



2024 / 2025

COMMERCIAL PARTNERSHIPS OPPORTUNITIES



BOXT
LIFE



EFL broadcast in 170+ territories



Reaching 950M+ households



Reaching 150M+ in the UK



1.2M+ monthly page views on MFC.co.uk



1M+ followers on MFC official social media channels



Facebook 450K+ followers and 2 million post reach monthly



Instagram 140K+ followers



Twitter (X) 400K+ followers and over 15 million impressions monthly



Youtube 40K+ subscribers and over 600k monthly views



645K+ Home League Game tickets sold over the 2023/24 season





BECOME AN OFFICIAL PARTNER OF MIDDLESBROUGH FOOTBALL CLUB

Our partnerships model at Middlesbrough Football Club consists of four tiers, with each tier increasing the exclusivity of access to assets which showcase your brand to a global audience and engage with our supporters.



BECOME AN OFFICIAL PARTNER

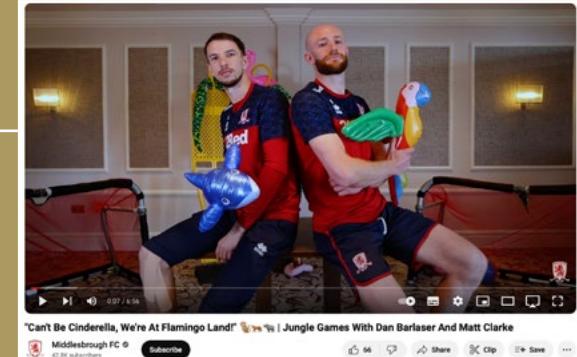
Choose from our Elite, Premium and Associate packages.



ELITE

Key assets include

- Dedicated pitch facing LED
- Player access for promotional purposes
- Static advertising site at Riverside Stadium
- Allocation of signed merchandise
- Hospitality & ticketing spend



PREMIUM

Key assets include

- Dedicated mid tier LED
- Access to MFC email database for promotional purposes
- Branded editorials on mfc.co.uk
- Signed merchandise items
- Hospitality & ticketing spend



ASSOCIATE

Key assets include

- Shared LED time across all assets
- Pre-match big screen advertisement
- Branding featured on MFC website
- Signed merchandise
- Hospitality & ticketing spend



COMMUNITY BUSINESS CLUB MEMBERSHIP

Our Community Business Club memberships offer businesses a varied package of rights to expose their brand to our supporters and network with other businesses within the community.

COMMUNITY BUSINESS CLUB+

Key assets include

- 1 minute 30 seconds shared pitch facing LED (per game)
- 4 x branded statcards to be posted on MFC social channels (per year)
- 20 x general admission & 8 x hospitality tickets (per year)
- 1 x signed framed shirt

£8,000 +VAT PER YEAR



COMMUNITY BUSINESS CLUB

Key assets include

- 30 seconds shared pitch facing LED (per game)
- 2 x branded statcards to be posted on MFC social channels (per year)
- 10 x general admission & 4 x hospitality tickets (per year)
- 1 x signed framed shirt

£4,000 +VAT PER YEAR





SPONSORSHIP OPPORTUNITIES

Our matchday sponsorship packages combine advertising with an exclusive matchday experience.



MATCHDAY SPONSORSHIP

Key assets include

- Full matchday hospitality including champagne and canapes reception
- Branding on MFC socials, LED, big screen and programme
- Signed item presented by a first team player, post-match in the Directors Box
- And more...

MATCH SPONSORSHIP

Key assets include

- 4 x guests - £1,800 +VAT
- 8 x guests - £2,800 +VAT
- 12 x guests - £3,600 +VAT

Bespoke party sizes available.
Contact our team for more information

MATCH BALL SPONSORSHIP

Key assets include

- 4 x Guests - £1,300 +VAT
- 8 x Guests - £2,200 +VAT
- 12 x Guests - £2,750 +VAT

Bespoke party sizes available.
Contact our team for more information

MEN'S PLAYER SPONSORSHIP

Key assets include

- Sponsor mark on website and programme
- Sponsor mark on player tile on Club Twitter (X) when player scores and/or substituted
- 1 x signed framed shirt
- £1,250 +VAT

MEN'S MANAGER SPONSORSHIP

Key assets include

- Sponsor mark on website and programme
- Matchday meet & greet with manager
- Lunch and tour at Rockliffe Park Training Ground
- £3,000 +VAT

OFFICIAL WOMEN'S PARTNER

Be a part of our Women's team journey as we embark into the second season since becoming affiliated with the Club. The team are looking to build on the success of last season and go one better with ambition to gain promotion from the FA Womens National League Division 1 North.

Key assets include

- Press release on mfc.co.uk and MFC Women social channels
- Static board at MAP Group Stadium
- Player access for promotional purposes
- Signed merchandise
- Hospitality for MFC Women games at Riverside Stadium



SINCE AFFILIATION WITH MIDDLESBROUGH FOOTBALL CLUB...



Our social media reach has more than doubled, engaging more fans and being seen by almost 1 million people online

7M X

We reached 7 million total interactions on Twitter/X

10K

Our Facebook following doubled, surpassing the 10,000 followers mark

8.2K

Gained 8,200 across our social media channels



We gained an extra 1,500 followers on Twitter/X with just over 1000 to go before we hit 10k and also surpassed the 25,000 likes stage.



Average attendances doubled this season compared to last, with an average of 643 fans watching our games each week.



Our season total attendance increased by almost 4,000 compared to the 2022/23 season.



2,177 Boro fans attended our first-ever game at the Riverside

696

Our highest attendance at the MAP Group Stadium, 696





SPONSORSHIP OPPORTUNITIES



WOMEN'S PLAYER SPONSORSHIP

Key assets include:

- Sponsor mark on website and programme
- Sponsor mark on player tile on Club Twitter (X) when player scores and/or substituted
- 1 x signed framed shirt
- £350 +VAT per player
- £500 +VAT Captain Sponsor



WOMEN'S MANAGER SPONSORSHIP

Key assets include:

- Sponsor mark on website and programme
- Match day meet & greet with manager
- Lunch and tour at Rockliffe Park Training Ground
- £995 +VAT



WOMEN'S DEVELOPMENT TEAM PLAYER SPONSORSHIP

Key assets include:

- Announcement of player sponsorship on MFC Women social channels
- Sponsor mark on player tile on Club Twitter (X) when player scores and/or substituted
- 1 x signed shirt
- £250 +VAT



WOMENS MATCHDAY SPONSORSHIP OPPORTUNITIES



MATCH SPONSORSHIP AT MAP GROUP STADIUM

Key assets include:

- Hospitality for 10 guests
- Company branding on MFC socials and matchday programme
- Signed item presented by a first team player post-match
- £500 +VAT

MATCH BALL SPONSORSHIP AT MAP GROUP STADIUM

Key assets include:

- Hospitality for 4 guests
- Company branding on MFC socials and matchday programme
- Signed item presented by a first team player post-match
- £250 +VAT



MATCH SPONSORSHIP AT RIVERSIDE STADIUM

Key assets include:

- Hospitality for 10 guests
- Exclusive centre circle photo pre-match with captains and referee
- Company branding on MFC socials, LED, big screen and matchday programme
- Signed item presented by a first team player post-match
- £1,000 +VAT

ACADEMY SPONSORSHIP

Sponsor the next generation of Middlesbrough's home grown talent.

Key assets include

- Sponsorship of desired Academy age group
- Advertising sites at Rockliffe Park Training Ground
- Invitation to academy sponsor day, including tour and lunch
- Shared social media post announcing sponsorship including editorial piece on mfc.co.uk
- Signed merchandise
- **£2,500 + VAT**





CONTACT

To find out more about Middlesbrough Football Club's commercial Partnership opportunities, please contact our experienced and dedicated partnerships & advertising team.

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