

2025

BUCKINGHAM FOOTBALL CLUB SPONSORSHIP BROCHURE





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WELCOME MESSAGE



Buckingham Football Club

Est 1933

Buckingham Football Club are committed to providing a club the town can be proud of, providing the best facilities and opportunities available while maintaining the fun and enjoyable side of the beautiful game.

In order for us to achieve our aspirations, to move up the football pyramid, we have opened up a host of new Sponsorship Opportunities from displays on our big screen, Name the Stand and even Stadium Naming Rights. There is real potential with the club and the town to become a sustainable football club higher up the Football Pyramid and we would love for you to be part of that journey with us.





WHO ARE WE?

Buckingham Football Club is an amalgamation of Buckingham Athletic and Buckingham United in 2023, we are currently members of the Spartan South Midlands League Division One and play at Stratford Fields, Buckingham. The club was first formed in 1933 as Buckingham Juniors, before later becoming Stratford Fields. In 1939 the club adopted Buckingham Athletic FC as its name.

The club doesn't just have a first team, as a result of the merger the club now boasts 7 teams, over 200 registered players and over 400 members on the books with teams ranging from Under 18s through to veterans!

The club's committee is unique in modern non-league football with a diverse group over various ages, backgrounds and experiences with real genuine energy to build on the great foundations already in place to develop the club, move up the football pyramid and provide the best community facilities possible

OUR GOAL

- To become a sustainable Step 4 Football Club of the National League System
- To develop our stadium to Grade 4 Standard
- Renovation of the Clubhouse to provide a community hub suitable for a range of groups, events and activities
- Provide the town with a sustainable football club while maintaining the fun and enjoyment that everyone loves of the beautiful game



Since the merger we have already achieved over £100,000 in grant funding covering the cost of Solar PV and LED Lighting, including an upgrade to the stadium floodlights



STADIUM NAMING RIGHTS

For the first time in the club's history we are offering the fantastic opportunity to maximise your company's profile and your local brand awareness with the opportunity for the naming rights to Stratford Fields

What's included?

- Naming Rights to the Stadium
- Name to be used on all club promotional activity
- Board on the Front Main Entrance to the ground facing the A422
- Pitchside Advertising on all four sides of the ground
- Company logo on the new media board
- 6 x Season Tickets
- Company logo/brand on all club print, social posts and website
- Full Page advert within the club's programme
- Full club press release
- 3 year deal



MAIN STAND SPONSORSHIP

Sponsor the club's main stand and have your company branding located on the front left and right side of the stand in the most prominent position available pitch side

What's included?

- Naming Rights to the Stand
- Company logo/branding located on the front left and front right of the stand.
- Two Pitchside Advertising boards
- Company logo on the new media board
- 4 x Season Tickets
- Full Page advert within the club's programme
- Full Club Press Release
- 2 year deal



FIRST TEAM KIT PACKAGE



The First Team kit sponsorship package is an ideal way to gain brand exposure for your company, not just in the stadium but also digitally and online through the club's and other football media outlets.

What's included?

- Company Logo located on the front of both the home and away shirts.
- Company Logo located on the First Team Pre Match Warm Up Shirts
- Two Pitchside Advertising boards
- Company logo on the new media board
- 2 x Season Tickets
- Full Page advert within the club's programme
- Full Club Press Release
- 2 year deal



SEASONAL MATCHDAY SPONSOR

If you are a regular spectator looking to increase the matchday experience with further exposure of your brand, then the Matchday Sponsor Package could be the right opportunity for you.

What's included?

- Matchday Sponsorship every First Team home game across the season
- Two Pitchside Advertising board
- Company logo on the new media board
- 4 x Season Tickets
- Full Page advert within the club's programme with logo on the front.
- Complimentary drinks for four guests on arrival.
- Choose and present Man of the Match at Full Time of all First Team Home Matches
- Inclusion on all First Team Home Match Social Media Posts



FIRST TEAM TRACKSUITS



The First Team tracksuit package is an ideal way to gain brand exposure for your company, not just in the stadium but also out and about as players arrive for matches and training and online through the club's and other football media outlets.

What's included?

- Company Logo located on the back of the tracksuits and training shirts.
- Two Pitchside Advertising boards
- Company logo on the new media board
- 2 x Season Tickets
- Full Page advert within the club's programme
- Full Club Press Release
- 2 year deal

MATCHBALL SPONSORSHIP

Become the club's Match Ball Sponsor for the forthcoming season and gain the following benefits and brand awareness

What's included?

- One signed football from the first team.
- One Pitchside Advertising board
- Company logo on the new media board
- 2 x Season Tickets
- Half Page advert within the club's programme
- Full Club Press Release





DISPLAY ADVERTISING

Interested in simple brand awareness Pitchside, On the Big Sponsors Screen in the Club or in the Matchday Programme which is also available online? Then the below options may be just right for you and your business. Bundle prices for multiple choice available!

Advertise on The Big Screen

Display your company's advert on the Sponsors Screen in the clubhouse for the season, on display at all fixtures and events*

£350 Per Season

Pitchside Advertising Board

Gain prime Pitchside brand exposure with a sponsors board, pitchside boards get great exposure from online highlights, match photos and with the location of the ground, the general public too!

£500 First Season £190 2nd Season (subject to annual increase)

Programme Advert

Advertise with a full or half page programme advert available for free at all home games and online.

Full Page £150

Half Page £90

Bundle Price!

Screen + Pitchside £600

Screen + Pitchside + Programme £650



VEO SPONSORED HIGHLIGHTS

With the ever advancing technology available to non-league clubs your brand has the perfect opportunity to partner us in our purchase of a VEO System, allowing the club to post match highlights, goals, strong saves and those all important non-league calamities too!



What's included?

- Company Logo located on the highlights posted on our social media channels
- One Pitchside Advertising board
- 2 x Season Tickets
- Half Page advert within the club's programme
- Full Club Press Release



CLUB TEAM PACKAGES

Aside from our First Team we also have our **U23's, U18's, Saturday A, Sunday A & B along with our Veterans!**

To keep things simple we have a flat rate across the club for all of our other teams.

Home or Away Kit

- Company Logo on the front of the shirt
- Half Page Advert in the Club Programme
- One Pitchside Board
- 2 x Season Tickets
- Social Media Announcement
- Section in the sponsors section of the club website.

£850

Team Tracksuits

- Company Logo on the back of the tracksuits and training shirts
- Full Page Advert in the Club Programme
- Two Pitchside Boards
- 2 x Season Tickets
- Social Media Announcement
- Section in the sponsors section of the club website.

£1490

Warm Up Shirts Or Club Polos

- Company Logo on the rear of the chosen shirts
- One Pitchside Board OR Two Season Tickets
- Social Media Announcement
- Section in the sponsors section of the club website.

£590



AROUND THE CLUB

If you are looking for something different, something that is not directly related to a team, but you would still like to partner with the club to build your brand exposure then maybe the following two options are for you

Club News Letter

Have your company name and website located on the front page of the club news letter which goes out monthly to all the club members!

£450

Martin's Tea Hut

A unique opportunity to sponsor a new converted container for the use of refreshments aka 'Martin's Tea Hut' This is a lifetime opportunity which means your companies logo and branding will feature on the structure for its lifetime at the club!

£5,000





LET'S WORK TOGETHER

Buckingham Football Club

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