



# Sponsorship and Advertising Opportunities

**Live together. Play together. Win together.**



Image: Mark Brown

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Image: Mark Brown

## A huge year of progress for one of Scotland's top community clubs

Established in 1951, The Spartans Football Club is now a household name, not just in North Edinburgh, but across the country. The continued success of our Women's team in the SWPL and the Men's successful promotion to League Two has helped tell our story. We welcome over 4,800 people every week to our home at Ainslie Park who enjoy playing, training or spectating from across our teams and our community programmes.



Image: Mark Brown

### Where are we now:

1. We have a state-of-the-art football academy at Ainslie Park which opened its doors in December 2008.
2. Over £6 million has been invested in our facilities, with the support of SportsScotland, BIG Lottery, Social Investment Scotland, Robertson Trust, Children in Need, Tartan Army Children's Charity and many others.
3. A modern 3,500 capacity stadium, two state-of-the-art 4th generation synthetic pitches, a 5-a-side pitch, eight changing rooms, a physiotherapy room, our Youth Work hub and a community club room have been created in North Edinburgh.
4. We have a brand-new stand open on the west side of Ainslie Park, and development work on the state-of-the-art youth centre, with a roof top viewing area, will start shortly.
5. Our charity, the Spartans Community Football Academy, employs 25 full time staff and is highly recognised across the UK for using sport to deliver social change. In a recent UEFA study is showed we deliver over £6 of social benefit for every £1 invested.

6. The men's senior team are coming off the back of a very successful first season in League Two. Reaching the playoffs for League One and narrowly losing out to Dunbarton in the final demonstrated our ability to compete at this level and sets the bar for the coming season. Average gates for home games have increased by around 40%, with highlights including beating Dundee Utd in the League Cup, overcoming Arbroath in the Scottish Cup, then hosting a sell out fourth round tie against Hearts. With the bulk of last years squad committed, we are very exciting about the upcoming season.
7. Our women's senior team continue to punch above their weight in the Scottish Women's Premier League. Jack took over from Debbie during last season, securing Premier league status and reaching the semi-final of the Scottish Cup. This season will be very exciting for the women's side with lots of new faces and continuing to utilise our ever-growing youth section.
8. Both teams are supported by our youth development programmes which continue to go from strength-to-strength, helping to support young players and their families using the power of football.

## Become part of the Spartans family

To help our continued success we are seeking new sponsors to join us on this journey. By supporting our club, you have a wonderful opportunity to be an integral part of the Spartans family. Our community work continues to grow as we tackle the challenging health, unemployment, education, and crime issues in North Edinburgh. As a business, your brand will support the development of a truly innovative community club. Our ambitious aspirations are aligned with yours, and we look forward to working with you.

**Craig Graham, Chairman**  
**The Spartans Football Club**



Image: Mark Brown

**Scottish international players  
from our women's senior team**



# P

## Programme Advertising

Around 20 programmes are published per season, with 250 copies printed each week. We estimate that each programme is read by 500 people as the programmes sit around our café for the week after games and our other customers read through them.

A link to your company website will also be created from [www.spartansfc.com](http://www.spartansfc.com).

*We have a range of advert sizes available:*

*Full-page – from £500 + VAT*

*Half-page – from £350 + VAT*

*Quarter-page – from £250 + VAT*



Image: Mark Brown

## Player Sponsorship for the Season

- Sponsor details on the website and in the programme
- Player sponsorship announced on social media
- Sponsor to meet their player after a game in the café/bar for photos/a drink

*Prices range from £150 + VAT for Men and Women, or from £275 + VAT to sponsor a player from each.*

## Stadium Perimeter Advertising

Perimeter advertising is a great way to promote your business to the 250,000 people that are welcomed through our doors every year.

The package includes company details in each programme and a link to your company website from [www.spartansfc.com](http://www.spartansfc.com).

The design and manufacture of advertising boards costs an additional £200.

*from £500 + VAT per board*



Image: Mark Brown

## Website and Social Media Sponsor

Our website, Twitter and Facebook pages receive extensive coverage. We have over 5,000 unique visitors to our website each week and over 30,000 followers across our social media channels.

The sponsor will receive a prominent banner advertisement on every page of [www.spartansfc.com](http://www.spartansfc.com) and [www.spartansfcwomen.com](http://www.spartansfcwomen.com) and “shout outs” on our social media channels.

*from £1,500 + VAT*



Image: Mark Brown

Over

250,000

### Match-day Hospitality

We offer a range of match-day packages to take advantage of the hospitality facilities at Ainslie Park.

### Match Sponsorship from £1,000 for a table of 8, from £750 for a table of 4 (additional seats in hospitality can be requested)

- Eight or Four tickets in hospitality
- Pre-match Meal
- Access to cash bar
- Match-day programme
- Seats in the centre of the stand
- Half time Pie and drink
- Guest speaker with Q&A
- Spartans FC Gift for all guests
- Logo or name on front of programme, extensive coverage on social media and over the tannoy
- Spartans FC Strip, signed if desired

### Match Ball Sponsorship from £250

- Two tickets in club boardroom
- Pre-match food
- Access to cash bar
- Match-day programme
- Seats in the centre of the stand
- Half time Pie and drink
- Guest speaker with Q&A
- Spartans FC Gift for all guests
- Special mention in programme and social media
- Match Ball Keepsake, signed if desired

### Individual Hospitality from £50 for season ticket holders, from £60 for non season ticket holders

- One ticket in our hospitality lounge
- Pre-match Meal
- Access to cash bar
- Match-day programme
- Seat in the centre of the stand
- Half time Pie and drink
- Guest speaker with Q&A
- Spartans FC Gift

people are welcomed through our doors every year.



## Back of Shirt & Shorts Sponsorship Package

Your name as sponsor will appear on the back of the home and change kits, plus home and away shorts.

Your Sponsorship Package includes the following:

- Two perimeter advertising sites (boards to be supplied by sponsor)
- Half-page advertisement in the match-day magazine
- Website credit with link
- Three PA announcements on match-days
- Match-day sponsor for two fixtures; includes a party of four guests (full hospitality)

*from £3,750 + VAT per year  
(Payment scheme available)*



Image: Mark Brown



Image: Mark Brown

## Bench Wear Sponsor (men or women)

Your name as sponsor will appear on all the bench wear kit used on match-days.

- Manager's, Coach's, Physio's and substitute's jackets
- Sponsors will receive two season tickets valid for all league games
- Credit in the match-day programme
- Website credit and link

*from £750 + VAT per year*

## Match-day Mascot

Have your name on the club mascot 'Sparry', you will be given maximum exposure on match-days plus at numerous community events in the Edinburgh area.

Sponsorship Package Includes:

- Your name on the front of 'Sparry's' shirt
- Credit in the match programme
- Website Credit

*from £350 per year + VAT*

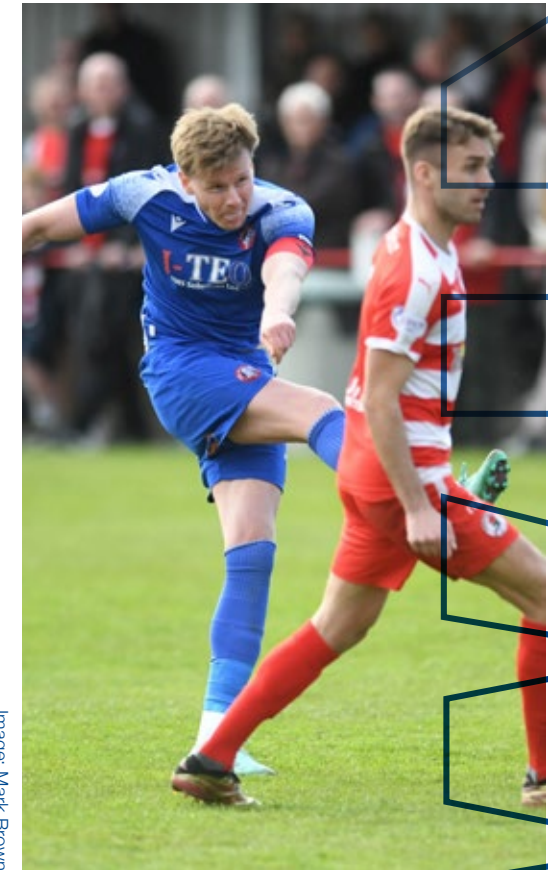


Image: Mark Brown



Image: Mark Brown

### Dugout

We are excited to offer an exclusive sponsorship opportunity for both our dugouts, providing prime advertisement space with exceptional visibility. This high-visibility area ensures your brand will be prominently displayed to our dedicated supporters during every home game and indeed the 4000+ people who visit Ainslie Park every week. By sponsoring the dugouts, your company will benefit from extensive exposure and a strong association with our passionate fanbase, making it a valuable investment for boosting your brand's presence and engagement within the community.

*from £4,000 + VAT  
(plus one off costs for branding production.  
Price on application)*



Image: Mark Brown

### Sponsor of our New Scoreboard

Our brand new electronic scoreboard offers the prime opportunity to promote your brand regularly to our audience. With an optimum position, overlooking our Stadium pitch, you can showcase your brand in style, giving you maximum exposure throughout the season and beyond.

*from £4000 + VAT per season  
(plus the one-off cost of making banner  
– Cost £500+VAT)*

### Sponsorship of Fixture Board

Your brand, prominently displayed on our fixture board at the ground entrance with prime visibility to in excess of 250,000 visitors each year. This will give your brand maximum exposure to our audience 365 days a year.

*from £750+vat (plus one off production costs.  
Price subject to requirements)*



Image: Mark Brown

### Camera Tower

We are pleased to present an exceptional sponsorship opportunity for our camera tower, offering a very large advertisement area with extensive exposure. Positioned prominently, the camera tower ensures your brand will be highly visible to almost everyone who comes along to Ainslie Park whether on matchday or for the many who attend to train on our Stadium pitch. This prime location provides maximum visibility, making it an ideal spot for your company to gain significant exposure and connect with our passionate supporters. Partnering with us through this sponsorship will enhance your brand's presence and visibility within the community, creating a lasting impact.

*from £4,000 + VAT  
(plus one off costs for branding production.  
Price on application)*





# 3,500

capacity  
modern  
stadium

## Stadium Sponsor

Have your company name linked to the stadium; you will receive numerous media name checks throughout the season.

Stadium Package includes:

- Your company name linked to the stadium name
- Signage
  - Entry points to the stadium
  - Four perimeter sites
- Printed Material
  - All official Spartan FC printed material, Letter heads, season ticket books

- Hospitality
  - Match-day sponsor for two fixtures; includes a party of four guests (full hospitality)
  - Half-page advertisement in the match-day magazine
  - Website credit with link
  - Three PA announcements on match-days

*from £20,000 + VAT*

*Please enquire directly for discounted multi-year packages*

*(Payment scheme available)*

## Main Stand Sponsorship

Spartans FC have a 500 seater stand, which is available for a sponsor to link their company name to this new facility and receive great exposure throughout the season.

Stand Sponsor Package includes:

- Three advertising sites on the stand
- Two perimeter advertising sites
- Credit in the match-day programme

- Website credit and link
- All stand tickets will carry the sponsor name
- Two PA announcements at every game

- Four season tickets valid for all home league games

*Cost Per Year:*

*from £15,000 + VAT*

*Please enquire directly for discounted multi-year packages*

*(Payment scheme available)*





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