



# ENFIELD TOWN FOOTBALL CLUB

SPONSORSHIP AND ADVERTISING OPPORTUNITIES

**OUR CLUB. OUR COMMUNITY.**



# WHO WE ARE. WHERE WE ARE GOING.

In June 2001, Enfield Town Football Club was formed as a result of many disenchanted supporters of the former Enfield FC wanting to be sure that the leading club in the Borough would have a bright, thriving future. A vote for the birth of a new club, owned and run by its fans, ensured that would happen.

Since those initial days of setting up a club from scratch, the club's progress on and off the field has been well documented. Essex Senior League Champions in 2003 and in 2005 and Ryman League Division One (North) Runners Up in 2012, with a number of other promotion play-offs reached and many other cups and trophies won, including the Velocity Trophy (the Bostik League Cup) in 2019.

The stand-out jewel in the crown for the club is the superbly refurbished Grade 2 listed Queen Elizabeth II Stadium, the club's proud home since the autumn of 2011. Realising a long-held dream, the club worked closely with the Council to see the old facility, originally built in 1953, upgraded to be suitable for the football club's home matches, as well as for athletics and other events.

The new stadium was formally opened in November 2011 with a match against a Tottenham Hotspur XI in front of nearly a thousand spectators. The impressive art deco pavilion at the stadium provides a focal point as a major sports hub in Middlesex, with Butler's Bar becoming sought after to host functions and meetings and in regular local community use.

Now approaching its second decade, the club is continuing to grow in a sustainable way to maximise its potential. Set up as a Supporters' Trust at the outset, the club continues to operate within its means, and has no intention of going beyond that ethos in the immediate future. However, in order to progress, the club needs to raise revenue which is commensurate with its ambitions.

Since its formation, the club has been fortunate to have received a number of generous donations and to have secured sponsorship and grants which have allowed it to progress on and off the field. A loyal fan base, together with a band of very hardworking volunteers, has kept the club moving in the right direction. However, the club is always looking to progress to a higher level of operation, in line with its published long-term business plans, both in terms of operational infrastructure and competing fully on the field of play. There is a need for as professional an approach as possible, and the necessary budgets that go with the club's keen aspirations.

**Our VISION:** To be an inclusive club for all and a football and social centre for the community, with a range of teams playing at the highest sustainable levels possible.

**Our MISSION:** To develop football facilities for Enfield Town FC which will improve the quality and the experience of playing and spectating for the local community; to increase and sustain participation in all club activities; and to improve the standards of play of all Enfield Town FC teams.

The advantages of sponsorship are clear. We want to be an integral part of bringing people and businesses from the local community together and to become a community hub, providing enjoyable facilities and activities for footballers, athletes, sports fans and other enthusiasts. We are proud to boast exciting spectator facilities, excellent car parking, great hospitality and conference and event hosting second to none in the Borough. We have worked with the Council on local community projects, including the new 3G sports facility at Donkey Lane, close to the QEII Stadium.



This booklet describes the great opportunities for local businesses to support the club while at the same time gain valuable exposure from promotional marketing in the area. In addition, we are always looking to discuss innovative ideas with businesses looking to reach the local community and beyond. We hope you will seriously consider the sponsorship opportunities available.

Within these pages you will see a full range of options, from matchday sponsorship in our full colour glossy matchday programme, to pitch-side banners giving excellent local exposure. Or perhaps online marketing is more suitable for your business? In which case why not take a banner on our high-traffic website? Web banners provide an advert that clicks through to your own website, taking potential customers straight to your door electronically.

Whatever your business, we would be delighted to hear from you!

## **THE CHAIRMAN. PAUL REED.**

As Chairman of the club, proudly the first in the country owned by its supporters, I am very excited about our prospects as we head towards our second decade of existence. Having secured a long-term lease on the Queen Elizabeth II Stadium in Donkey Lane, we have all the advantages of an established base to help grow the club sustainably and to spread the word to the people of Enfield and beyond about our plans. We have a good infrastructure in place, with a healthy number of volunteers at the club helping us attain success both on and off the pitch.

Promotion for the first team remains one of our primary aims, but we also have several other successful teams, including Under 23 and Under 18 sides, backed up by thriving youth and ladies' sections. Our stadium has successfully hosted a high-profile tournament – the 2018 CONIFA World Football Cup – as well as open air cinema events and other clubs' matches. Our art deco bar is a highly attractive venue for parties and other social events.

If we are to fulfil our vision of being an inclusive club for all and a football and social centre for the community, we must be successful in attracting new people to the club, whether as spectators, participants or investors. It has been a huge challenge to operate within our means and maintain a push towards our vision. We are continuing with growth and development, including the setting up of a new, separate company – Enfield Town Community Sports Development – which was formed in 2017 initially to assist the London Borough of Enfield with delivering football development outcomes using the impressive artificial grass facility at Donkey Lane. The scope of this not-for-profit organisation is spreading to support current and future community projects. I am keen to ensure that local businesses are fully aware of what we are doing as a club, and how we can work in partnership to raise our profiles collectively. There are a range of sponsorship package opportunities listed in this booklet, and I am sure you will agree the rates are very competitive. Or, if you prefer, tailored options are also available.

You and your business can play a major role in the future of Enfield Town Football Club. My Board of Directors and I will continue to focus on the success of current projects and on the introduction of new initiatives to make your investment worthwhile, promoting your products and services with the club. I look forward to meeting as many sponsors as possible over the coming months as we continue to put the club, and your businesses, on the map.



# **SPONSORSHIP. THE OPTIONS.**

## **MATCH SPONSORSHIP**

**£385 + VAT per fixture**

**A chance to enjoy being a VIP for the day at one of Enfield Town's home matches.**

Local businesses often opt to sponsor an individual match, and like to entertain their clients or staff for a day of match hospitality and football, while advertising their company at the same time.

### **This package comprises:**

- Match tickets for up to 6 people
- Seats in the main stand if required
- Boardroom hospitality – half-time refreshments and post-match buffet
- Matchday parking on request
- Matchday programmes for sponsor and guests
- Write-up for your company or organisation in the matchday programme
- Announcements for your company or organisation over the PA system
- Logo on the front cover of the programme as the match sponsor
- Presentation of memento in the Boardroom after the match

## **PROGRAMME SPONSORSHIP**

**£135 + VAT per fixture**

- Match tickets for 4 people
- Seats in the main stand if required
- Boardroom hospitality – half-time refreshments and post-match buffet
- Matchday parking on request
- Matchday programmes for sponsor and guests
- Mention in the matchday programme/over the PA system

## **MAN-OF-THE-MATCH SPONSORSHIP**

**£85 + VAT per fixture**

- Match tickets for sponsor and a guest
- Seats in the main stand if required
- Boardroom hospitality – half-time refreshments and post-match buffet
- Matchday parking on request
- Matchday programmes for sponsor and a guest
- Opportunity to select Man-of-the-Match, announced over the PA system with the sponsor's name
- Mention in the matchday programme
- Presentation of memento in the Boardroom after the match

## **MATCH BALL SPONSORSHIP**

**£85 + VAT per fixture**

- Match tickets for sponsor and a guest
- Seats in the main stand if required
- Boardroom hospitality – half-time refreshments and post-match buffet
- Matchday parking on request
- Matchday programmes for sponsor and a guest
- Mention in the matchday programme/over the PA system
- Presentation of signed match ball





## **MATCHDAY PROGRAMME ADVERTISING**

Our matchday programme offers the perfect placement for local businesses seeking guaranteed exposure throughout the season in all league and major cup issues. Full, half or quarter page sizes are available in high quality colour.

**Full page colour advert £385+VAT per season**

**Half page colour advert £200+VAT per season**

**Quarter page colour advert £110+VAT per season**

Price includes Boardroom hospitality for two guests at a home game of your choice to be identified in advance.

## **GROUND PERIMETER PITCHSIDE BANNER ADVERTISING**

**From £275 to £440 + VAT per season**

A superb opportunity for businesses to promote their company name, products and services with an attractive, colourful, corporate ground banner. We can produce the banner to your specification, or you can supply your own. Our standard perimeter banner size is 5m long x 800mm high, but it can be larger by arrangement. Price includes Boardroom hospitality for two guests at a home game of your choice.

## **STAND SPONSORSHIP**

**£2,750+VAT per season**

- Prominent signage to promote your business above a stand
- Advert in the Matchday programme, on our website, and over the PA system
- Complimentary season tickets (number to be agreed)
- Boardroom hospitality for 3 home league matches

## **WEB SPONSORSHIP**

**£825+VAT per season**

The official Enfield Town website [www.enfieldtownfootballclub.co.uk](http://www.enfieldtownfootballclub.co.uk) is the perfect place to advertise and reach a large audience. Your company name will be seen by:

- Over 500,000 views a year
- Over 280,000 unique visits a year

## **ONLINE ADVERTISING**

**From £220+VAT per season**

Packed with information, the essential site for all Enfield Town supporters who want to catch up with team news, match reports, merchandise and photos has a number of slots available per season which come complete with a direct link to your own company website. Your company can purchase as many slots as they wish to keep your brand in front of your target audience all year round.



# SPONSOR A SHIRT

**£350+VAT**

You can sponsor a home Town shirt number for the entire season. Your details will appear in the matchday programme and will also be read out during tannoy announcements (eg when your allocated number scores a goal)

## EXCLUSIVE PACKAGE OFFERS!

The following attractive, discounted packages are highly recommended to help guarantee local businesses maximum exposure, both locally and nationally, at the Q&E Stadium.

**FULL PAGE COLOUR ADVERT IN OUR MATCHDAY PROGRAMME  
PLUS 5m x 800mm PERIMETER ADVERTISING BANNER IN THE GROUND  
PLUS A WEB LINK DIRECT FROM OUR SITE TO YOURS FOR JUST  
£765+VAT**

**HALF PAGE COLOUR ADVERT IN OUR MATCHDAY PROGRAMME  
PLUS 5m x 800mm PERIMETER ADVERTISING BANNER IN THE GROUND  
PLUS A WEB LINK DIRECT FROM OUR SITE TO YOURS FOR JUST  
£630+VAT**

**QUARTER PAGE COLOUR ADVERT IN OUR MATCHDAY PROGRAMME  
PLUS 5m x 800mm PERIMETER ADVERTISING BANNER IN THE GROUND  
PLUS A WEB LINK DIRECT FROM OUR SITE TO YOURS FOR JUST  
£525+VAT**

The above prices include 2 free main stand tickets and Boardroom hospitality at a game to be identified and agreed in advance.

All sponsorship opportunities can be adapted in discussion with the club to suit your requirements. Please call to discuss your ideas and perhaps arrange a visit to the Q&E stadium.

## CONTACTS

|                           |                     |
|---------------------------|---------------------|
| <b>Steve Read</b>         | <b>07811 227878</b> |
| <b>Les Gold</b>           | <b>07979 727563</b> |
| <b>Dean Vale</b>          | <b>07956 395981</b> |
| <b>Christine Hamilton</b> | <b>07949 071587</b> |

SH PROPERTY AGENTS LIMITED





## **BUTLER'S BAR - AVAILABLE FOR HIRE**

**THE CAFE/BAR IS THE CENTREPIECE OF THE CLUB'S  
ART DECO BUILDING. IT IS IDEAL FOR PARTIES,  
WEDDING RECEPTIONS, CHRISTENINGS, POST-FUNERAL  
GATHERINGS, PRESENTATIONS AND BUSINESS MEETINGS.**

**FOR FURTHER INFORMATION CALL 07979 727563 OR  
EMAIL [lesgold@enfieldtownfootballclub.co.uk](mailto:lesgold@enfieldtownfootballclub.co.uk)**



**QEII STADIUM, DONKEY LANE, ENFIELD, EN1 3PL [www.enfieldtownfootballclub.co.uk](http://www.enfieldtownfootballclub.co.uk)**





## HOW TO FIND US

### Queen Elizabeth II Stadium, Donkey Lane, Enfield EN1 3PL

**From the M25:** Head towards London on the A10 from junction 25.  
Turn right into Carterhatch Lane at the Halfway House pub.  
Donkey Lane is first left after the pub.

**From London/North Circular Road:** Head north up the A10 and turn left into  
Carterhatch Lane at the Halfway House pub. Donkey Lane is first left after the pub.

**By train:** Enfield Town and Southbury are the two nearest train stations to the stadium.

