

ENFIELD TOWN FC SPONSORSHIP PACKAGES



25/26

AN INTRODUCTION TO ENFIELD TOWN FC

Following the demise of the famous Enfield FC, Enfield Town FC was formed by members and supporters of the old club who were determined to ensure the London Borough of Enfield continued to have a senior football club.

We were and remain proud to be the UK's first fans owned club.

Its early years saw the club play in various leagues, before moving to the Rymans League, now known as the Isthmian League.

For many years the club played its football at Goldsdown Road, Enfield, before moving to the prestigious QE2 stadium in Donkey Lane, Enfield in November 2011.

As the club grew in stature over the years, it also formed the Enfield Town Community Sport Development company in 2017.

This company focuses its attention on providing Saturday morning soccer schools for children on the 3G facility in Donkey Lane, which also facilitates the club's walking and disability football teams.

In addition to the Saturday first team football, the club also houses flourishing youth sections for boys and girls in various Leagues, where there are more than 30 teams of different ages, and the club is also proud to have a strong Ladies football section.

We truly and fully represent Enfield as a borough from a playing perspective, but also from a community aspect, where we also have strong links with several local charities.

Naturally, the first team attract the most attention and having gained promotion to National League South in season 24/25, we embarked on a roller coaster season which presented many challenges on and off the pitch.

We learned many lessons, but, having survived, we are going into season 25/26 more streetwise to all aspects of playing at that level. The installation of a new 400-seater stand, thanks to the magnificent support of our crowdfunding initiative was completed in March and is a wonderful addition to our facilities; with more to follow.

But inevitably, finance remains of utmost importance. Our match day revenue streams are strong and grew again last season, but we are also extremely grateful to the companies and organisations who support us financially.

Major sponsors include Powerday, Hertfordshire Zoo, Jennor Timber and Granite Direct. In more recent times, well-known names such as Mr. Plant Hire, Attic Storage and many others have pledged their support to help provide vital income.

They already benefit from exposure to the public through our social media channels, which last season all demonstrated impressive growth:

The club website attracted **12% more visitors per month commonly with over 8,000+ visits** and is available to all sponsors as a link to their own sites.

Our Twitter following **increased by 17% last season, now with over 12,000 followers, generating c. 500,000+ impressions each month.**

Our Instagram page also **increased by 9% reaching 50,000+ accounts, with 6,600 followers and making 450,000+ monthly impressions.**

Our YouTube channel subscribers increased significantly last season to over 2, 250, with games attracting an average of nearly 1,000 views. But viewing figures for important games commonly attracted several thousand viewers, with one game peaking at 5,200.

Our relatively new Facebook group already has more than 3,000 followers.

And our LinkedIn page now exceeds 1,300 followers.

The matchday programmes we produce provide sponsors another opportunity to promote their services, which we also endorse through a weekly newsletter to our 500+ membership.

But we are always looking for and need new sponsors.

This brochure will provide a guide to all the options we offer advertisers.

Our commercial team would be happy to work with you to generate a coordinated package, where sponsors use multiple options from this brochure and in return, **will receive a generous discount on the overall annual charge.**

But even more than that, we will work with you to create innovative and creative opportunities designed to generate interest in your services or products with our members and wider fan base.

Our team will be happy to provide you with a written proposal on how we can work together, having previously discussed your objectives face to face and/or over the telephone.

Please initially contact us by emailing commercial@etfc.london.

Paul Reed
Chairman



2025/26 SPONSORSHIP OPTIONS



STAND SPONSORSHIP

Prices on application

- 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.



PITCHSIDE BANNER ADVERTISING

£300.00 – £500.00 + 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 extended by arrangement. Price includes Boardroom hospitality for two guests at a home game of your choice.



MATCHBALL SPONSORSHIP

£150 + 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.



PROGRAMME SPONSORSHIP

£135 + VAT p/fixture

- Match tickets for four 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.



MATCHDAY PROGRAMME ADVERTISING

£225.00 – £425.00 + VAT per season

Our full colour, printed matchday programme offers the perfect placement for local businesses seeking guaranteed exposure throughout the season in all league and major cup issues.

- Full Page Ad: £425.00 + VAT
- Half Page Ad: £225 + VAT

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





MATCH SPONSORSHIP

£385 + VAT p/fixture

Be a VIP at one of Enfield Town's home matches. Businesses can sponsor an individual match and entertain clients and staff for a day of match hospitality and football, while advertising their company.

This package includes:

- Match tickets for up to 6 people Seats in the main stand
- Boardroom hospitality
- Matchday parking and programmes
- Write-up in the programme and logo on the front cover
- Announcements for your company over the PA system
- Presentation of memento in the Boardroom after the match.



MAN OF THE MATCH SPONSORSHIP

£100 + VAT p/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 + 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 DAY EXHIBIT

£250 + VAT

Space to display your company products and services to hundreds of spectators on a first team home match day. Match tickets for 4 people (on a day other than when you exhibit if necessary) 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.



SPONSOR A SHIRT NUMBER

£160 + VAT

Sponsor a home player shirt number for the entire season. Your details will appear in the matchday programme and will also be read out during tannoy announcements (e.g., when your allocated number scores a goal).



WEB SPONSORSHIP

£900.00 + VAT per season

The official Enfield Town website – <https://etfc.london> 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

£250.00 + 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 several 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.



LOCATION FILMING

The art deco nature of the clubhouse at the QE11/Dave Bryant Stadium is quite possibly the ground's most endearing feature.

In recent years, the ground, with the clubhouse in the background, has been a popular choice for companies and/or individuals, including actors and professional footballers for photo and filming shoots.

Photography from one direction can have the building in the background or alternatively the main pitch can provide the background. Filming can also take place in the main stand and bar area as well if necessary.

The ground can be empty on the day of filming, or can take place on a match day to provide authentic surroundings for any sports related shoot.

More information and charges can be provided on receipt of an enquiry.



PITCH HIRE

Enfield Town FC offer one of London's best playing surfaces at non-league level.

The pitch is maintained by a small army of club volunteers during every season, but is not consistently in use, so even towards the end of any season, it's still in good condition.

Charges will be determined by the facilities you require, but are broken down into these categories - basic pitch hire, dressing room hire, floodlight usage, bar usage, food requirements.

For further information or to answer your questions please get in touch.



SEAT SPONSORSHIP

At the far end of the balcony in the Dave Bryant Stand are two blocks of seating reserved for Home and Away team directors, sponsors, and guests.

There are approximately 50 seats available for sponsorship split into two sections.

We are seeking sponsorship for a minimum of a two-year period and are open to negotiate charges for all 50 seats, or two sponsors each having 25 seats.

Sponsorship would come in the form of a name plaque affixed to the top of each seat in your bespoke design and we can provide a supplier to make the plaques, at an additional charge.

The club will also be willing to negotiate multiyear agreements for batches of 100, 50 or 25 seats.

NEW OPPORTUNITIES

This season we are also looking for a sponsor for our YouTube channel. Elsewhere in this brochure you can see our viewing figures for matches for last season.

But a dip into past seasons viewings see most games now reaching many thousands of views and we are confident that our viewing figures will again increase in the new season.

We are also looking for new sponsors for the back of our two match day dugouts. These dug outs are placed in direct view of the hundreds of people sitting in the main stand, viewing from the outside terrace or even from within Butlers Bar, plus of course those standing on the raised viewing platforms or just standing by the perimeter fence.

Please contact commercial@etfc.london for more details on both options.



VENUE HIRE

Looking to hire a venue for an event?

Here at Enfield Town Football Club we are able to offer the hire of our licensed bar and reception hall; a great venue for both private celebrations including birthday parties, wedding receptions, wakes and christenings or commercial events including business seminars, conferences and networking events.

The Pavilion is an elegant Grade II listed building which was designed in 1939 and completed in 1953. In 2011 the building was fully renovated and restored as part of Enfield Town Football Club's move to the stadium.

Our onsite facilities include:

A fully licensed bar, plasma TVs and a sound system, catering facilities, disabled access and a lift from the ground floor, an extensive car park which can hold around 300 cars, easy transport links via the A10 and M25 and panoramic views

For more information email: commercial@etfc.london





GET IN TOUCH

For more information about our sponsorship packages or to discuss the best option for your business please contact our sponsorship team on

e: commercial@etfc.london

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Donkey Lane
Enfield EN1 3PL

📍 **www.etfc.london**

📷 **[@enfield_town_fc](https://www.instagram.com/enfield_town_fc)**

🐦 **[@ETFCOfficial](https://twitter.com/ETFCOfficial)**

