



# COMMERCIAL OPPORTUNITIES

SPONSORSHIP, ADVERTISING,  
HOSPITALITY AND  
PARTNERSHIP OPPORTUNITIES  
WITH CARLISLE UNITED  
FOOTBALL CLUB

All arrangements are subject to ongoing Coronavirus safety requirements



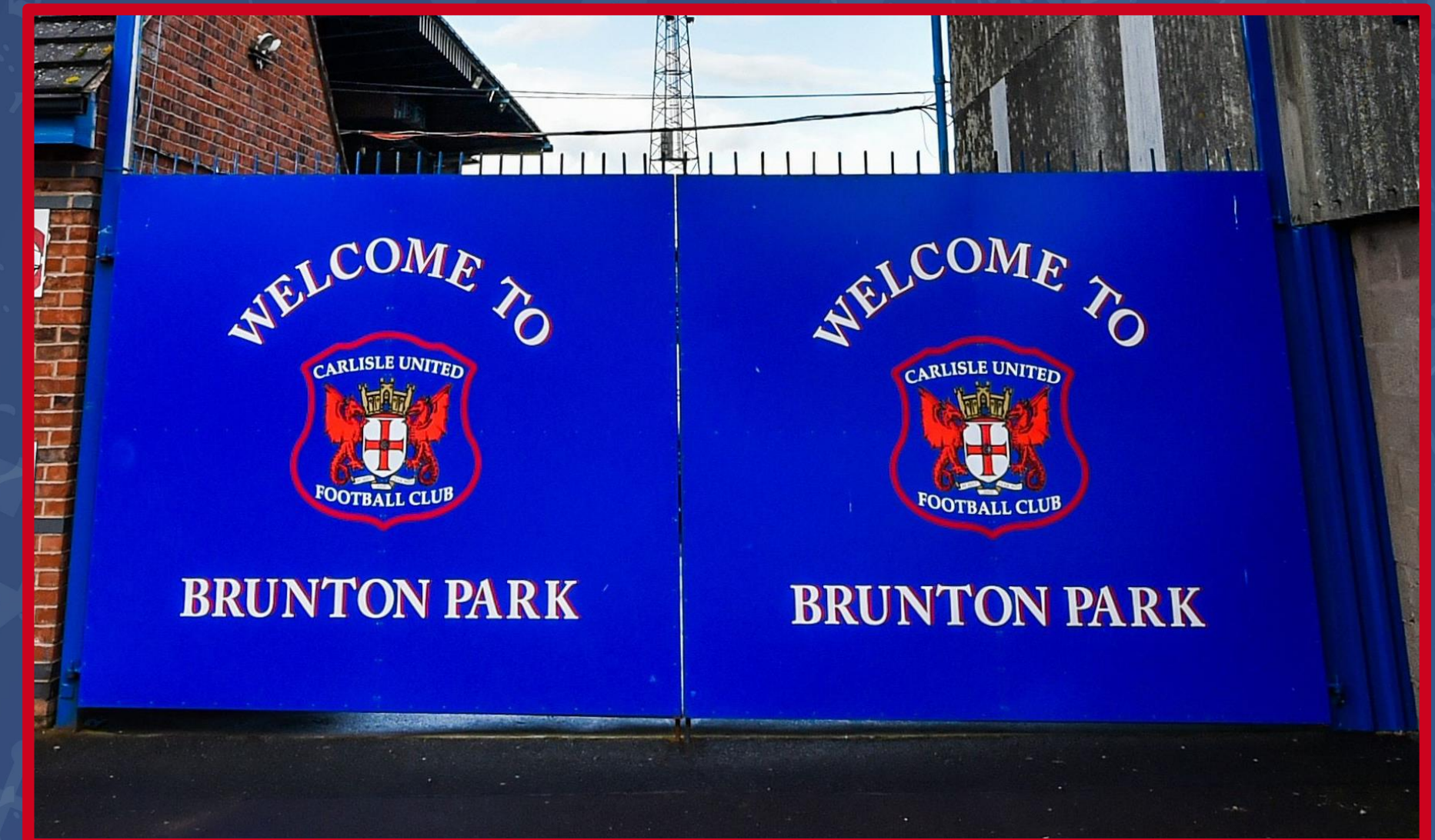
# STADIUM NAMING RIGHTS

Price on application

The biggest sponsorship opportunity for brand awareness, stadium naming rights gives your business front of the queue exposure at Brunton Park.

With exclusive naming rights to the stadium, exposure is constant through national and local media, official club channels and on all season and match tickets.

The sponsor's branding will be present on signage both inside and outside of the stadium in addition to further advertisement including internationally through video games like FIFA, Football Manager and Google Maps.





# STAND SPONSORSHIP

An extremely visible way to demonstrate support for Carlisle United is to take up one of our following stand sponsorship options:

- West Stand (options for B and C stands)
- Paddock
- Waterworks End

Sponsoring a stand at Brunton Park includes:

- An official joint press release to announce the partnership
- Name of stand on match and season tickets
- Signage on your stand (at sponsors cost)
- Sponsor logo on all club literature
- Promotion on social media
- Presence on club interview backdrop

Prices start  
from £6,000





# MATCH SPONSORSHIP

Match day sponsorship is a fantastic way to enjoy quality hospitality whilst promoting your business, entertaining your friends, family or colleagues.

As a match sponsor you will receive:

- An article announcing your sponsorship in the run up to the game on the club website
- Memento of the day
- Presence on the big screen
- Company name read out over the PA system
- Optional pre-match ground tour
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch
- Two-course and three-course dining options
- Hot pies at full time
- Company name on the official team sheet
- Up to two parking spaces
- For larger groups we have a private sponsor's lounge with private bar facilities, where hot dishes can be served

Prices start  
from £900  
for 10  
guests





# ASSOCIATE MATCH SPONSORSHIP

Our associate sponsorship package provides an excellent opportunity for a group of dedicated fans or local businesses and companies to enjoy our match day experience.

Our match day associate sponsorship package includes:

- Table for 8 in Foxy's Restaurant
- Two-course and three-course dining options
- Hot pies at full time
- Tickets for the west side main stand
- Optional pre-match ground tour
- A signed shirt presented by a Carlisle United player
- An article announcing your sponsorship in the run up to the game on the club website
- Presence on the big screen
- Company name read out over the PA system
- Company name on the official team sheet
- A car parking space
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch

Price:  
£575 + VAT





# MATCH BALL SPONSORSHIP

Our match ball sponsorship package is another excellent way to raise the profile of your business or give that special person a day they will never forget.

Our match ball sponsorship package includes:

- Table for 4 in Foxy's Restaurant
- Two-course and three-course dining options
- Tickets for main stand
- Optional pre-match ground tour
- Signed ball presented by a Carlisle United player
- Name or company logo on the team sheet
- Announcement over PA system on the day of the game
- Social media coverage on the day of the game
- One car park space
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch

Price:  
£280 + VAT





# MATCH DAY HOSPITALITY

Make your match day an extra special experience with our great hospitality packages, perfect for entertaining clients, staff, customers, family or friends.

Whether it's a birthday, anniversary, retirement, or any other special occasion, we can help to make it a memorable day.

Our Foxy's match day hospitality package includes:

- Two-course or three-course dining options
- Hot pies at full time
- Match tickets (if required)
- Optional ground tour
- Team sheets on tables
- Match day competitions
- Watch the Vesta Wealth man of the match presentation

Prices start  
from £45pp





# PLAYER/STAFF SPONSORSHIP

Player/staff sponsorship offers you a unique opportunity to sponsor your favourite player or member of coaching staff.

There are a number of options available - including the choice of sponsoring either the home or away shirt, or both, of your favourite player.

This package also includes:

- Receive relevant shirt at the end of the season
- Feature on the relevant page on the official website
- Announcement over the tannoy when your player scores or is substituted

Home kit  
from £275

Both kits  
from £400

Away kit  
from £275



# PROGRAMME ADVERTISING

A 48-page match programme is produced for every league, FA Cup and Carabao Cup home fixture with full, half or quarter-page advertising opportunities for your company.

With artwork supplied by yourselves, you can get your message out to our fan-base exactly as you want it to look.

Talk to us about bundling with other advertising options such as big screen, posters or digital opportunities.



Full page, full season - £1,000

Full page, half season - £600

Half page, full season - £600

Half page, half season - £350

Quarter page, full season - £300

Full page per game - £100



# BIG SCREEN ADVERTISING

Whether you need visibility for just one game, or are running short, medium or long-term advertising campaigns, the Carlisle United big screen provides a fantastic way for you to share your messages, advertise your products and services, or raise awareness of your brand.

Situated at the Waterworks End of the stadium, our big screen allows you to get creative with graphics or short videos which can be viewed from all areas of the ground.

A season-long package would provide exposure to over 100,000 fans with a guaranteed 23 league games plus home cup games to consider.

We can offer a number of packages on a flexible basis.

Prices start  
from £150  
per game





# PITCH SIDE ADVERTISING

Our pitch side advertising boards are a simple and effective way of increasing awareness and visibility for your company.

As interest in EFL fixtures continues to soar, you will see your Pitchside Advertising Board feature prominently both on national and local TV and in national and local newspapers.

Pitch side advertising boards are available on all sides of the pitch, both crowd and TV facing.

Boards will remain in place from time of installation through to the end of the season, including for any cup or play-off fixtures.

Prices start  
from £750  
per season





# POSTER ADVERTISING

Poster advertising spaces are now available inside and outside the stadium.

We have poster advertising slots inside the East Stand concourse as well as in a number of areas externally around the stadium.

With our hospitality and indoor sports venue [Neil Centre] used seven days a week, this opportunity offers excellent visibility for your company name and message.

Concourse posters are seen every match day as supporters gather before and during the match in our social areas.

Prices start  
from £300  
per season





# SOCIAL MEDIA ADVERTISING

Our digital footprint continues to grow at an exciting rate year-on-year.

With a combined following of almost 200,000 people across our social media platforms we can help increase your audience reach by promoting your business.

Individual posts and campaign deals are available - we can tailor a package to suit your needs.

Price on application



**3.1M PAGE VIEWS PER YEAR**  
[WWW.CARLISLEUNITED.CO.UK](http://WWW.CARLISLEUNITED.CO.UK)



**94K FOLLOWERS**



**72K FOLLOWERS**



**20K FOLLOWERS**



**8K SUBSCRIBERS**



# VIDEO ADVERTISING

Sponsorship opportunities are available on all club YouTube interviews and features and across all social media platforms.

With around 8,000 subscribers on the club's official YouTube channel, this is a fantastic opportunity to demonstrate your support and to showcase your company.

We have a range of options available:

- Short promo video at the start/end of selected videos
- Your company logo positioned throughout the video
- Sponsorship on iFollow – more details available on request

Price on application



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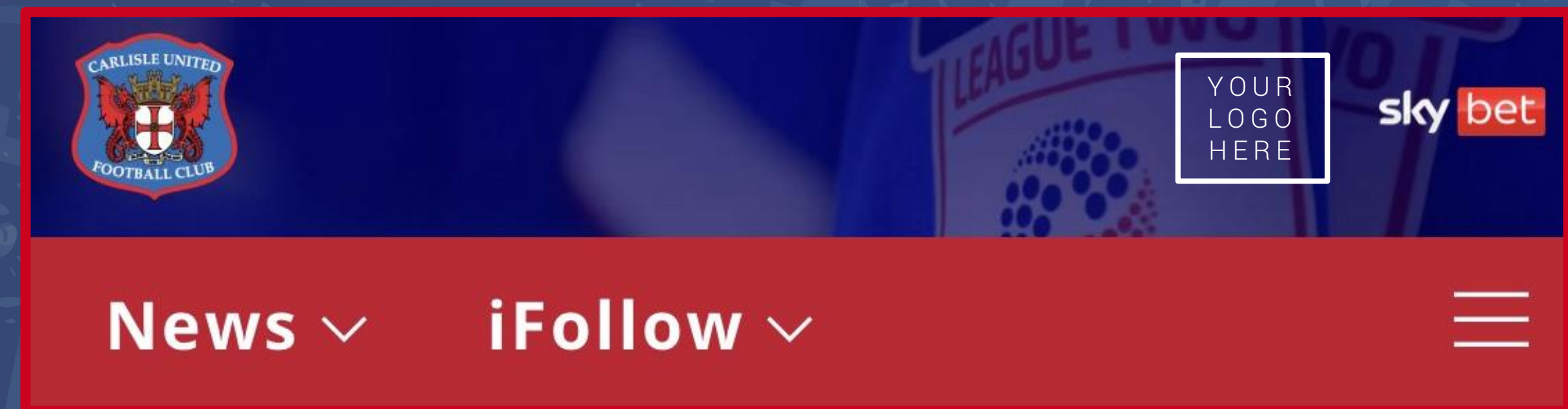
# WEBSITE ADVERTISING

Your business will be at the forefront of our website which attracts around 3.1 million page views per year, as the prominent logo on the home page.

We also have packages available to sponsor specific articles, such as manager interviews or other stories.

All deals will be supported by a website article at the start of the partnership to boost awareness of your brand.

Prices start  
from £1,000





# DUG OUT ADVERTISING

With the manager and his staff constantly photographed and filmed throughout our first team games, dug out sponsorship provides an excellent way for you to gain visibility and reach for your business.

Branding will appear across the top of the home dug out in a very prominent position.

Price:  
£3,000





# FAMILY ZONE SPONSORSHIP

Our Family Zone attracts hundreds of children and parents each season and provides a fantastic addition to the match day experience.

This is an excellent way for your company to show support for an exciting and community-based facility.

Your branding can be displayed throughout the Family Zone and will be extremely visible.

Price on application





# PRESS BOX SPONSORSHIP

Our press box is widely regarded and recognised as one of the best in the EFL.

With four stadium facing areas available for sponsorship, it provides an extremely visible method of showing your support.

The design of the press box lends itself to the positioning of logos or for the sharing of a campaign message.

Price:  
£2,000





# COMMERCIAL DEPARTMENT

For details on any of these  
packages please email  
[commercial@carlisleunited.co.uk](mailto:commercial@carlisleunited.co.uk)  
or call 0330 094 5930 option 3