclare town centre.

Our men's senior team compete in the NIFL Championship and recently finished 6th in the 22/23 season, as well as making the quarter-final stage of the Irish Cup.

We are now in the process of designing a new playing kit which will be used for the next two seasons. All of our existing sponsors/advertisers wish to continue on the new kit but there are opportunities for new sponsors on one of the player's jersey sleeves, both leg's of the player's shorts and back of player's match-day wear for a new sponsor/advertiser to be part of our journey.

Exposure opportunities come through the following channels:

- » spectator attendance at live matches
- » sale of replica shirts to supporters
- » publication of still photographs
- » publication of edited video highlights



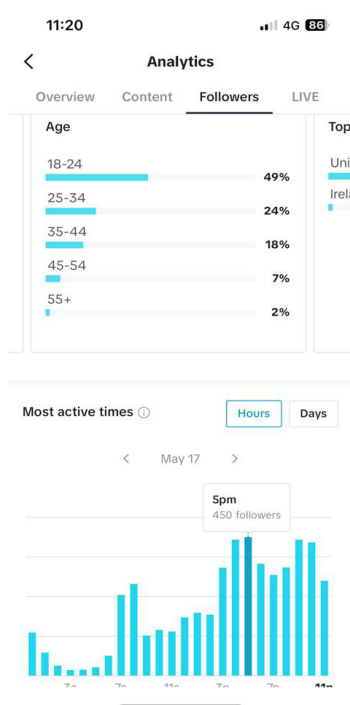
More exposure is available with wall board advertising at the ground itself so what we're offering at the minute is a package of jersey sleeve and 2 wall board (2440mm x 1220mm, 8ft x 4ft) advertising, cost £3000 per year.



**BALLYCLARE COMRADES SPONSORSHIP 2023-2025**

## DIGITAL SPONSORSHIP

In addition to these sponsorship packages there is also the opportunity for sponsorship of our social media channels. We have extensive creative content on Facebook, Twitter, Instagram, TikTok and our very own YouTube channel.



On Instagram we've reached 6793 accounts in the last 30 days, this is some of the breakdown of that. We have a monthly marketing reach of over 50,000 unique followers across our various social media outlets (Facebook, Twitter, Instagram, TikTok). Analytical data shows that the majority of these people are based in the Ballyclare, Newtownabbey, Belfast and Ballymena areas. Our largest age range of viewers are 18-40. This is a very cost-effective way for local companies to get exposure to a wide scale audience while supporting a community-based sports club.

We have the highest TikTok following in the Championship and our media package also includes post-match interviews, match highlights and featured segments on players called "offside with...", which are second to none in comparison to any other clubs' media team.

There are options which we can discuss to include your business name and logo on our social media platforms across these features.





# SPONSORSHIP OPTIONS

## MEDIA PACKAGE





**Business name and logo on post-match interviews and match highlights which appear on YouTube and social media**

£1000 per season/£500 half a season

**Business logo on TikTok, Instagram reels and “offside” feature**

£500 per season

All of these can be broken down and discussed.

	<b>FOLLOWERS: 4.6K</b> <b>REACH: 37.6K</b> <b>ENGAGEMENT: 24K</b>		<b>FOLLOWERS: 1.6K</b> <b>REACH: 6.8K</b> <b>ENGAGEMENT: 24K</b>
	<b>FOLLOWERS: 7.3K</b>		<b>FOLLOWERS: 900</b> <b>REACH: 13K</b> <b>ENGAGEMENT: 23K</b>
<b>WWW.BALLYCLARECOMRADES.COM</b> <b>VISITS: 20K</b> <b>HOME PAGE VIEWS: 13K</b> <b>UNIQUE VISITORS: 13.2K</b>		<b>POST MATCH INTERVIEWS</b> <b>MATCH HIGHLIGHTS</b> <b>YOUTUBE CHANNEL</b> <b>EXCLUSIVE “OFFSIDE” SHOW</b>	

## TRADITIONAL SPONSORSHIP

### Shirt Sponsor

£3000 per year/minimum 2 year agreement (details on previous page)

### Player Sponsor

£60 per player per season - home or away jersey of player to keep at end of season/ photograph with player.

### Match Sponsorship

£100 per game

### Ball Sponsorship

£50 per game



## SPONSORSHIP BOARDS

(costs are per year unless specified and require 2 year minimum agreement, installation and manufacture not included, direct links to sponsors from our web page and social media)

### **Main Stand 5500 x 400**

£1800 per year, 2 for £3000 per year

### **Dignatory Stand 5000 x 400**

£1600 per year, 2 for £2800 per year

### **Control Tower 5500 x 400**

£1800 per year

### **Pigeon Terrace 2500 x 400**

£800 per year

### **Pitch Perimeter Wall 2440 x 1220**

£300 per year

### **Harrier Way Car Park 2440 x 1220**

£720 per year

We are more than happy to discuss all these figures and arrange a meeting where you can also be shown around the ground.

Many thanks in your interest in supporting Ballyclare Comrades FC.

