

Commercial & Sponsorship Opportunities



Official Grassroots Partner
of
Rotherham United Football Club





Welcome to Dinnington Town Football Club

Dinnington Town Football Club is a non-league community-based football club in Dinnington, South Yorkshire.

Originally formed in 1908, Dinnington Main entered the Hatchers Cup League in its inaugural season. Over its 100+ years history the club has taken on many names including Dinnington Main Colliery, Dinnington Athletic and finally just Dinnington Town Football Club as it's known today.



In addition to first team, the club has a further 19 girls & boys teams from reserves down to two under 7 teams, as well a nursery development squad for 4 to 6-year-olds. In total, the club has 20 registered teams. with 496 registered players. However, the club has one goal, which is to inspire the local community and give affordable access to first class football facilities.

Attached to Dinnington Resource Centre the club boasts great facilities for match days. As well as hot food & drink, sweets, snacks and the sale of alcohol being available at the club, on match days the club can accommodate up to 2,000 spectators, with approximately 100 seats available in the main stand.

In 2022, the club opened a new state-of-the-art FIFA approved 3g pitch at its Phoenix Park home, and true to the traditions of this community club, the pitch is fully marked out for all age groups to ensure the best possible experience for all. The facility as well as being utilised by Dinnington Town Football Club teams 5 days a week, is also opened to the public to hire 7 days a week increasing the commercial opportunities available for businesses in terms of sponsorship.



Dinnington Town Football Club has a range of commercial and sponsorships opportunities available that can be tailored to suit any individuals or businesses budget. There are packages include full ground renaming, stand sponsorship, advertising boards, programme opportunities, kit/player sponsorship and match ball sponsorship, to name a few of our exciting opportunities available for you to build your business by joining us and becoming part of our growth and future success too.

Thanks

Rob Cully – Chairman



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Why Dinnington Town Football Club?

The club is embedded within the community on many levels. With the new facilities opening in 2022, this has enabled residents of Dinnington to access a world class playing surface to develop their footballing skills from the age of 4 years old.

First team games at our home ground of Phoenix Park attract in the region of 2,000 spectators a season via league and cup games. But, as this is a multi-team venue, the true footfall of the ground per year far exceeds this.



In total 20 Dinnington Town Football Club teams play home matches at Phoenix Park. For our under 7 & under 8 teams four games can simultaneously take place at any one time. During the course a typical season circa 250 home matches are played by Dinnington Town Football Club teams so the opportunities to get your business in front of new customers is extensive. In addition to these matches each team trains every week on the pitch with parents and spectators present. The club also runs a nursery training session weekly which attracts around twenty 4 to 6 year olds each week, and their parents.

As well as having paying fans for first team games, reserve games at Dinnington Town Football Club are also paid for events. Likewise, the under 21 games also has paying fans, and these on average attract a further 500 spectators cumulatively each season.

For junior football at the venue assuming one parent per player comes to home games across the season, including the opposition, from under 16's down to under 7's games these games are watched by a further 2,500 spectators each year. And these figures do not include any parents and spectators for friendlies, training sessions and nursery training sessions.

A further, as yet unquantified, number of public and private booking are also made during the week when Dinnington Town Football Club teams are not playing or training which increases the opportunities to promote your business further.

Dinnington Town Football Club's online presence is ever growing. We have our own website which houses club information and can also provide a place for sponsors to advertise. In addition, and as you would expect, Dinnington Town Football Club also has its own Facebook, Twitter and Instagram channel.





At Dinnington Town Football Club we have a fully functioning e-com website where match tickets can be sold online. Each club right down to under 7's has a dedicated page where fixtures and league tables are automatically updated and an event calendar where fixtures and club events are automatically updated and pushed to devices & calendars if people subscribe. Just like any professional football club has today on their website.

The website also has a club shop and full Customer Relationship Management functionality for the club allowing people to subscribe to our website, and then be contacted through an integrated email tool.

The site attracts circa 12,000 unique visitors & 70,000 page views per year. The average time spent on site is around 3 minutes showing great engagement on the site. Due to its mobile optimisation 90% of this traffic comes via a mobile.

We have a long-established Facebook channel since its launched this in 2014. The page is followed by over 4,000 people currently, with 73% male & 27% female gender spilt. 80% of these followers are under the age of 44 years old, based around the Dinnington, Sheffield, Worksop and Rotherham area.

Monthly our Facebook posts reach over 200,000 people, with around 18,500 people visiting our Facebook page each month (224,000 visits annually). Engagement is high with around 6,000 people reacting, commenting, or sharing our content.

Our Twitter presence is well established with over 2,000 followers. Typically, in any month we have impressions of around 85,000.

We have also recently started an Instagram and YouTube channel which continue to grow and attracted a different audience month on month.

So, whether you're looking for a way to activate some of your Corporate Social Responsibility obligations, interested in helping a local good cause, or simply looking to advertise your own business to get more leads, sales or awareness we've got a number of commercial and sponsorship opportunities for you.

We can even tailor some of these packages to ensure you achieve your objectives through a commercial or sponsorship package via Dinnington Town Football Club.



If you're interested in any of the packages, or want to talk to us about a bespoke opportunity you can reach us at hello@DinningtonTown.co.uk.

2,590,983
Facebook reach
per year

1,023,147
Twitter
impressions per
year

73,700
Facebook likes,
comments or
shares per year



Our facilities

Phoenix Park, the home of Dinnington Town Football Club, boasts one of only 52 3g pitches in the Sheffield & Hallamshire FA region. The pitch is certified as “FIFA Approved”.

What does this mean? The FIFA Quality Programme for Football Turf sets out internationally recognised industry standards. Only artificial turf surfaces which have been tested in the laboratory and on the field according to the testing criteria of the FIFA Quality Programme can be certified to FIFA.

The ground itself has one undercover stand with 100 seats, and spectators can watch games where standing is available on 3 sides of the ground, bringing the total capacity to circa 2,000.

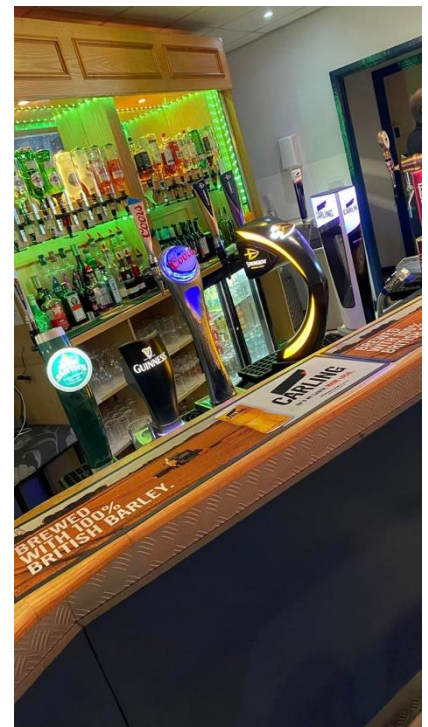
Around 5,000 people each year attend matches with more unquantified numbers watching their children during training and nursery sessions each week.

The club has the following facilities available, via the attached Dinnington Resource Centre, at every home game and training session:

- Toilets.
- Hot and cold food.
- Sweets and snacks.
- Hot and cold drinks, including the sale of alcohol.
- Indoor seating area.
- On-site parking.
- Disabled access friendly.

Aligning your company with the Dinnington Town Football Club places you at the heart of the community and provides so much more than traditional sponsorships.

You'll create fantastic exposure for your business and promote your brand to local, regional and national audiences through positive association with a club that is extremely proud of its history within our national sport, and the local community.



Commercial and Sponsorship Opportunities

Stand sponsorship

Cost = £1,495 per year

A great way to boost your businesses visibility is to take the opportunity to rename and add your brand to our main stand at Phoenix Park.

Opened in March 2023 the 96 seater stand is a prime advertising space providing a great platform to advertise your business which will be seen and used by thousands of visitors and facility users every year.

Full stand renaming including your company branding:

- Rename the stand to a name of your choosing.
- An exclusive website story & daily exposure via our website.
- Networking opportunities with fellow sponsors.
- Prominent branding and signage at the ground.
- Advertising and promotion on club website & programme.
- Networking opportunities with fellow sponsors.
- Matchday tickets.

Additional advertising boards can be purchased around the ground for a discounted price of £150 a year.



To express your interest or for more details on this opportunity please send an email to hello@DinningtonTown.co.uk.

Kit sponsorship

If brand exposure is what you are looking for, sponsoring a team's kit is a great way to gain excellent visual exposure.

This provides significant benefits for your business, with your logo to be featured prominently in any photography and footage captured from every 1st team game, while all replica shirts sold can also feature your branding.

You will also have prominent branding on our website, an exclusive website story & daily exposure via our website, programme advertisement, networking opportunities with fellow sponsors and matchday tickets

Most of these packages are available to be purchased together and discounts will be provided for multiple opportunities being activated at the same time.

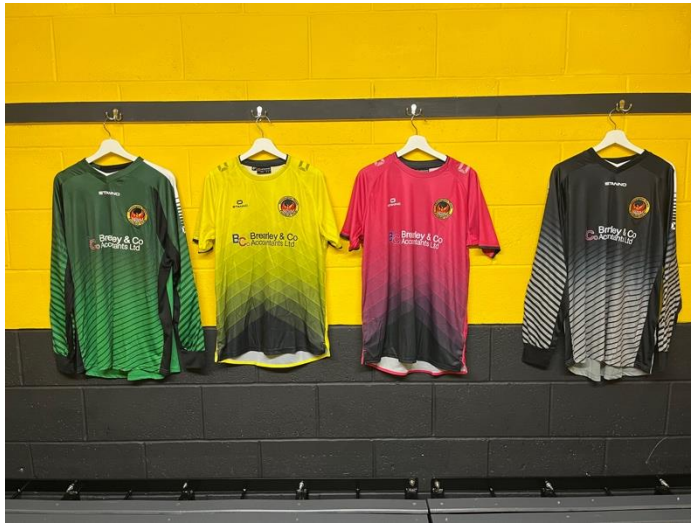
First team

Package	Price
Shirt (Home)	SOLD
Shorts (Home)	£495
Shirt arm (Home)	£495
Back of neck (Home)	£495
Shirt (Away)	SOLD
Shorts (Away)	£250
Shirt arm (Away)	£250
Back of neck (Away)	£250
Training kit	£999



At Dinnington Town Football club our reserves and Under 21's teams are run independently of each other so we offer the chance to sponsor these teams separately to the first team, which might offer you the opportunity to promote your business for a smaller investment.

Details of these packages can be found over the page...



Reserves & U21's

Package (per team)	Price
Shirt (Home)	£1,500
Shorts (Home)	£250
Shirt arm (Home)	£250
Back of neck (Home)	£250
Shirt (Away)	£1,000
Shorts (Away)	£125
Shirt arm (Away)	£125
Back of neck (Away)	£125
Training kit	£750

To express your interest or for more details on this opportunity please send an email to hello@DinningtonTown.co.uk.

Perimeter advertising boards

We have several other unique packages available to advertise your company at the Phoenix Park.

Promote your company's name to thousands of people every year by taking advantage of one of our most popular and appealing advertising opportunities.

Around 5,000 people each year attend matches with more unquantified numbers watching their children during training and nursery sessions each week.



Packages can be coupled with website placements of your business in our sponsors section, attracting a further 12,000 potential visitors view each year.

To access these opportunities, we can help you any artwork & design requests, or we can use any artwork you have available. The choice is yours.



Multiyear packages on perimeter board advertising are available with discounted subsequent years.

If you are interested in supporting us through advertising your business, we are extremely confident we have something to suit your budget and needs.

To express your interest or for more details on this opportunity please send an email to hello@DinningtonTown.co.uk.



Package	1 year price	2 year price
Perimeter board (behind goal) & website placement	£300	£550
Perimeter advertising board only (behind goal)	£250	£450

Player sponsorship

Cost = £75 per player, per season

Our player sponsorship allows you to support your favourite Dinnington Town Football Club player.

Individuals and businesses regularly take up the offer to align themselves with a first-team player for a season.

Contents of package

- Your name or logo featured alongside your sponsored player’s profile in the matchday programme and website throughout the season.

To express your interest or for more details on this opportunity please send an email to hello@DinningtonTown.co.uk.



Nursery training sponsorship

Cost = £495 per season

Every Wednesday evening between 6pm and 7pm Dinnington Town Football club hosts an hour-long nursery training session for 4 to 6 year olds.

The mixed girls & boys' session is a fun based, but football coaching oriented, session put on by the club which aims to introduce children into football and give them access to exercise. These sessions have traditionally also acted as a feeder route into our under 7's teams.



Each sessions the youngsters can:

- Play outside on the 3g surface.
- Sessions are run by coaches who are DBS checked, hold First Aid & Safeguarding qualifications, have are qualification to a minimum Level 1 FA coaching standard.

This opportunity aligns your business and brand, especially if your target audience is infants, to finding the next generation of superstars in the region.

The package includes:

- Co- branding the name of the session i.e., Dinnington Town Nursery Training, in association with **Company X**.
- An exclusive website story & daily exposure via our website.
- Nursery Trainer of the Week post on our social channels
- Programme advertisement and weekly social media posts about the training sessions.
- Networking opportunities with fellow sponsors.

To express your interest or for more details on this opportunity please send an email to hello@DinningtonTown.co.uk.

Junior team kit sponsorship

Cost = From £495 per season

Making grassroots football affordable for children is a balancing act. Monthly fees are charged to each player but the costs to run a junior team is in the region of £2,500 per season.



A big cost of this is the purchase of kits, as at this age our junior teams are constantly growing, and there is nothing we can do about that.

In total we have 17 boys' and girls' teams from under 18's down to under 7's. You can sponsor one of those teams and purchase a kit for them for £500 a season. This can be a one-off season or multiple seasons if you desire.



This package includes:

- Logo on the front of that specific team's kit.
- Featured in the weekly Player of the Match updates on the main Dinnington Town Football Club social media.
- Features on the specific team's social media pages.
- Website presence on that team's specific website page on www.DinningtonTown.co.uk.

To express your interest or for more details on this opportunity please send an email to hello@DinningtonTown.co.uk.

Other sponsorship opportunities

Other commercial and sponsorship opportunities are available which require less commitment from you. If this is your first venture into sponsorship these packages enable you to test the effectiveness of this without being tied into long term contracts

Below you'll find the opportunities and the cost of each one.

Package	Price
Match day sponsorship	£150
Match ball sponsorship (per match)	£50
Programme advertising (per match)	£25
Promoted social post (per post)	£50
Player of the Match sponsorship (club wide)	SOLD

To express your interest or for more details on this opportunity please send an email to hello@DinningtonTown.co.uk.



