



# Civil Service Strollers Football Club Sponsorship Brochure





## Join The Strollers

Whether you are an established local business or on a new venture ready to watch your business grow, you will already have the passion and drive to promote your brand, create valuable networking and gain some positive PR in the public domain.

Here at The Strollers we offer your business excellent commercial opportunities via sponsorship, online and pitchside advertising at a very competitive price.

We already take great satisfaction in having superb relationships with our existing sponsors and partners and pride ourselves in helping generate publicity and business growth for their businesses.

As your business grows, you may want to entertain your existing clients or reward your employees for any hard work done with Match Day Hospitality for a unique and memorable experience.

Again prices are competitive and your day can be tailored to suit your needs with optional extras if required.

Our sponsorship brochure will provide you with further information on our wide range of commercial opportunities to benefit both your business and the club.

For further information please contact Ross Ballantine on email at [commercial@csstrollers.com](mailto:commercial@csstrollers.com)





## Statistics about our advertising

Last year saw Civil Service Strollers grow our sponsorship and in return our team worked hard to ensure our sponsors got excellent value for money.

Some of our online reach statistics are detailed below:

**Sponsor advert views 2,698,182 times**

**Clicks to sponsors website 1,488 (yearly average)**

**Website viewed by more than 35,000 unique visitors**

**Yearly Twitter reach was more than 1.4 million**

As well as the above all our sponsors had their adverts appear in our matchday programme.

To find out more about how you can become a sponsor please email our Commercial Manager, Ross Ballantine, at [commercial@csstrollers.com](mailto:commercial@csstrollers.com)





## Main Sponsorship Packages

### Gold Package:

- Company logo displayed on the front of our home kit
- One advertising perimeter boards
- A full page programme advertisement for the season
- Two match sponsorships (for 4 people)
- Four season tickets

**£1,500.00**

### Silver Package:

- Company logo displayed on the front of our away kit
- One advertising perimeter boards
- Half page programme advertisement for the season
- Two match sponsorships (for 4 people)
- Two season tickets

**£1,000.00**

### Bronze Package:

- Company logo displayed on the front of our third kit
- One advertising perimeter boards
- One match ball sponsorships (for 4 people)
- Two season tickets

**£750.00**

## Kit Sponsor Packages

### Travel Suit Sponsor:

Company logo displayed on the back of the travel suits  
One advertising perimeter board  
A full page programme advertisement for the season  
Two match sponsorships (for 4 people)  
Four season tickets  
**£2,000.00**

### Top Sponsor (back):

Company logo displayed on the back of any of our playing kits  
A quarter page programme advertisement for the season  
Two season tickets  
**£500.00 (per kit)**

### Short Sponsor:

Company logo displayed on the playing kit shorts  
A quarter page programme advertisement for the season  
Two season tickets  
**£300.00 (per kit)**

## Strollers TV Blurb

This season you can sponsor Strollers TV and have your company logo and advert played and displayed on all our YouTube videos.

Our Strollers TV channel has an average view of over 13,000 visitors each month.

If you have a company advert this will be played at the start and end of all our video clips that include:

Match highlights packages

Player interviews

Strollers feature interviews

As well as this you will also benefit from:

A full page programme advertisement for the season

Two match sponsorships (for 4 people)

Four season tickets

**£2,000.00**

## Sponsor a Match

As Match Sponsor hospitality guests you will enjoy a fantastic VIP match day experience at the same time you will benefit from company brand exposure to the clubs existing sponsors and the stadium crowd.

Your attentive match day host will provide you and up to 10 guests with the finest hospitality whilst you get to watch the match.

As match day sponsor your company logo will appear on the front of our match day programme, your company name announced on tannoy, you will enjoy post-match refreshments and as official match day sponsor you will select and present the Man of the Match award at the end of the game.

This is marketing that only a football match can deliver.

### Pitch side advertising

Our pitch side advertising is a great way to get your advert in front of our fans.

Your advert will be displayed opposite our camera tower to ensure it gets maximum exposure on our Strollers TV channel as well as in matchday photographs.

**£300 per board**

### Sponsor a pylon

We are offering businesses the chance to sponsor a pylon and have their advertising boards displayed on their pylon for a period of five years.

This will ensure that your advert is seen by everyone who attends our games as well as on Strollers TV, in matchday photographs and a full page advert in the matchday programme.

**£5,000 per pylon (for five years)**



## The Sponsor a Match package includes:

- Pre-match refreshments served in Club 1908 Bar for your 6 guests
- Match tickets for 6 guests
- Half page editorial in Match Day Programme
- Tannoy announcement at the beginning / end of match
- Half time cake & refreshments
- Complimentary Match Programme for all guests
- Post match refreshments

**The Official Match Sponsorship package is £300.**

**The price is for up to 6 guests.  
Additional guests will be charged at £25 per person.**



## Match Ball Sponsor Package

Match ball sponsorship gives you and your business the ideal opportunity to experience a memorable day at Christie Gilles Park whilst elevating your company brand.

As Match Ball sponsor, your package includes hospitality for up to 4 guests and tickets to watch the match.

You will also benefit from:

- Pre-match refreshments served in Club 1908 Bar for your 4 guests
- Match tickets for 4 guests
- Company name and logo in the Match Day Programme
- Tannoy announcement at the beginning / end of match
- Half time cake & refreshments
- Complimentary Match Programme for all guests
- Post match refreshments



**The cost of the Match Ball sponsorship package is £150.  
The price is for 4 guests. Additional guests will be charged at £25 per person.**



## Sponsor a Player

Your favourite Strollers players are now available to sponsor for the 2018/19 season.

Not only is this another great way to affiliate your business with our first team players (maximising publicity for your company) but an opportunity to have a positive impact on a players season too.

The cost to sponsor a player is £100 and includes the following:

- Players signed, match worn shirt presented at the end of the season
- Your company name / logo / personal message underneath the player's photograph on the Players Sponsor's page of every edition of every match day programme.
- 4 Match tickets to your chosen 2018/19 home game.

**Player Sponsorship packages are limited and must be sold before the start of the season therefore please act quickly to secure this rewarding sponsorship deal.**



**For more information on any of our sponsorship and hospitality packages please contact:**

**Ross Ballantine  
Commercial Manager  
Civil Service Strollers FC**

**Tel: 07792 788 784**

**Email: [commercial@csstrollers.com](mailto:commercial@csstrollers.com)**

**CHRISTIE GILLIES PARK, 25 MARINE DRIVE, EDINBURGH  
EH4 5EJ  
[WWW.CSSTROLLERS.COM](http://WWW.CSSTROLLERS.COM)**

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