



# COMMERCIAL OPPORTUNITIES

2023 / 24



# WELCOME TO AFC WIMBLEDON

Welcome to AFC Wimbledon and the 2023/24 season. With the club now proudly re-established back in Wimbledon at The Cherry Red Records Stadium we invite you to our uniquely fan-owned club. **A club with a rich-history, passionate fanbase and a promising future.**

We provide commercial and promotional opportunities for companies, large and small. We pride ourselves on **building long-standing partnerships** – testament to that is Football Manager – which we believe to be the longest running front-of-shirt sponsorship in professional football in the UK.

**Our first-class facilities** prove popular not just on matchdays but throughout the year. Whether you are looking for the perfect venue for a Gala Dinner or host a meeting we can provide bespoke packages to meet your requirements and budgets. As the leading South-West London venue we are perfectly located to various Underground and mainline train stations. With on-site parking and state-of-the-art audio-visual equipment **why not consider hosting your next event with the back-drop of our pitch?**

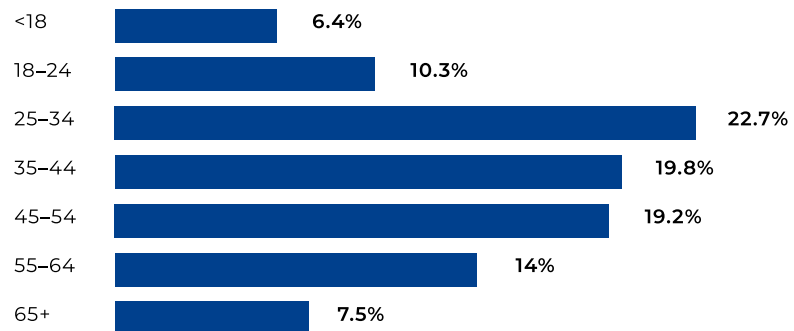
We hope to welcome you soon either as a commercial partner, taking in an action-packed game or at one of our many events – AFC Wimbledon is a unique club whose story past and present could fill many documentaries!



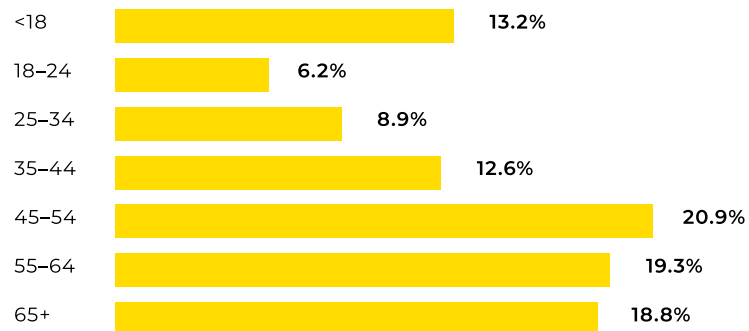


## OUR MATCHDAY DEMOGRAPHIC

### MATCH BY MATCH



### SEASON TICKET HOLDERS



**88%** of population in Wimbledon and surrounding areas are **ABC1 demographic**





## OUR SOCIAL AUDIENCE

# 1,250,000

ANNUAL WEBSITE VISITORS

# 231,000

SOCIAL MEDIA FOLLOWERS

# 45,000

EMAIL DATABASE SIZE





# HOSPITALITY EXPERIENCES

Entertain family, friends, colleagues or clients at The Cherry Red Records Stadium. With our new sparkling stadium we proudly welcome over 10,000 hospitality guests a season.

We cater for all needs with a wide-range of packages to suit all budgets and occasions. If you're looking for an informal pre-game meal before taking in the atmosphere from your padded-seat then our Viticult Lounge provides the perfect venue. For those looking for a true fine-dining experience (it is Wimbledon after all!) then our Omnia and Centre Court Lounges offer a showstopping meal followed by centrally located seats offering some of the best views in town.

If intimacy is your preference our 2nd floor executive boxes provide the perfect combination of a fork-buffet meal paired with a range of drink packages before taking your adjacent seats to cheer on the Dons. Whatever package suits we offer options for each game or multi-game / seasonal packages. Our hospitality guests are also given access to our ever-popular Networking Lounge pre and post-game.

Our guests attend for various reasons – some to inspire & reward loyalty of their staff members, others to spend quality time with clients & business associates away from the 9-5 and others to simply enjoy and create memorable moments with family and friends.

Our dedicated sales and hospitality teams will ensure you and your guests are looked after from the moment you enquire right up until that postgame drink. We also provide upgrade options for guests who already have their match tickets – the perfect way to celebrate an occasion or to just to create a day to relax.



## PARTNERSHIP BENEFITS



Engagement with fanbase



National TV coverage



Association with world-respected club



Product placement



National reach



Staff rewards



Matchday experiences



Social media exposure



Entertaining clients



Business development



Player access



Brand exposure



Community engagement



Building local business network

"Back in 2002, we saw a lot of similarities between ourselves and the vision those passionate supporters had to start a fan-owned, fan-driven club. It showed the power of communities to pull together and that football remained the people's game. That was what pushed us to get involved with the initial sponsorship deal and it's been a no-brainer for us to remain part of their incredible journey. Here's to the next 21 years and beyond!"

**FOOTBALL  
MANAGER**

"For over 16 years we have enjoyed a very successful partnership with AFC Wimbledon, being part of this very special club has been a true pleasure. The staff, volunteers and fans at the club have always made us feel very welcome and valued."





# MATCH SPONSORSHIP

## PACKAGE INCLUDES:

- Welcome drink on arrival
- Omnia Lounge Dining for up to 10 guests
- Matchday programme and team sheet for each guest
- Half time and full-time refreshments
- Executive padded seats for the match
- Man-of-the-match presentation
- Receive a signed shirt
- Photo opportunity with the man of the match
- 30 seconds of pitch side LED advertising during the match
- Full-page programme advert, message on the scoreboard
- Social media posts prior to kick off

## PACKAGES START FROM:

£ 2,000 +VAT





# MATCHBALL SPONSORSHIP

## PACKAGE INCLUDES:

- Welcome drink on arrival
- Silver Plus Lounge Dining for up to 4 guests
- Matchday programme and team sheet for each guest
- Half time and full-time refreshments
- Executive padded seats for the match
- Photograph with match officials and club captains prior to kick off
- Walk out with the match ball
- Receive a signed football in a presentation box
- 30 seconds of pitch side LED advertising during the match
- Full-page programme advert, message on the scoreboard
- Social media posts prior to kick off

## PACKAGES START FROM:

£ 700 +VAT





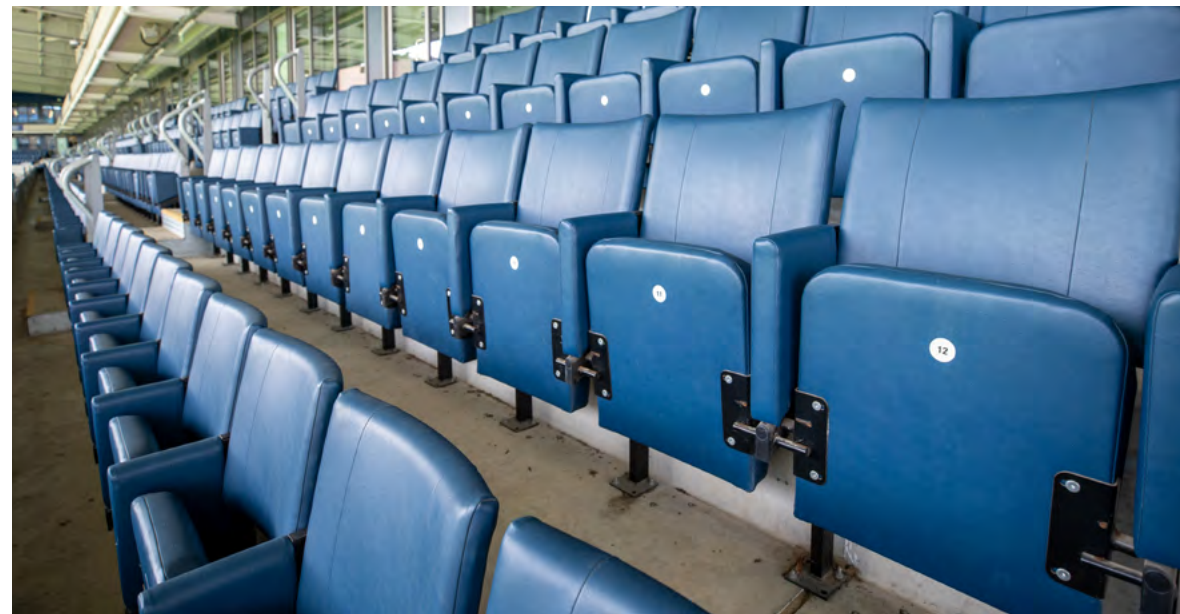
# PROGRAMME SPONSORSHIP

## PROGRAMME SPONSORSHIP PACKAGE INCLUDES:

- Logo on front of programme and on team section
- Full-page programme advert & message on the scoreboard
- 30 seconds of pitch side LED advertising during the match
- Matchday programme & team sheet for each guest
- Receive a signed and framed mount of programme at Man of the Match Presentation
- Social media posts prior to kick off
- Welcome drink on arrival
- Silver Plus Lounge Dining for 4 guests
- Executive padded seats for the match
- Half time & full-time refreshments

## PACKAGES START FROM:

£ 700 +VAT





# AWAY STAND SPONSORSHIP

## AWAY STAND PACKAGE INCLUDES:

- Naming rights for Away End
- Branding sites across Away End
- Branding on all Away tickets and Stadium maps
- Mentions on all comms related to stand
- 3 minutes of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- 1 Match Sponsorship
- Branding on the scoreboard LED at each match
- 1 TV facing static board (in front of stand)
- 6 social media posts per season (Covering Twitter, Facebook, Instagram & LinkedIn)
- 3 opportunities for email newsletters to our database
- 3 full days of usage of the function room
- Your logo on the footer of the official AFC Wimbledon website
- Logo and hyperlink on website
- Press release on launch
- 1 mascot package
- 30 Hospitality tickets per season - to be in the Omnia Lounge
- 50 General Admission ticket per season
- 1 full page programme advert
- Opportunity to activate partnership on match days
- Product placement opportunities on match days
- 1 membership of the AFC Wimbledon Business Club
- Images of advertising

## PACKAGES START FROM:

£ 35,000 +VAT





# TRAINING GROUND SPONSORSHIP

## TRAINING GROUND PACKAGE INCLUDES:

- Training Ground naming rights
- Pitch Side branding (at Training Ground)
- Giant Mesh banner branding (at Training Ground)
- 2 minutes of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- 1 Match Sponsorship
- Branding on the scoreboard LED at each match
- 1 TV facing static board (in front of stand)
- 6 social media posts per season (Covering Twitter, Facebook, Instagram & LinkedIn)
- 3 opportunities for email newsletters to our database
- 2 half days of usage of the function room
- Your logo on the footer of the official AFC Wimbledon website
- Logo and hyperlink on website
- Press release on launch
- 1 mascot package
- 30 Hospitality tickets per season - to be in the Omnia Lounge
- 50 General Admission ticket per season
- 1 full page programme advert
- Opportunity to activate partnership on match days
- Product placement opportunities on match days
- 1 membership of the AFC Wimbledon Business Club
- Images of advertising

## PACKAGES START FROM:

£ 15,000 +VAT





# PLAYER OF THE MONTH SPONSORSHIP

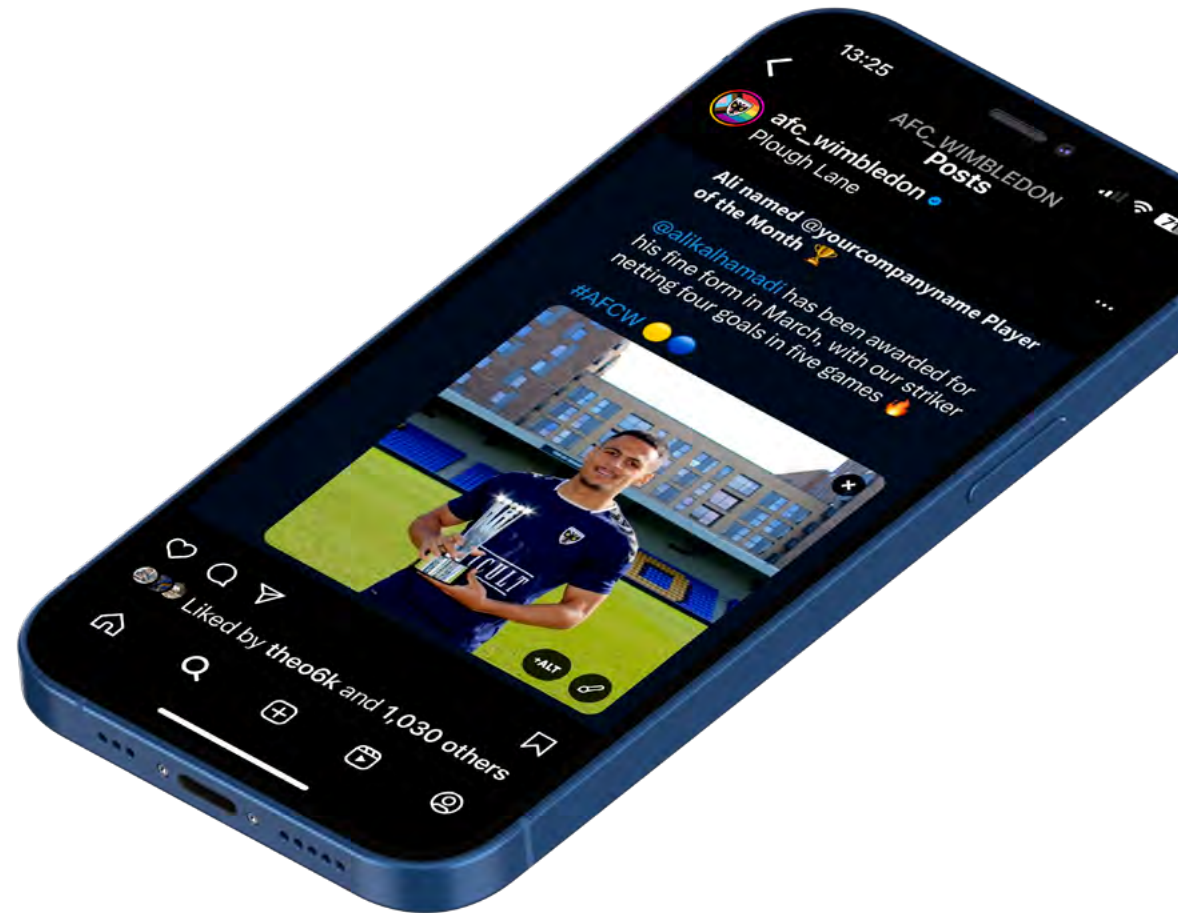
NEW FOR 2023/24

PLAYER OF THE MONTH PACKAGE INCLUDES:

- Enjoy season round coverage with our new Player of the Month Sponsorship. At the start of every month we will present voting options online and via our popular social media channels for fans to pick their favourite. These posts will include references to your brand, social handles and website.
- Furthermore, we will repeat those key references when we announce the winner online and pitch-side just before the start of the next home game – the perfect opportunity to regularly entertain your clients or prospective clients whilst gaining regular brand coverage – a package to suit.

PACKAGES START FROM:

£ 7,500 +VAT





# MATCHDAY MASCOT PACKAGE

NEW FOR 2023/24

MATCHDAY MASCOT PACKAGE - 5-14 YEARS OLD - INCLUDES:

- Complimentary match day programme
- Reserved table in the Networking Lounge
- Full Kit
- Meet & greet with the players
- Photograph with favourite player (subject to availability)
- Meet & greet with the 1st Team Manager
- Kickabout on the pitch during the players warm-up
- Walk out with favourite player
- Photograph with captains & officials
- Match Tickets for the game
- Signed ball presented by Man of the Match

PACKAGES PER CHILD:

£ 250 +VAT

If there is one mascot per party: 3 tickets for the game  
(1 x mascot & 2 x accompanying adults).





## PLAYER KIT SPONSORSHIP

### SHIRT SPONSORSHIP PACKAGE INCLUDES:

- Name listed in programme under chosen player
- 2x tickets to kit sponsors dinner
- Shirt of sponsored player received at the dinner

Shirt

£ 250 +VAT

### SOCK SPONSORSHIP PACKAGE INCLUDES:

- Name listed in programme under chosen player

Socks

£ 25 +VAT





# 12TH PERSON PACKAGE

NEW FOR 2023/24

12TH PERSON PACKAGE INCLUDES:

- Your name listed in the AFC Wimbledon squad in the matchday programme & team sheet
- Photo opportunity with the 1st Team Manager & your chosen player (pre-match, subject to availability)
- Walk out with your chosen player (subject to availability)
- Framed team sheet and programme with your name on it
- Two Silver Plus Hospitality Matchday Tickets

PACKAGES START FROM:

£ 350 +VAT





## AFC WIMBLEDON WOMEN SPONSORSHIP

Our successful women's team play in the FA Women's National League, Division 1 South East. That is the fourth tier of women's football, and the equivalent of League 2.

Last season they finished second in the league, four points off top spot, having lost only one league game. They also reached the fourth round proper of the FA Cup, and the Capital Cup final. The team is ambitious on and off the pitch. The 2023/24 season is all about promotion on the pitch, and being even more professional off it.

"Women's football is one of the fastest growing sports in the UK - both in participation and in viewership.

In 2022/23, for the first time in history, a professional women's team had a higher average attendance than a Premier League club.

This perfectly illustrates the interest growth in women's football. It's skyrocketing.

We can see that here at AFC Wimbledon as well. The increasing number of people attending our games, the increasing engagement across our media channels - it is all integral to our journey to grow both on and off the pitch"

Sophia Axelsson  
Women's General Manager





# AFC WIMBLEDON WOMEN SPONSORSHIP

## PRINCIPAL PARTNERSHIP

As one of our principal partners, you will have pride of place on our kit, and will be on show at all of our match pictures and video.

### PRINCIPAL PARTNERSHIP PACKAGE INCLUDES:

- Company logo on our home and away kit
- Advertisement in the matchday programme
- Advertisement on LED and scoreboard screens
- Editorials on our website, in our newsletter and programme
- Social media posts throughout the season
- Signed thank you card at the end of the season
- Invitation to End of Season celebration, held at the Cherry Red Records Stadium
- Company name listed on the sponsors page on the website
- Four season tickets to all home games

### PACKAGES START FROM:

£ 10,000 +VAT

## OFFICIAL PARTNERSHIP

As one of our official partners, you will have your company logo on our training and walk-out kit, which is on show in both videos and photos.

### OFFICIAL PARTNERSHIP PACKAGE INCLUDES:

- Company logo on our training and walk-out kit
- Advertisement in the matchday programme
- Advertisement on LED and scoreboard screens
- Editorials on our website, in our newsletter and programme
- Social media posts throughout the season
- Signed thank you card at the end of the season
- Invitation to End of Season celebration, held at the Cherry Red Records Stadium
- Company name listed on the sponsors page on the website
- Two season tickets to all home games

### PACKAGES START FROM:

£ 5,000 +VAT





# AFC WIMBLEDON WOMEN MATCHDAY SPONSORSHIP

Sponsoring one of our matches, at either the Cherry Red Records Stadium or the War Memorial Sports Ground, ensures that we can put on a fantastic matchday for all involved - from player to fan.

## THE CHERRY RED RECORDS STADIUM PACKAGE INCLUDES:

- Advert on LED and scoreboard screens
- Advert/editorial in the matchday programme
- Choice of mascot
- Signed thank you card at the end of the season
- Invite to the End of Season celebrations at the Cherry Red Records Stadium

## PACKAGES START FROM:

£ 400 +VAT

## THE WAR MEMORIAL SPORTS GROUND PACKAGE INCLUDES:

- Advert/editorial in the matchday programme
- Choice of mascot
- Signed thank you card at the end of the season
- Invite to the End of Season celebrations at the Cherry Red Records Stadium

## PACKAGES START FROM:

£ 250 +VAT







## CONTACT

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