



SCFC

**SPONSORSHIP &
ADVERTISING**
SALFORD CITY FOOTBALL CLUB

LEAGUE TWO'S BIGGEST REACH

Thanks to our incredible early success and the profile of our owners, Salford City has one of the biggest online audiences in League Two with a total combined reach of over 667,500.

DOCUMENTARY

- Sky Sports' most downloaded On Demand series
- Six series on Sky have followed two series on the BBC
- Viewing figures
2.79 million linear views
3.96 million On Demand views (Series 1 to 4)
- S7 coming in late 2024



Instagram
280k



X
165k



TikTok
118k



Facebook
77k



LinkedIn
10k



Website
1.4m views



App (iOS)
1.2k



App (Android)
339



WhatsApp
13k



MailChimp
3k

**Figures correct as of June 2024*



HOW WE GOT HERE

The gasworks. The docks. The cathedral. The Lads Club. Lowry, Delaney, Pankhurst, Cooper-Clarke, Kingsley. Salford is rich in history, and it has a buzzing future ahead.

No longer the once sung about Dirty Old Town, a vibrant City is emerging from the “Shadows of Salford”, a City built on those old values we were raised on; Integrity + Industry, and The Welfare of the People is the Highest Law.

Our story starts around 1940 when a team of boys formerly playing for the Central Mission team at the Lads Club continued as Salford Central, who would become a dominant force in the Eccles & District League in the 1950s. The 70s would prove to be another prominent decade for the now-called Salford Amateurs, winning no less than four league titles and seven cups, and that success prompted an evolution into a semi-professional side with the ‘Amateurs’ tag dropped - although our nickname of The Ammies remains to this day.

From being founder members of the North West Counties League, Salford was a household name in the division for many years keeping its head above water in the upper reaches of Kersal while the masses flocked to the Willows for the rugby and Old Trafford for the football.

Salford’s patience was rewarded in 2008 when promotion to the Northern Premier League was achieved, and despite a bad start to the season at this new level if there was ever a tale about hard work and honesty it’s the Great Escape of 2009. 15 points adrift of safety in March, the committee pulled out all the stops to keep hold of their league status and a 5-2 win at Garforth on the final day of the season ensured survival.

We established ourselves in the eighth tier, surviving year-to-year and making small improvements until the arrival of the Class of ‘92 in 2014 significantly enhanced our fortunes. The added investment since from David Beckham, Nicky Butt, Ryan Giggs, Gary and Phil Neville, Paul Scholes and Peter Lim fuelled us to four promotions in five seasons to reach the Football League for the first time, while giving the City of Salford another sprouting success story to add to the wider regeneration and growth of the City.

A project not just about having a team in the Football League, the men’s team’s recent successes have been emulated by our women’s team, the Lionesses, formed in 2018, and our Academy which now provides young Salfordians from the age of nine with a pathway to football. In the community our official Chartiy, Foundation 92, helps over 13,000 individuals a year across Salford and Greater Manchester with support, education and sport.

Ambition and opportunity have helped us to reach here, and now we seek to ensure a thriving community.

1940
Club formed

1963
Became Salford Amateurs

1978
Move to Moor Lane

1980
Merge with Anson Villa

1982
Founder members of NWCFL

1990
Name change to Salford City

2008
Promoted to NPL

2014
Class of ‘92 complete takeover

2015
FA Cup giant killers

2017
Club becomes professional
Academy setup

2018
Lionesses women’s team formed

2019
Promotion to the Football League

2023
Academy gains Category 3 status



David Beckham
Co-owner
719 career appearances
115 international caps



Nicky Butt
Chief Executive Officer
601 career appearances
39 international caps



Ryan Giggs
Sporting Director
963 career appearances
68 international caps



Gary Neville
Co-owner
602 career appearances
85 international caps



Phil Neville
Co-owner + Portland Timbers Head Coach
689 career appearances
59 international caps



Paul Scholes
Director of Recruitment
721 career appearances
66 international caps



WELCOME FROM THE CLASS OF '92

Now you have seen a bit about our journey up to now, we would like to give you our own introduction to the club.

Since we visited Moor Lane for the first time in 2014, a lot has changed around here and the progression that we have made has been rapid. However not everything has changed, and one of those things that remains as strong as ever is the community spirit and values that we abide by and believe in.

Long before we were here there has been a healthy relationship between the club and local businesses, whether it be the local sports shop helping Salford out by donating old kits in order to start a season, or club officials selling advertising boards around the ground to help the club raise money to become semi-professional and make upgrades at the ground to move into the North West Counties League.

Naturally the club's commercial opportunities have grown, particularly since we reached the Football League, but today we have a wide range of partners; locally-based, nationally-operated and internationally renowned; you have to look no further than our stadium sponsor Peninsula, started by Salfordian Peter Done in Bexley Square, Salford, and now boasting offices across the world with a top tier calibre of clients and partners.

We are committed to working with all of our partners, bringing value in different ways whether it be exposure, engagement or opportunity. Without corporate partners and the contributions of successful business people, from Darwen in the late 1800s, to Jack Walker's Blackburn in the '90s, and the modern-day game, football would not be in the place it is now without that support and we feel that it is up to us to reward that loyalty and provide great value, as well as a great time, to those who partner with us.



WHY PARTNER WITH SALFORD?

We understand that everyone has their own reasons for partnering with a football club, whether that's a supporting connection or to help grow your business network.

Here are just a number of reasons why you might want to consider becoming a partner at Salford City...

Affordable

Choose from a range of sponsorship packages to suit you and your business.

Exposure

Benefit from our social media following of more than 650k people, as well as a national and international audience through television broadcast on Sky Sports.

Networking

Grow your network with like-minded business professionals through the Ammies' Business Network to help build your portfolio.

Benefits

Gain access to exclusive networking events in and around Salford including The Peninsula Stadium, Hotel Football and more!

Common Interests

Regardless of the industry you're in, businesses can come together through their love of football and be a part of Salford City's future success on the pitch.

Class of '92

Have access to members of the Class of '92 and hear how their success on the pitch has now set them up in their business careers after football.



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SALFORD CITY FOOTBALL CLUB
COMMERCIAL PACKAGES
2024-25



PERIMETER BOARDS

Advertise your brand at The Peninsula Stadium to a local, national and international audience!

Each board is 6m x 0.5m (WxH), and there are three options of board placement. All prices include:

- Cost and installation of the board(s);
- Access to the Ammies' Business Network; and
- Business post on LinkedIn

£2,250 + VAT TV Arc

£1,500 + VAT Non-TV Arc (South Stand)

£750 + VAT Crowd-facing



MATCHDAY SPONSOR

Treat new, existing or potential clients to a day out at The Peninsula Stadium for the full matchday hospitality experience!

Our premier matchday package offers the very best of what Salford has to offer for matchday visitors, and the price includes:

- Six guests in the Peninsula Lounge
- Four-course bowl food
- Inclusive house drinks
- Six reserved seats in the North Stand corporate area
- Squad signed shirt
- Pre-match tour of The Peninsula Stadium
- Photo with a member of the Class of '92
- Select the Player of the Match
- Player of the Match presentation and photo
- Company logo on the team sheet
- Announcement on the PA system pre-match
- Company appearance on the scoreboard
- Social media post pre and post match

Cat A match: £2,250 + VAT

Cat B match: £2,000 + VAT

Cat C match: £1,750 + VAT



MATCH BALL SPONSOR

Perfect for any businesses that want to enjoy a first taste of what hospitality is like at The Peninsula Stadium!

You can enjoy some of the perks that other businesses have on matchdays, and some unique perks that only come with this package.

- Four guests in the Peninsula Lounge
- Four-course bowl food
- Inclusive house drinks
- Four reserved seats in the North Stand corporate area
- Squad signed ball
- Photo with a member of the Class of '92
- Company logo on the team sheet
- Announcement on the PA system pre-match
- Company appearance on the scoreboard
- Social media post pre and post match

Cat A match: £1,250 + VAT

Cat B match: £1,000 + VAT

Cat C match: £750 + VAT



HOSPITALITY PACKAGES

Whether you are looking to treat a loved one, host a business associate, or simply enjoy an enhanced matchday experience, why not try our popular Peninsula Lounge?

With earlier access and an inside lounge, you can experience a different side to Salford matchdays with a hospitality ticket.

- Four-course bowl food
- Inclusive house drinks
- Seat in the North Stand corporate area
- Entry through the North Stand Directors entrance
- Televisions showing pre/post-match football

Cat A match: £119 + VAT

Cat B match: £109 + VAT

Cat C match: £99 + VAT

**Friendlies and cup games not included.*



**"THE PARTNERSHIP
HAS HELPED BOLSTER
OUR PRESENCE AND
INFLUENCE IN THE
GREATER MANCHESTER
AREA, AND WE'VE BEEN
APPRECIATIVE OF THE
SUPPORT, DEDICATION AND
STRATEGIC APPROACH BY
THE COMMERCIAL TEAM AT
SALFORD CITY"**

PLAYER SPONSORSHIP

We have two different player sponsorship packages available to cater for businesss and individual requirements.

Player sponsorship is a great way to associate yourself with a player at the Club, and get your hands on a unique seasonal item.

- Business or fan name next to your chosen player on the website
- Meet and greet with your chosen player at Player Sponsor event
- Match worn shirt at the end of the season
- Business or individual name to appear on player-specific social media graphics

Business: £450 + VAT
Fan: £250 + VAT
Lionesses: £150 + VAT

Please get in touch for the latest list of player availability.



MASCOT PACKAGE

The ultimate experience for any young Salford City fan!

A matchday they will never forget comes with some amazing momentos that are exclusively available to this package.

- Salford City home shirt
- Mascot pack including:
 - Autograph book
 - Marker pen
 - Certificate
 - Drawstring bag
- Meet the men's first team players and staff
- Walk out with a player pre-match
- Kick about on the pitch
- Professional imagery
- x2 match tickets in the South Stand (including the mascot)
- Food and drink voucher

Cat A match: £119 Cat B match: £109 Cat C match: £99



AMMIES' BUSINESS NETWORK

If you are interested in signing up for our inaugural Business Network season, we have two packages available for 2024-25.

Both packages include invitations to our regular networking events which are generally held at The Peninsula Stadium, but from time-to-time may be held at other locations across Greater Manchester.

STANDARD

Our introductory package is a great way of trying the Ammies' Business Network and seeing how much you can benefit from being a member:

- Welcome gift
- Invitation for two guests to a minimum of four networking events
- Company logo featured on the Ammies' Business Network web page
- Sign-up announced via the club's LinkedIn
- Class of '92 member appearance at a minimum of one Ammies Business Network event per season

£750 + VAT

PREMIUM

If you would like to feel the full benefit of being a member of the Ammies' Business Network, then our premium package is just the thing for you:

- Welcome gift
- Invitation for two guests to a minimum of four networking events
- One static advertising board at The Peninsula Stadium (non-TV arc)
- One match ball sponsorship for a Sky Bet League Two fixture at The Peninsula Stadium (Cat B or C)
- Company logo featured on the Ammies' Business Network web page
- Sign-up announced via the club's LinkedIn
- Class of '92 member appearance at a minimum of one Ammies Business Network event per season

£3,500 + VAT



ADDITIONAL OPPORTUNITIES

There are even more ways that you can partner with Salford City with more bespoke packages that can be discussed in the following areas:

- Academy Sponsor
- Dugout Sponsor
- Lionesses Sponsor (various)
- Pitch Sponsor
- Tunnel Sponsor

Please enquire for pricing and full packages.

TAILORED PACKAGES

We want all of our partnership opportunities to suit you and your business needs!

If you don't see anything that quite suits you, or if there are opportunities you see, we can have a conversation about creating a bespoke package.

CONTACT

For any more information, or to sign-up to the Ammies' Business Network, please get in touch with the Commercial department.

Sam Swanton (Head of Commercial)

Tel: +44 (0)7557 143 311
Email: sam.swanton@salfordcityfc.co.uk