



Linfield Football Club

advertising



& marketing

2019-20



# Linfield Football Club



Linfield Football Club is widely recognized as the premier football club in Ireland, North and South. The club has an unrivalled success since its formation in 1886 and has an exciting future ahead within the new Windsor Park stadium.

The stadium includes modern, accessible facilities for supporters and corporate sponsors. There are a range of advertising and sponsorship opportunities available and these can be tailored to meet individual needs.

The Danske Bank Irish Premier League is a thriving and competitive league with regular live coverage on BBC and Sky TV, local press and through our own Linfield TV. We can provide interested sponsors with an attractive and cost effective package which fully meets their needs.

Linfield Football Club had over 8.5 million website views and over 30,000 social media followers in 2018.



# match-day sponsorship

This offers a fantastic opportunity to promote your business on a match day at Windsor Park and entertain guests in the superb new corporate hospitality facilities within the stadium.

## Sponsorship Benefits:

- Category A Match** (Glentoran, Cliftonville, Crusaders)  
**Category B Match** (Ballymena, Coleraine, Glenavon, Larne)  
**Category C Match** All other League games.

- 5 South Stand Reserved Tickets.
- Pre-match meal and half-time hospitality.
- Half-time pitch-side presentation.
- Logo on front of programme as Matchday Sponsor.
- Logo on scoreboard for the duration of the game
- Public address acknowledgements.
- Complimentary Matchday Programme.
- Logo on official website.
- Signage in the Corporate suite. (provided by sponsor)
- Club photographer in attendance.

## Match Sponsor Package 2019/20

- Category A £600.00 + VAT  
Category B £500.00 + VAT  
Category C £400.00 + VAT

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





# pitchside signage

One of the most popular advertising activities is to have your company signage displayed prominently at Windsor Park. This is an opportunity to have your business brought to the attention of spectators and a television audience through out the football season.

## Stadium Advertising Cost

- North Stand – Touchline £850.00 + VAT
- Kop Stand – Behind Goal £1,200.00 + VAT
- Railway Stand – Behind Goal £1,200 + VAT

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





# corporate boxes

Windsor Park stadium has 10 Corporate Boxes with access to the best seats in the ground. Boxes range in size from 12 persons to 28 persons and these can be booked for all Linfield games either on a match by match basis or for a season.

Box holders will have access to their box for food and drink options pre-match, at half time and after the game.

**(BASED ON A 12-PERSON BOX)**

**Per Season – £4,000 + VAT (Box Only)**

## Platinum Package:

**Cost: £50.00 + VAT Per Person Per Game (except Boxing Day)**

- 2 Course Meal.
- Match Programme.
- Corporate seat for the Game.
- Full Bar Service.

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





# match-ball sponsorship

Sponsor the Match ball at any home games and be presented with a Linfield match ball signed by the squad and management.

This package also offers an opportunity to showcase your business or supporters club on a match day at Winsor Park.

## Sponsorship Benefits:

- 3 match tickets.
- Pre-match and half time hospitality.
- Half page advertisement in match day programme and on our club website.
- Presentation by squad player of the signed match ball, on the pitch, at half time. Photo to appear on our club website and our Twitter feed.

## Match-Ball Sponsorship 2019/20

£450.00 + VAT (Category A games Glentoran, Cliftonville and Crusaders)

£350.00 + VAT (Category B games Ballymena, Coleraine and Glenavon)

£250.00 + VAT (Category C All other League games)

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





# player shirt sponsorship

## Sponsor a member of the 2019/20 Linfield Squad/Backroom team

This offers a great opportunity to sponsor an individual player's shirt and to demonstrate your support for the club.

Whether you want a personal message, an individual name, a company name or website advertised, sponsoring a Linfield player gives you that opportunity.

### Sponsorship Benefits:

- A first team shirt signed by your sponsored player, presented to you at the end of the season.
- Player sponsorship gives sponsors access to a specific player throughout the season for promotion purposes. (T&Cs apply)
- Company name and logo to appear below player's profile picture in all match day programmes throughout the season.
- Two VIP tickets to a game of your choice.

## Match Sponsor Package 2019/20

£200.00 + VAT

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





# mascot sponsorship

Mascot sponsorship – a truly unforgettable experience for young fans and their families. The lucky mascot will meet the first team players in the dressing room after changing into their Linfield FC kit ready for their Windsor debut. After warming up with the team, the mascot leads out the Blues alongside the captain. A unique experience and something never to be forgotten.

## Sponsorship Benefits:

- Home jersey for the child who walks out with the team before the match.
- Mentioned on front of programme as Mascot Sponsor and also announcements at the game.
- Photo opportunity with players before the match. Photo to appear on our Scoreboard, Website, Facebook and Twitter feed.
- Four match day tickets with free in-ground parking for one car.
- Pre-match and half time hospitality.

## Mascot Sponsorship 2019/20

£200.00 + VAT

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)







# ball kids sponsorship

For every home game at the Park we invite a local football club to supply ball kids for the stadium. These kids will be supplied with branded bibs or jackets displaying your company logo.

All our ball kids are highly visible for the entire game and play a crucial role in maintaining the tempo of the game.

## Sponsorship Benefits:

- Company name & logo appears on the back of high visual vest/jackets worn by all kids for every home game.
- Sponsor to be mentioned in all match day programme.
- Half page advertisement to appear in all match day programme.
- Two season tickets with free in-ground parking for one car.

## Ball Kids Sponsor Package 2019/20

Price on Application

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





# programme advertising

Advertise in our match day programme – every game (league & cup matches) for the entire season. Full and half page options available.

Sponsor one of the regular match day features editorial pieces in the programme for the entire season. Offer includes logo branding and the text "..... In association with Sponsor X" on the article.

## Programme Advertising 2019/20

Price on Application



For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





# first team kit sponsorship

The Linfield FC first team kit is the perfect way to display your company brand and show your support for the Blues.

With the team schedule to play 44 games during the 2019/20 season it will receive extensive media coverage over the course of the season.

All goal action from our games will feature on BBC television every Saturday afternoon and we expect to feature in at least Three live games on BBC and Sky Sports during the course of the season.

You will also receive two Trackside advertising boards that will be on the pitch side for every Linfield FC home game.

## Sponsorship Options:

- Both Sleeves of first team shirt – £10,000.00 + VAT
- Back of first team shirt – £12,000.00 + VAT
- Shorts of first team – £7,000.00 + VAT

For details contact: [generalmanager@linfieldfc.com](mailto:generalmanager@linfieldfc.com)





## **Linfield Football Club**

**Windsor Park • Donegall Avenue • Belfast BT12 6LW  
Northern Ireland**