



HENDON FOOTBALL CLUB

COMMERCIAL

2023



INTRODUCTION



Hendon FC is owned by the Hendon Football Club Supporters Trust, and is based at Silver Jubilee Park in Kingsbury.

We pride ourselves on building long-lasting and valuable relationships and value on-going support from individuals, groups, local businesses and corporate companies.

Our growing fanbase and online presence is not only great for the club, but also for our partners and sponsors.

We compete in the Southern League Premier Division South and are consistently growing our online following.

On the pitch, our ambition is to climb the table and develop the young players of the future. As we continue our journey, we are looking for new partnerships to help grow both parties through brand collaborations and more.

We are pleased to announce a range of sponsorship and advertising offers to suit all supporters and businesses in the local area.

OUR AUDIENCE

@HENDONFC



2.3K
FOLLOWERS



12.4K
FOLLOWERS



35.5K
LIKES
800K
VIEWS



700
SUBS



1885
FOLLOWERS

50K
MATCHDAY
IMPRESSIONS



OFFICIAL PARTNERS





SHIRT PARTNERS

Football fans across the league associating your brand with our club is a great way to broaden the reach of your brand.

With your logo represented proudly across our shirts, every game played and kit sold helps to increase the exposure of your business.

With the increased digitalisation of sport, high definition video and quality images shared online, your brand is being shown to audiences both offline and online.

FROM £2,000



STADIUM PARTNER

Becoming a stadium partner guarantees brand exposure, as teams and fans from all over visit Silver Jubilee Park.

Hendon FC and Silver Jubilee Park is continuously growing as a community hub for people all over Brent and beyond.

With your name on our home, your brand will become a part of our identity and will help to raise your profile.

As Stadium Partners, your brand will be heavily associated with all our work on and off the pitch.

FROM £15,000



CORPORATE SPONSORSHIP PACKAGE

Our package includes the following benefits:

- 2 x season tickets for every league fixture played at home
- 1 x match sponsorship package for a league game of your choice with 8 x seats in our boardroom and a pre-match
- 2 course meal for your designated fixture
- A half page programme advertisement for the entire league season
- A social media announcement welcoming you as a club sponsor
- A double 4.8, x 1m pitch side advertising board at the stadium
- First chance to buy event tickets over the season including our sporting dinners and golf days at a 10% discount

FROM £2,000

SPONSORSHIP OPPORTUNITIES





STAND SPONSOR

Your business can hold naming rights to one of our stands at Silver Jubilee Park.

This is the perfect opportunity for businesses who are willing to grow within Brent or those looking to become known in the local area.

Your business and brand will have clear visual exposure within our stadium, as well as capture in our match photography and footage shared online.

Fans will have fond memories from your stand.

**FROM
£7,500**

DUG OUT SPONSOR

Our dugouts are a great place to display your brand.

Your business will be on show throughout games from coaches talking tactics to players taking their seats.

As our dugout sponsor, your business will benefit from the exposure right amongst the action, with front-row visibility to spectators and in view of our media coverage for our online audiences.



FROM £2,000



BOARDROOM SPONSOR

A fantastic opportunity to expose your brand to fans and guests whilst networking with other businesses.

Our boardroom is available for hireable events and is home to our matchday hospitality guests.

As boardroom sponsor, you will receive:

- Naming rights to the boardroom
- Reserved table seating for every home league fixture
- 2 course pre-match meal for you and your 5 guests

FROM £5,000

PLAYER SPONSOR

A great way to expand the reach of your brand is by associating your name with our club. You can sponsor your favourite player, home and away, all season.

Your logo presented in the matchday programme and on our website and twitter feed.

You will meet your chosen player and receive a framed photo.

£250





MATCH DAY SPONSOR

Our matchday hospitality package enables you and 8 guests to be looked after before, during and after the match.

A welcome drink is provided prematch, with you being the first to receive the team sheets and programmes, followed by a quick chat with the manager.

You will then be served a 2 course meal at your own table, giving you a chance to entertain your guests and support your community club.

After the match you will be offered another drink and a chance to speak with the manager and some players to discuss the match.

£400 PER MATCH



MATCH BALL SPONSOR

Supporting Hendon FC in sponsoring the match ball gives you:

- Exposure on the team sheets read by officials and directors
- Featured on our match day programme
- Your name on our HFCTV highlights package on YouTube
- 2 free tickets to the match
- Announcement on the tannoy

£150 PER MATCH

PITCH SIDE BOARDS

SINGLE
£450

DOUBLE
£750

+ PRINTING COSTS

Support the club and promote your business. The pitch-side advertising boards will not only be seen by our match day crowds, but also by the thousands of people of all ages using the pitch and facilities on a weekly basis.

Your company will be seen on our HFCTV YouTube channel (average over 3.5k views per month), included in the matchday programme and on our website.

You will receive discounted invites to all Hendon FC events.



PERIMETER BOARDS

Perimeter boards are a great opportunity for your business.

Positioned at height around our stadium, your brand will be in full view for everyone to see.

Not only be seen by our match day crowds, but also by the thousands people of all ages using the facilities on a daily basis.

Your board will be picked up by our photographers and cameras covering games and events.

PRICE ON ENQUIRY





PROGRAMME ADVERTISING

FULL PAGE
£500

PRICES
PER SEASON

HALF PAGE
£300

QUARTER PAGE
£200

PROGRAMME SPONSORSHIP

This package for a single game programme includes a free programme, free entry to the game, and your name on the front of our programme.

SOCIAL MEDIA

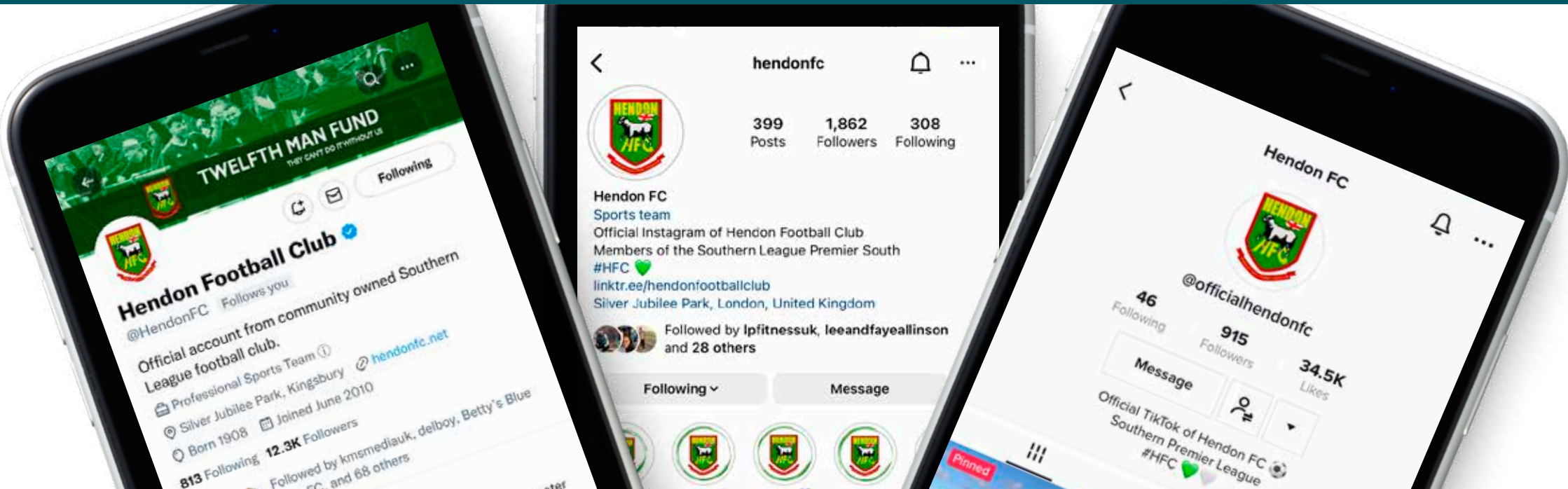
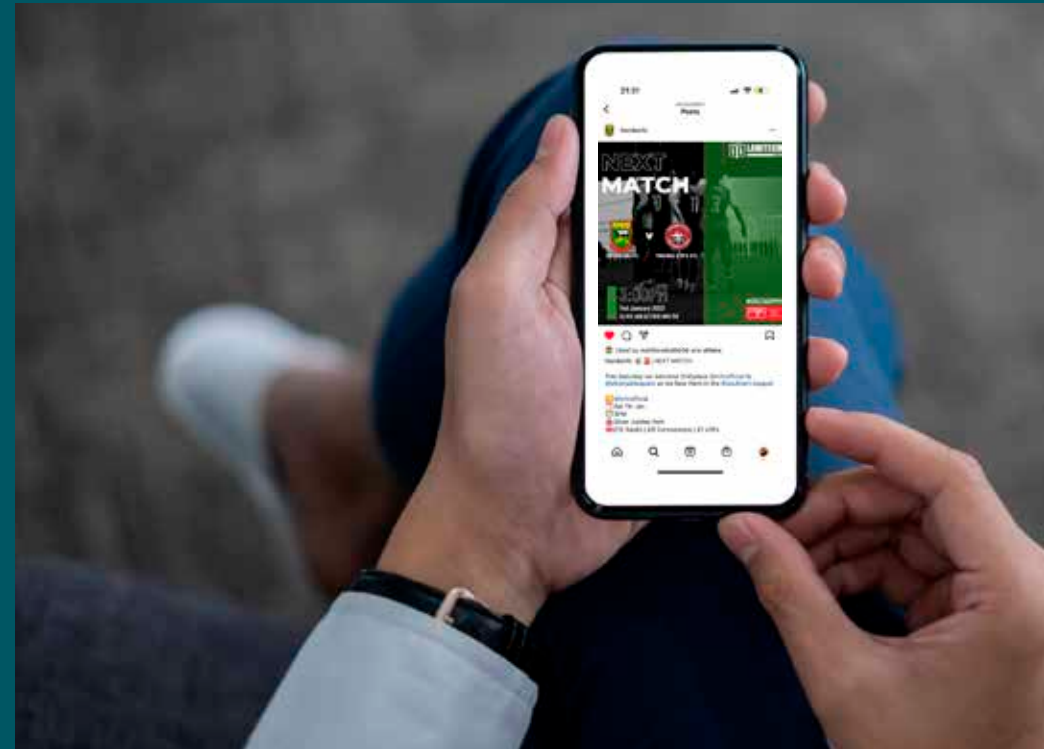
With over 12.4k Twitter followers, your company's logo will be reaching a wide audience. From the build-up to the matches, there will be goal flashes, team line-ups etc.

We also have over 762k TikTok views on our new channel, which is growing all the time.

Our HFCTV YouTube channel reaches people across the globe. We have had close to 200k views and your logo can play a prominent part on our YouTube page and as a sponsor for our post-match interviews and separate highlights packages.

Reaching varied audiences hasn't been simpler. Be seen!

**CONTACT US ABOUT OUR
DIGITAL PLATFORM SPONSORSHIPS**





MASCOT PACKAGE

A matchday mascot package is a perfect gift for any young fan who dreams of experiencing the excitement of the action close-up.

Includes a match ticket, photos on the pitch and walking out with the players for the start of the game.

PER CHILD
£100

MATCH DAY FOOTBALL PARTY

FROM £100 PER PARTY OF 10

No better way to celebrate your special day than a Hendon FC party.

For a very reasonable price, your whole group can gain entrance to the ground after you have finished and to top it off, the birthday boy or girl will get the chance to be mascot for the match! The birthday child receives:

- A matchday programme
- Birthday card
- Shout out
- Birthday child walks out with the team





FOR MORE INFORMATION CONTACT
IAN.ALLINSONHENDONFC@OUTLOOK.COM



WWW.HENDONFC.NET



@HENDONFCOFFICIAL



@HENDONFC

