



MANSFIELD TOWN FOOTBALL CLUB

COMMERCIAL PARTNERSHIP OPPORTUNITIES

SEASON 2023/24



Partner with the Stags and see your name in lights!

We are delighted to present to you our Commercial Partnership opportunities for the 2023/24 season.

Elevating your brand to partnership level not only showcases your alignment and connection with the club, but also allows you to gain access to exclusive and protected assets that are not available to be purchased separately.

With a loyal fanbase that is growing season-upon-season, as an official club partner we can help you connect with supporters and businesses to promote your service and products with the aim of building a brand affinity which will result in lasting customer relationships.

Join us on our journey and project your business to a passionate and highly-engaged local and national audience.



Michael Bradley
Head of Partnerships



Support your club at the heart of our community and let your business benefit

Recording the highest home attendances in 45 years, Stags' fanbase is growing season-upon-season.

Owned by local businessman and supporter John Radford, the club is an integral part of the local community and is the largest and longest-standing institution in Mansfield. The club's vision goes beyond football. As a pillar of the community, we have the responsibility of being a major social institution.

We are a club for everyone who believes in football as a medium for healthy pleasure, entertainment and social integration.

Our commitment to producing our own local players, with an ambition of giving them every opportunity to advance into the first team, is highlighted by the multi-million pound investment of a state-of-the-art training facility at Woburn Lane in Pleasley.

Our desire to improve the infrastructure and lay even stronger foundations is at the heart of the club's ethos as part of our collective ambition for progress.

**There has never been a better or more exciting time to partner with Mansfield Town Football Club.
Join us on our journey up the Football League.**



[mansfieldtownfc](#)



sales@mansfieldtown.net



[mansfieldtown.net](#)



01623 482 482 (Opt 3)

ABOUT LED

LED perimeter advertising made its debut in the Spanish League in 1994/95. It appeared in English football several years later, with West Ham United installing the very first ones. Since then, digital enhancements to football stadiums have become the norm, with clubs utilising the very best in visual technology.

By working with ADI - the leaders in LED technologies - we have launched a modern and innovative way to advertise your business. By using popular technology favoured by Premier League clubs, we are able to effectively market your brand and generate a national-reach throughout the season.

We're proud to partner with ADI and introduce an additional 700ft of LED technology to One Call Stadium, enhancing our supporters' matchday experience and projecting our commercial partners in a new and innovative fashion to enhance your brand and promote your business to a new audience.





THE SILVER PARTNERSHIP PACKAGE INCLUDES:

- Your brand on our new state-of-the-art LED perimeter DigiBoard around One Call Stadium
Eight shared minutes in-play, before kick-off, half-time and injury time (50ft rotating display)
- Your company logo and featured article on the partner's page on our official website
- Official announcement and media release, shared across Facebook and Twitter, reaching over 150,000 followers
- Two standard season tickets
- A total of 25 home league match tickets for use across the 2023/24 season
- Ten hospitality tickets
- Use of club crest and club imagery
- Partner plaque to display at your business
- Bespoke social media post
- Official signed framed shirt and ball
- An annual membership to the new and exclusive Stags Networking Club

£6250 + VAT

BRONZE PARTNERSHIP

A great introductory package to partner your business with Mansfield Town at a budget conscious rate. Gain access to the new and exclusive Stags Business Club and maximise your potential reach with the latest in LED perimeter advertising, using advanced technology to display your brand to over 150,000 supporters inside One Call Stadium (based on 23 EFL League games) and hundreds of thousands more on the EFL Highlights show on ITV and Sky Sports.

For more information contact michael.bradley@mansfieldtown.net



THE BRONZE PARTNERSHIP PACKAGE INCLUDES:

- Your brand on our new state-of-the-art LED perimeter DigiBoard around One Call Stadium
Five shared minutes in-play, before kick-off, half-time and injury time (25ft rotating display)
- Your company logo and featured article on the partner's page on our official website
- Official announcement and media release, shared across Facebook and Twitter, reaching over 150,000 followers
- A total of 10 home league match tickets for use across the 2023/24 season
- A total of four matchday hospitality tickets for use across the 2023/24 season
- Use of club crest
- Partner plaque to display at your business
- Official signed framed shirt
- An annual membership to the new and exclusive Stags Networking Club

£2750 + VAT

SILVER PARTNERSHIP

A great package for those looking for increased brand exposure and to further enhance the matchday experience.

Enjoy a 50ft advertising display on the new and impressive LED DigiBoard and treat your employees or clients to a table of ten in our hospitality suite for a league fixture, as well as being able to watch every home league game with two standard season tickets. This package also includes an additional bespoke social media post to further promote your brand in association with the club.

For more information contact michael.bradley@mansfieldtown.net







GOLD PARTNERSHIP

Stand out from the crowd with exclusive, animated advertisements across the entire 700ft LED perimeter system showcasing your brand to not only those in the stadium but also to over 700,000 viewers per week on the EFL highlight shows across ITV and Sky Sports. As well as offering even more hospitality, matchday tickets and season tickets, this package also provides you with the opportunity to sponsor a match where you and your guests will walk on the hallowed turf before kick off for a photo with the team captains and match officials. You will also be given the opportunity of choosing the Man of the Match, presenting him with a bottle of champagne as well as photos with the player and your official signed framed shirt to commemorate the occasion.

With our Gold Partnership, you can also activate an exclusive matchday takeover, to further showcase your brand, such as a half-time show or fan zone takeover to make your package shine in gold!

There is limited availability for Gold Partnerships so please contact us at your earliest opportunity should this package fit your requirements.



For more information contact michael.bradley@mansfieldtown.net

THE GOLD PARTNERSHIP PACKAGE INCLUDES:

- Exclusive animated advertisement on 700ft LED DigiBoard (Two minutes in-play, before kick-off, half-time and injury time)
- Shared advertisement on LED DigiBoard (Seven minutes in-play, before kick-off, half-time, and injury time - 120ft rotating display)
- Perimeter advertising board (non-camera facing)
- Your company logo and featured article on the partner's page on our official website
- Exclusive matchday takeover (In-stadia marketing, half-time show etc – bespoke to your business)
- Official announcement and media release, shared across Facebook and Twitter, reaching over 150,000 followers
- Four standard season tickets
- A total of 35 match tickets and 20 hospitality tickets for use across the 2023/24 season
- Exclusive Big Match Sponsorship
- Room hire at One Call Stadium for one event
- Use of club crest and imagery
- Partner plaque to display at your business
- Bespoke video promotion across digital channels
- Two official signed balls in cases with engraved plaques
- Two official signed framed shirts with engraved plaques
- An annual membership to the new and exclusive Stags Networking Club

£14,500 + VAT

PLATINUM PARTNERSHIP

The Platinum Partnership is the ultimate package. With even greater access to money-cannot-buy items such as a player appearance and a tailor-made video promotion distributed across the club's digital channels.

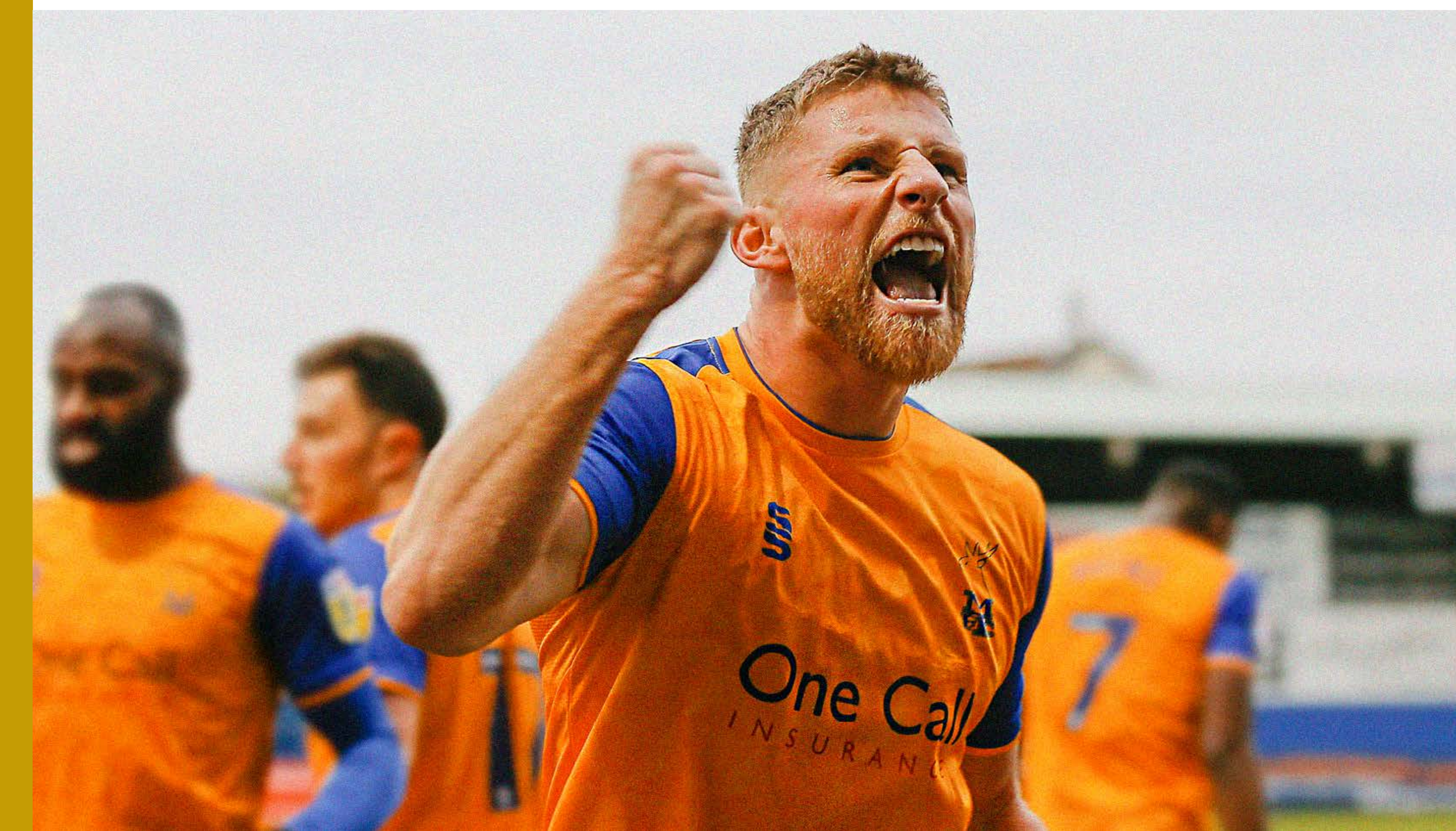
Experience the game from the comfort of the boardroom and directors' box and make use of six season tickets, 40 hospitality tickets and 50 match tickets across the season!

And with eight exclusive minutes promoting your brand in animation across the entire LED DigiBoard, aligned with your advert on the big screen digital scoreboard, your brand will be connected to our loyal fanbase and business partners in a new and innovative way.

By becoming a platinum partner, you'll be in a league of your own. This is the club's most premium partnership and will showcase your business to the top of the table.



For more information contact michael.bradley@mansfieldtown.net



THE PLATINUM PARTNERSHIP PACKAGE INCLUDES:

- Exclusive animated advertisement on 700ft LED DigiBoard (Eight minutes in-play, before kick-off, half-time, and injury time)
- 1 minute in-play advert on big screen digital scoreboard, with plays before kick-off and half-time
- Perimeter advertising board (non-camera facing)
- Your company logo and featured article on the partner's page on our official website
- Three exclusive matchday takeovers (In-stadia marketing, half-time show etc – bespoke to your business)
- Official announcement and media release, shared across Facebook and Twitter, reaching over 150,000 followers
- Six standard season tickets
- A total of 50 match tickets and 50 hospitality tickets for use across the 2023/24 season
- Exclusive Big Match Sponsorship and Match Ball Sponsorship
- Room hire at One Call Stadium for two events
- A table of six in the boardroom and seats in the directors' box
- Use of club crest and imagery
- Partner plaque to display at your business
- Exclusive player appearance
- Bespoke video promotion across digital channels
- Three official signed balls in display cases with engraved plaques
- Three official signed framed shirts
- An annual membership to the new and exclusive Stags Networking Club

£25,000 + VAT

STAGS' KEY NUMBERS



608k

Annual website visitors



6.6k

Average home attendance -
highest since 1977/78



77k

Facebook followers



9.2k

Youtube subscribers



77.9k

Twitter followers



43.6k

Instagram followers

itv SPORT

650k

Viewers per week on ITV
Highlights

sky sports news

80k

Viewers per week on Sky
Sports News



5.4k

iFollow subscribers



Don't just take our word for it...

"We are delighted to partner with Mansfield Town and be a part of this progressive and forward thinking football club. Many of our colleagues and clients are Stags' fans and the association with the club provides us with the opportunity to engage with the area of Mansfield and beyond and help project ourselves as market leaders in our field. I would definitely recommend partnering with the Stags as it's a great way to promote your business and they are clearly going places on and off the field."

- Gavin Barnes, BAPP for Bolts

"I am proud as a lifelong Stags' fan to have my business showcased on the North Stand and to be so visibly associated with the oldest professional football ground in the world. For a small local business to be able to have the exposure to thousands of football fans on a weekly basis gives me a great opportunity to grow the business locally."

It can't be a coincidence that since the sign was installed and visible to six thousand Stags' fans that I have received a noticeable increase in enquiries. This shows the value in the sponsorship opportunities at the ground."

- Murray Evans, ME Environmental Limited

"Being a lifelong Stags' supporter, it was always my ambition to partner with this great football club. Michael and the team always go above and beyond to help in any way they can and the exposure we have received has been excellent, so much so that when the opportunity showed itself to become a kit sponsor and partner, we did not have to think twice about it. I'm greatly looking forward to seeing our brand being projected further on the new LED DigiBoard next season."

- Paul Brown, A.Wass Funeral Services

"FoodHub joined forces with Mansfield Town Football Club towards the end of last season and we have already seen a spike in consumers using the FoodHub app. We have been very impressed with the commercial team at the club who have tailored a partnership package to suit our needs and understood the brief from the very offset."

Through a variety of branding both online and offline we are confident this partnership will continue to be fruitful for our brand and with the introduction of the new LED DigiBoard we cannot wait to see our brand emblazoned around One Call Stadium and to those watching at home. This really is a game-changer and will add value to the partnership."

- Ryan Schofield, FoodHub

One Call
INSURANCE

A WOODLAND & SON
DOMESTIC & COMMERCIAL
FLOORING SPECIALISTS

FOODHUB
ORDER. EAT. ENJOY.

OCL
SOLICITORS

ICS
INDEPENDENT CIVILS SOLUTIONS LTD

A. Wass
FUNERAL DIRECTORS

CASTORE

Savanna Rags
International Limited

BAPP
for Bolts



**Designed for you. Tailored to your business.
Become a part of Mansfield Town Football Club today.**

Michael Bradley
Head of Partnerships

michael.bradley@mansfieldtown.net

Ryan Dabell
Partnership Sales Executive

ryan.dabell@mansfieldtown.net

Fiona Burke
Partnership Sales Executive

fiona.burke@mansfieldtown.net

 [mansfieldtownfc](https://twitter.com/mansfieldtownfc)

 sales@mansfieldtown.net

 [mansfieldtown.net](https://www.mansfieldtown.net)

 01623 482 482 (Opt 3)