



BOLTON WANDERERS

2017/18 Sponsorship & Advertising



BOLTON WANDERERS

Sponsorship & Advertising

Bolton Wanderers Football Club will take their place in the English Football League Championship for the much anticipated 2017/18 season, one of the most competitive, compelling and most watched leagues in the world.

A partnership package with Bolton Wanderers Football Club delivers across a whole range of essential and effective media, offering quick and decisive communication to a diverse audience of millions locally, nationally and around the globe as well as a brand association within Macron Stadium.

The Commercial Team at Bolton Wanderers Football Club combine experience with innovation to position our partners as key and valued stakeholders with tailored and measurable activation rights.

Through branding, advertising and promotion, as well as exclusive rights and access, we create unique opportunities for brands, businesses and organisations, and invite you to become part of this progressive and visionary club.

OUR PARTNERS ARE A MAJOR PART OF THIS CLUB

To Book A **Sponsorship Package**: | T: **01204 673 761** | E: sales@bwfc.co.uk





BOLTON WANDERERS
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IN VISION

***BOLTON WANDERERS FOOTBALL CLUB
OFFERS A STRONG
LOCAL, REGIONAL,
NATIONAL AND
EVER-INCREASING
INTERNATIONAL
AUDIENCE TO
PARTNERS AND
ADVERTISERS***

Last season footfall figures at Macron Stadium total in excess of 350,000 loyal, passionate matchday supporters. In addition to these impressive attendance figures, events hosted at Macron Stadium attract daily business activity, community based projects, and educational platforms that demonstrate an affluent and vibrant sports stadium generating a footfall of over one million people per annum. Millions of people across the country watch the English Football League Championship Live on television with an average viewing figure of 700,000 people per live match rising to a peak viewing figure of just over 1.1million.

Bolton Wanderers Football Club offers a strong local, regional, national and ever-increasing international audience to partners and advertisers. Combined with a passion for delivering tangible commercial value tailored to your needs, we offer increasingly high exposure levels at a very competitive rights price to suit all budgets.

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NATIONAL & INTERNATIONAL **TV EXPOSURE**

**THIRD
MOST
WATCHED**

football league
in the world

Audience of
**1 BILLION
PEOPLE**
around the globe
in the world

Broadcast in over
212
territories, reaching over
450
million homes

Live streaming of
**EVERY
NON-TELEVISED
GAME**
to overseas
territories

sky SPORTS

Screening

**95
MATCHES
LIVE**

BT Sport

Screening

**38 FA CUP
MATCHES
LIVE**

25

**EFL CUP
MATCHES**
broadcast live
in the UK



Play offs have an
audience of over

**3.5
MILLION**

TOTAL TV MEDIA VALUE

£1.1 MILLION





BOLTON WANDERERS
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CLUB REACH

19%
OF FANS
aged 25-39

35%
OF FANS
aged 40-54

**INDUSTRY
LEADING**
pitch and crowd
facing LED
boards

48
YEAR OLD
male average
profile

Expected average
home attendance
18,000



macron

Matchday Corporate
hospitality guests
+1000


WHITES

125
BEDROOM
HOTEL
integrated

Part of the
**UK'S
BIGGEST**
RETAIL & LEISURE
PARK

28 000 CAPACITY





BOLTON WANDERERS
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**TOTAL ONLINE
MEDIA VALUE** **£1 MILLION**

MEDIA STATISTICS

Daily features in
the Bolton News.
WEEKLY SALES
125,000

Weekly official
opt-in email newsletter
verified email addresses
200,000

100,000+
MONTHLY UNIQUE
VISITORS
to our website

Matchday
programme
ANNUAL SALES
105,000



136,000+
FOLLOWERS

Official Twitter
Account



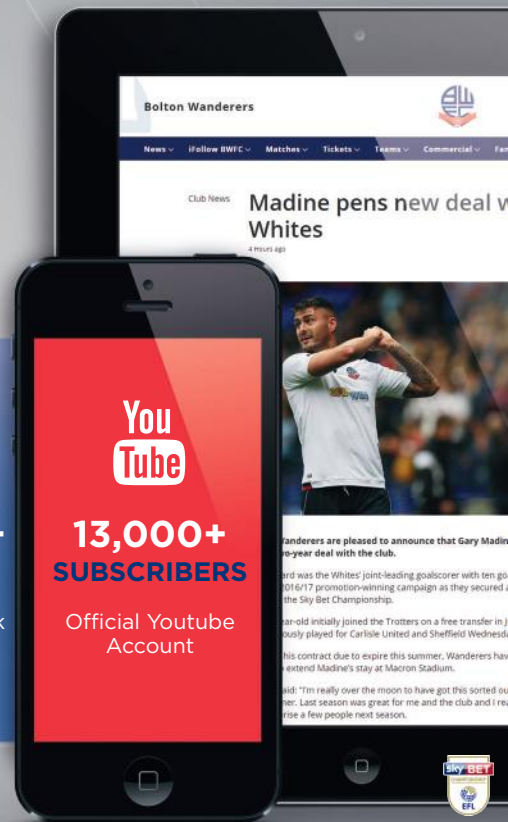
298,000+
LIKES

Official Facebook
Account



13,000+
SUBSCRIBERS

Official Youtube
Account





BOLTON WANDERERS
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CLUB SPONSORSHIPS

Sponsorships with Bolton Wanderers Football Club offers fantastic brand awareness, providing and delivering company brands direct local community engagement.

This high level of association with the Club presents a unique bond creating a sense of connection between the Club, your company brand, the local area and the surrounding region. As a result of becoming part of the fabric of the Club and forming a bond with the local community, your brand will be viewed more positively locally, and in doing so the opportunity of reaching an extended consumer audience, which may not have been accessed previously.

Whether your brand objectives are to increase brand loyalty, create awareness and visibility, change/reinforce image, or showcase community engagement, Sponsorship with Bolton Wanderers Football Club gives your brand an opportunity to be seen not only by existing clients, employees and stakeholders but also to a wider untapped audience. Club success brings with it, increased media attention via television coverage, radio, and extensive written publications which further promote your brand positioning and corporate image.

Bolton Wanderers Football Club has numerous types of **Sponsorship opportunities available including:**

- **Shirt Sponsorship**
- **Back of Shirt Sponsorship**
- **Back of Shorts Sponsorship**
- **Stand Sponsorship**
- **Stadium Dugout Sponsorship**
- **Stadium Tunnel Sponsorship**
- **Training Ground Sponsorship**
- **Academy Sponsorship**
- **Suite/Lounge Sponsorship**
- **Club Events Sponsorship**



BOLTON WANDERERS
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DIGITAL ADVERTISING PARTNERSHIP

Be a part of our journey and create unrivalled brand reach by becoming a Bolton Wanderers partner.

Create brand loyalty within the local community. Our market research has shown that fans will purchase products or services advertised via the club in preference to a competitive product or service because of the advertising company's affinity with Bolton Wanderers.

Launch your brand to a wider audience by receiving unparalleled brand exposure through digital advertising.

TV LED advertising is an extremely cost-effective media outlet for reaching not only a potential captive audience of over 18,000 people at every home fixture, but also a national and international television audience giving you the perfect opportunity to promote your company and services.

Currently, the Sky Bet Championship is seen worldwide and to an average UK weekly television audience of 1.5 million. Our Stadium LED boards are perfectly positioned to be picked up by television cameras and photographers alike.

In addition to this, Sky Bet Football League highlights and live matches are also broadcast to over 200 territories around the globe.

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OUR DIGITAL PARTNERHIPS OFFER A STADIUM WIDE DIGITAL PLATFORM:

- Revolutionary Stadium LED Big Screen
- Industry Leading Perimeter LED System
- Crowd Facing Perimeter LED Display
- 65 Stadium TV's
- 40 Statzone screen

	SILVER PARTNER	GOLD PARTNER	PLATINUM PARTNER
Package Cost	£10,000	£15,000	£20,000

BENEFIT	SILVER	GOLD	PLATINUM
Pitch Facing LED	3 shared minutes	1 full & 3 shared minutes	2 full & 3 shared minutes
Crowd Facing LED	1 full & 3 shared minutes	2 full & 3 shared minutes	2 full & 4 shared minutes
Big Screen		4 x 15 second adverts	8 x 15 second adverts
StatZone		Area 4 advert	Area 2 & Area 4 adverts
Concourse TV	30 shared advert	30 shared advert	60 shared advert
Advertising Board			TV Arc 20ft fixed board
BWFC Website			6 month campaign
Social Media			Facebook/Twitter presence on BWFC accounts
Data		Advert with 4 x weekly e-shots	Advert with 8 x weekly e-shots
Use of "The Boardroom"			Use of "The Boardroom" up to 4 times per year



BOLTON WANDERERS
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www.law-lords.co.uk

FWD ACCOUNTANTS
T: 01706 627127 F: 01706 627326

STADIUM ADVERTISING

Stadium advertising provides a powerful platform for any forward-thinking business, and adds a new dimension to your company's advertising strategy.

Advertising with Bolton Wanderers Football Club is the most effective way to increase brand awareness and presents a fantastic opportunity for companies to not only market their product and messages to our loyal passionate fans within the stadium, but to ever-increasing national audience of millions, through live TV games and highlights on Sky Sports channels and on highlights programmes such as Soccer AM, Channel 5 Football League Show and Goals on Sunday.

Pitchside advertising boards provide opportunities for brands and businesses to realise the potential of this unique reach for:

- Increasing brand loyalty
- Creating awareness & visibility
- Changing/reinforcing image
- Driving sales
- Target Audience
- Showcasing community responsibility

Alternatively, we have crowd facing advertising that will market your company to our passionate and loyal supporters, focusing on enhancing your brand locally. Here at Bolton Wanderers Football we offer exposure to all fans including corporate customers, season ticket holders and visiting fans.

STADIUM ADVERTISING

Prices start from:



£1500

+ vat



BOLTON WANDERERS
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CONCOURSE ADVERTISING

The most effective way for reaching our diverse and passionate supporter base, concourse advertising guarantees exposure for your brand in a variety of locations throughout the stadium.

Being up close and personal to over 18,000 passionate fans including season card holders and corporate members every week will only further benefit and enhance your company's profile locally. The Stadium also provides and attracts daily business activity, community based projects and educational platforms which further demonstrate an affluent and vibrant sports stadium, attracting a continual footfall into millions.



CONCOURSE ADVERTISING

Prices start from:



£1,000

+ vat



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PROGRAMME ADVERTISING

Our Trotters matchday programme remains a cost-effective vehicle through which to promote your business.

The programme remains an integral part of the fans matchday experience with thousands of programmes sold at each of our 23 home league matches, as well as every cup game.

With sales of over 65,000 copies per season and a readership of over 100,000, it's also an ideal advertising platform for businesses looking to promote their services within the local community.

Programme advertising is a great way to target both home and away fans, distributed on match days and available daily through the club shop. Unlike newspapers, match day programmes are a collectable item.

Advertising space in the programme is limited, so there's less 'noise' to get lost in and your advert will be surrounded by lively and relevant copy.

You can take a full page advert or maybe sponsor one of our regular features in the programme - how about the Manager's Programme Notes? Your business name, logo, website and/or contact details will appear on the bottom of your chosen page for every game of the season in a one inch strip.

We're flexible, and we understand the benefits of advertising in matchday programmes, which is why we will change any of your adverts for free throughout the season to suit your own campaigns.

SEASONAL PROGRAMME ADVERTISING

Prices start from:



£1,500
+ vat



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PLAYER SPONSORSHIP

Show your support for your favourite Bolton Wanderers player by sponsoring them for the 2017/18 season.

Our exclusive player sponsorship packages incorporate valuable marketing exposure by showcasing your company to over 350,000 supporters, including over 1,000 corporate members and 10,000 passionate local season card holders every home game.

The package includes your company details in every matchday programme, company logo on the big screen and continual tannoy references during matchdays.

This sponsorship package also provides your company details on the official Bolton Wanderers website, including a click through to your own personal or company website.

Finally, get to meet with your sponsored player and other squad members at the training ground at the end of season for a commemorative photo.



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PLAYER SPONSORSHIP INCLUDES:

- An **advertisement within the Player Sponsors page** of each edition of the matchday programme



- Company logo to be **placed on the front of the match programme** when the player is featured



- Company logo on matchday social media **goal GIF's**



- **Company Logo under player profile** on official Bolton Wanderers website with **hyperlinks to your company website**



- **Acknowledgment on the Stadium video screen** at each home game



- An invitation for two people to the player sponsors event where you will be **presented with a framed 2017/2018 home shirt signed by your sponsored player**



PLAYER SPONSORSHIP

Prices start from:



£1,000

+ vat





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ADDED TIME ANNOUNCEMENT SPONSORSHIP

The majority of football matches have a period of added time after both halves to compensate for stoppages during playing time. Fans listen carefully for the announcement, particularly after 90 minutes, as added time can very often prove crucial to the end result of a game. Your company name will be broadcast over our PA system to this captive audience along with the number of added minutes to be played. Your company logo will also be displayed up on our big screen.

MATCHDAY PA ANNOUNCEMENTS

Prices start from:



£1,500
per season



MATCHDAY PA ANNOUNCEMENT

The sponsoring of in-game announcements is the perfect way to align your company name and brand to Bolton Wanderers Football Club at key moments of the match - capturing the attention of an audience of thousands.

Opportunities include sponsoring important announcements such as substitutions and added time, plus the game's official attendance.

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ATTENDANCE ANNOUNCEMENT SPONSORSHIP

Another key moment of a match is the attendance announcement. Fans listen out for this and take note. Your company will be the official sponsor of Bolton Wanderers match day attendance, an announcement for which is made during the second half of the match. Your company name will be announced over the PA, and your logo will feature on the big screen when the official attendance is revealed.

SUBSTITUTE ANNOUNCEMENT SPONSORSHIP

Everyone wants to know who the substitute coming onto the pitch is going to be, and they listen carefully to the announcement. Your company name will be broadcast over our PA system to our thousands of fans each time a substitution is made. So that's up to six times per match (three announcements per team), and your company logo will appear on the big screen at the same time.

MATCHDAY PA ANNOUNCEMENTS

Prices start from:



£1,500
per season

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