



**ADVERTISING & SPONSORSHIP
OPPORTUNITIES 2022/23**



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WELCOME TO EXETER CITY FOOTBALL CLUB

Our club is unique. Supporter owned since 2003, we have built a club unlike any other across the English football leagues. Whilst we aim for excellence on the pitch, we also strive to be true to our ownership model - which is to act for the benefit of our community and supporters.

By sponsoring our club, you become part of our ambition, to achieve at the highest sustainable level on the pitch, whilst meeting our ethical aims.

Please note:
All pricing in this brochure is subject EFL league status and applicable home league fixtures.



HOSPITALITY

EXECUTIVE BOXES

Our executive boxes offer a private and exclusive match day experience for you and your guests and are completely self-contained. We have TV screens showing Sky Sports and BT Sport, a stocked mini bar, plus tea and coffee making facilities. Our dedicated hospitality team will serve you throughout the day.

- 12 executive seats directly outside your box
- Two course meal served at your table by our friendly hospitality team
- Private entrance with access to the players' lounge bar
- 60-inch LED TV screens showing Sky Sports and BT Sport
- Complimentary match day programme and team sheet
- Free Wi-Fi

From £22,000+VAT per season

THE TRUST SUITE

- Reserved seat in the main stand
- Two course meal served at your table by our friendly hospitality team
- Pre match Player interview
- Man of the Match interview
- View Man of the Match presentation
- Complimentary match day programme and team sheet
- Large screens showing Sky Sports and BT Sport

£59 per person inclusive of VAT

Trust members and season ticket holder discounts apply

TRUST SUITE BAR

The Trust Suite Bar is our premium bar area adjoining our main hospitality suite. Enter via the hospitality entrance in the main stand, where you will receive a complimentary match day programme and enjoy a pre-game drink with fellow Grecians. This is where you will often see players not included in the match day squad and ex-players, relaxing with fans before the match.

£195 including VAT

Discounts apply to Trust members

HERITAGE LOUNGE

The Heritage Lounge is our premium hospitality suite at St James Park. The lounge includes access to a private bar and bathrooms, plus big screens showing Sky Sports and BT Sport. You will be greeted by our commercial team and the Heritage Lounge is hosted by the Club President.

Membership is limited with the emphasis on providing the chance to enjoy match day hospitality and time with clients and friends in a relaxed and exclusive environment.

- Two course meal served at your table by our friendly hospitality team
- Hosted by the Club President
- Pre-match visit from the first team manager to discuss the team and opposition
- Pre-match player interview
- Reserved executive seating directly outside the lounge
- Private entrance, bar and bathrooms
- Three 60-inch LED TV screens showing Sky Sports and BT Sport
- Tea and coffee served at half time
- Complimentary match day programme and team sheet
- Free Wi-Fi

£1,500+VAT per person per season



ADVERTISING

BIG SCREEN ADVERTISING

Get your business on our pitch side boards and big screen to showcase your brand to a potential 8,000 supporters per game at St James Park, with our prominent crowd and TV facing advertising.

GOAL REPLAYS

Business branding to appear on the screen during goal replays, giving maximum exposure when everyone in the stadium is watching the screen.

£5,000+VAT per season

PRE-MATCH INTRO

Branding across pre-match build up video and music as teams prepare to walk out. Your business will be front and centre as the stadium welcomes the teams.

£3,000+VAT per season

30 SECOND ADVERT

Engage with the stadium and advertise your business, event, or promotion with a 30 second advert.

£350+VAT match by match
£1500+VAT per season

TEAM SHEET

Your business branding on both the big screen and across social media channels when the match day squad is announced.

£2,000+VAT per season

HALF TIME / FULL TIME SCORES

Your business will be in the spotlight while the stadium announces the scores from around the leagues.

£2,000+VAT per season

TICKER ADVERT

Running on loop throughout the game, a 10 second advert will appear at least 10 times during the match, at the bottom of the big screen.

£1,500+VAT per season

PITCH SIDE ADVERTISING



LED BOARDS

Running the length of the Adam Stansfield stand, your brand can appear on a 10 second static or video advertisement which will be shown at least 10 times during the match. These can be regularly edited and updated to showcase promotions and special events. Our visual marketing partners will be on hand to offer their services should you require assistance in bringing your brand and vision to life.

£2,000+VAT per season

STATIC BOARDS

Based on 10ft x 3ft board

Crowd Facing - £500+VAT per season

Non-TV Pitch Facing - £850+VAT per season

TV Pitch Facing - £1,600+VAT per season

Stagecoach Adam Stansfield Stand Pitch Facing Prime TV Site – POA



PROGRAMME ADVERTISING

Advertise your business or message in 'The Grecian' official match day programme, an extremely popular purchase with both sets of supporters. The multi awardwinning Grecian is also hand delivered to over 150 corporate and hospitality guests on match day.

Full page: £1,500+VAT per season

Half page: £750+VAT per season

WEBSITE AND SOCIAL MEDIA

SOCIAL MEDIA ADVERTISING

With an ever-growing 350k followers across Facebook, Instagram, YouTube, TikTok and Twitter, and over 2.5 million video and content views per year, the Exeter City Football Club social media platforms will get your business and branding to both supporters and other businesses throughout the region and across the nation.

Branding to appear before and during chosen content.

Match Highlights £3,500+VAT per season

Manager Interviews £3,000+VAT per season

Player Interviews £2,500+VAT per season

Goal of the Month £2,500+VAT per season

Park Life £2,500+VAT per season

SJP 360 £2,500+VAT per season

Life's a Pitch £2,000+VAT per season

Website 2,275,977 page views, 370,213 unique users

Facebook 75,000 followers

Twitter 77,200 followers

YouTube 3.8million total views

LinkedIn 4,800 connections

Instagram 38,400 followers

E-newsletter 25,000 subscribers

TikTok 146,200 followers and 2.4million likes



TELEVISION

- National and global TV exposure
- The third most watched sporting league in the world
- Match highlights sold to 204 countries every week and seen by a million homes across the world
- A total of 494,000 people watched our most recent live televised game
- The replay of the 3rd round of the Emirates FA Cup in 2016 against Liverpool was broadcast live and achieved viewing figures of just under 7 million
- All match highlights shown on ITV primetime 9pm slot



SPONSORSHIP OPPORTUNITIES

MATCH DAY SPONSOR

Be our dedicated Match Sponsor for the day and receive the following:

- 12 match tickets
- Two course meal served at your table by our friendly hospitality team.
- Pitch side souvenir photograph
- Present Man of the Match award
- Souvenir photographs of your group with man of the match
- Exeter City home shirt signed by all the players
- Your company branding on the match day programme
- Your company branding on our LED boards and Big Screen
- Sponsorship announced across social media platforms
- PA announcements

From £1,500 +VAT

MATCH BALL SPONSOR

Be our dedicated Match Ball sponsor for the day and receive the following:

- 10 match tickets
- Two course meal served at your table by our friendly hospitality team.
- Pitch side souvenir photograph
- View Man of the Match presentation
- Souvenir photographs of your group with man of the match
- Souvenir football signed by all the players
- Your company branding on the match day programme
- Your company branding on our LED boards and Big Screen
- Sponsorship announced across social media platforms
- PA announcements

From £950 +VAT

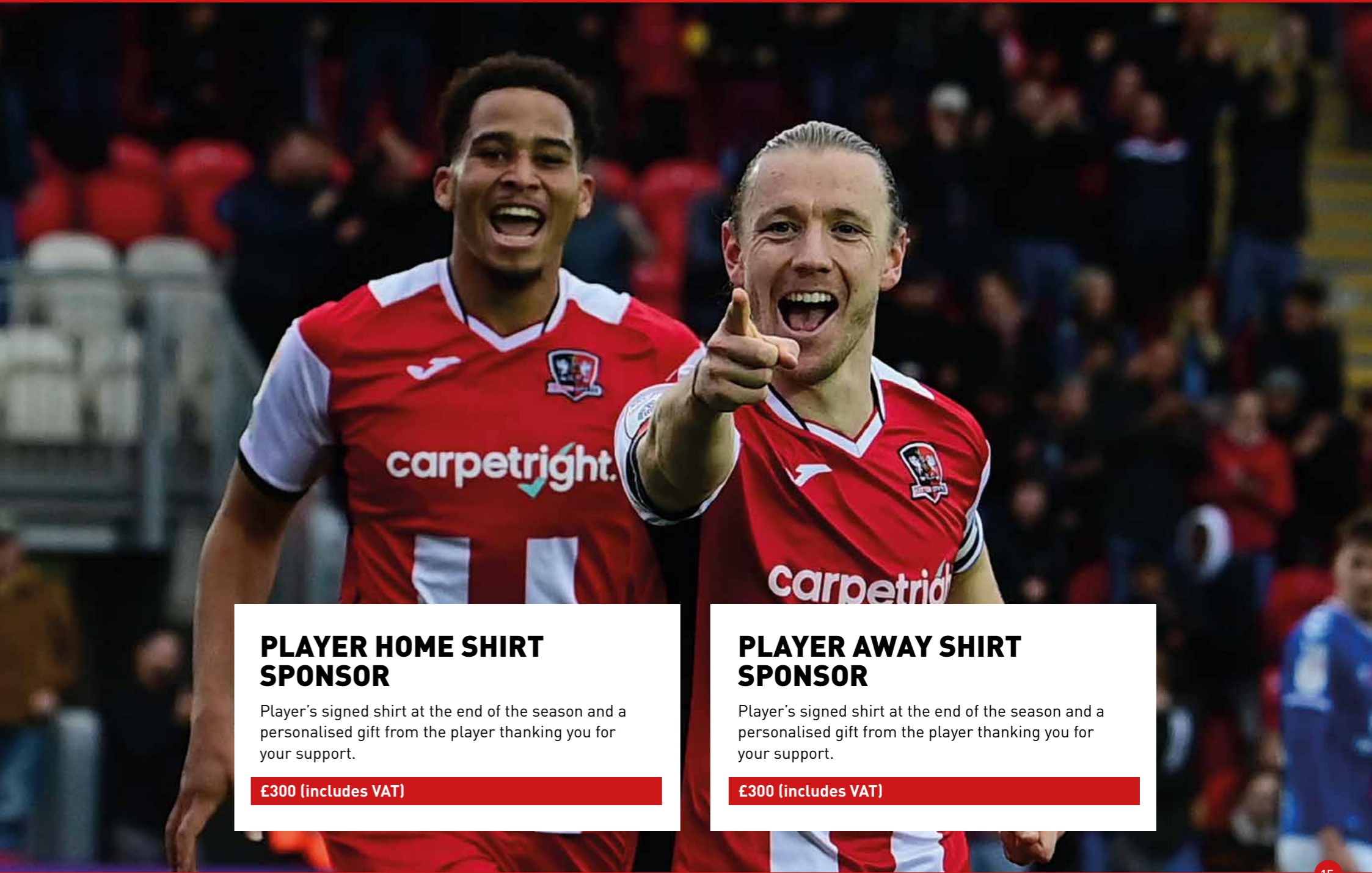
PROGRAMME SPONSOR

Be our dedicated Match Programme sponsor for the day and receive the following:

- 10 match tickets
- Two course meal served at your table by our friendly hospitality team.
- Pitch side souvenir photograph
- View Man of the Match presentation
- Souvenir photographs of your group with man of the match
- Signed Exeter City programme by all the players
- Your company branding on the match day programme
- Your company branding on our LED boards and Big Screen
- Sponsorship announced across social media platforms
- PA announcements

From £650 +VAT





MANAGER SPONSORSHIP

Sponsor the gaffer with this elite package and get maximum exposure for your business and be invited to a premium club event to meet the man himself.

- Announcement of your sponsorship across social media platforms
- Visit the training ground and watch the boss at work
- Coffee in the players dining room
- Signed training top from the manager at the end of the season
- Two tickets to the player awards ceremony
- Name and branding in match day programme and on website next to manager's name

£2,000+VAT per season

CORPORATE PLAYER SPONSORSHIP

Sponsoring an Exeter City first team player is a great way to get your business great exposure and be invited to a premium club event to meet your hero.

- Announcement of your sponsorship across social media platforms
- Branding on goal gifs if selected player scores
- Framed signed shirt from player at the end of the season
- Two tickets to the player awards ceremony
- Name and branding in match day programme and on website next to chosen player
- Sponsored player to attend function/event

From £750+VAT per season

PLAYER HOME SHIRT SPONSOR

Player's signed shirt at the end of the season and a personalised gift from the player thanking you for your support.

£300 (includes VAT)

PLAYER AWAY SHIRT SPONSOR

Player's signed shirt at the end of the season and a personalised gift from the player thanking you for your support.

£300 (includes VAT)



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association with:

carpetright.

