



CHORLEY FC
COMMERCIAL BROCHURE

2023-2024 SEASON



WELCOME TO CHORLEY FOOTBALL CLUB

We've been around a long time (140 years to be precise) and we're proud to fly the flag for Chorley and the local area in what has become one of the biggest and most important entertainment industries in the country; live football.

Chorley FC is more than just a football club; it holds a special place in our local community. We aim to strengthen the bond between the club and its supporters through renewed community engagement programs. Together, we will be a driving force for social change, making a positive difference in the lives of those in our community.

First and foremost, I want to assure you that my commitment to the success and development of Chorley FC is unwavering. With my extensive business experience, ambitious vision, and outstanding team, we are determined to lead the club into an exciting new chapter. Transparency, inclusivity, and collaboration will be at the heart of our approach - we value the input of our stakeholders, sponsors, and community.



Our primary focus will be on achieving sporting success. We are committed to providing the necessary resources and support to strengthen our squad, attract top talent, and ensure that Chorley FC competes at the highest level. Our full commitment to player development, recruitment, new facilities and coaching staff will see our players reach their full potentials.

With a digital transformation planned for the Chorley Group Victory Park Stadium, we will create new sponsorship opportunities for local businesses and provide fans with valuable information to enhance their stadium experience.

Your loyalty and support is invaluable, and our business model and growth strategy will enable us to reward you for that. Together, we will embark on this transformative path, keeping transparency and inclusivity as our guiding principles.

CHORLEY MANAGEMENT TEAM



CHORLEY FC MATCHDAY

OUR FANS

Our passionate supporters are the lifeblood of the club. From big Bank Holiday clashes at the Chorley Group Victory Park Stadium against local rivals, to cold winter evenings from Northumberland to Herefordshire - our fans are always there backing the lads.

Be it league, cup or friendly you'll find our loyal band of followers in tow - attending games in numbers that continue to grow.

DID YOU KNOW?

Chorley FC began life as a rugby club in the 1870s before switching to football in 1883 and never looking back

Peter Watson holds the record for the highest number of goals scored in a single season with 71 (57 league goals) in the 1960-61 campaign.

The club's biggest victory was a 14-1 home win against Morecambe in April 1946. Our widest victory margin during wartime was 16-0 against Leyland Motors in September 1944.

Our manager, Andy Preece, played in the Premier League for Crystal Palace and holds a UEFA Pro Licence coaching qualification.

OFFICIAL WEBSITE
600,000+
PAGE VIEWS 2022/23 SEASON


15,000+
FOLLOWERS ON FACEBOOK

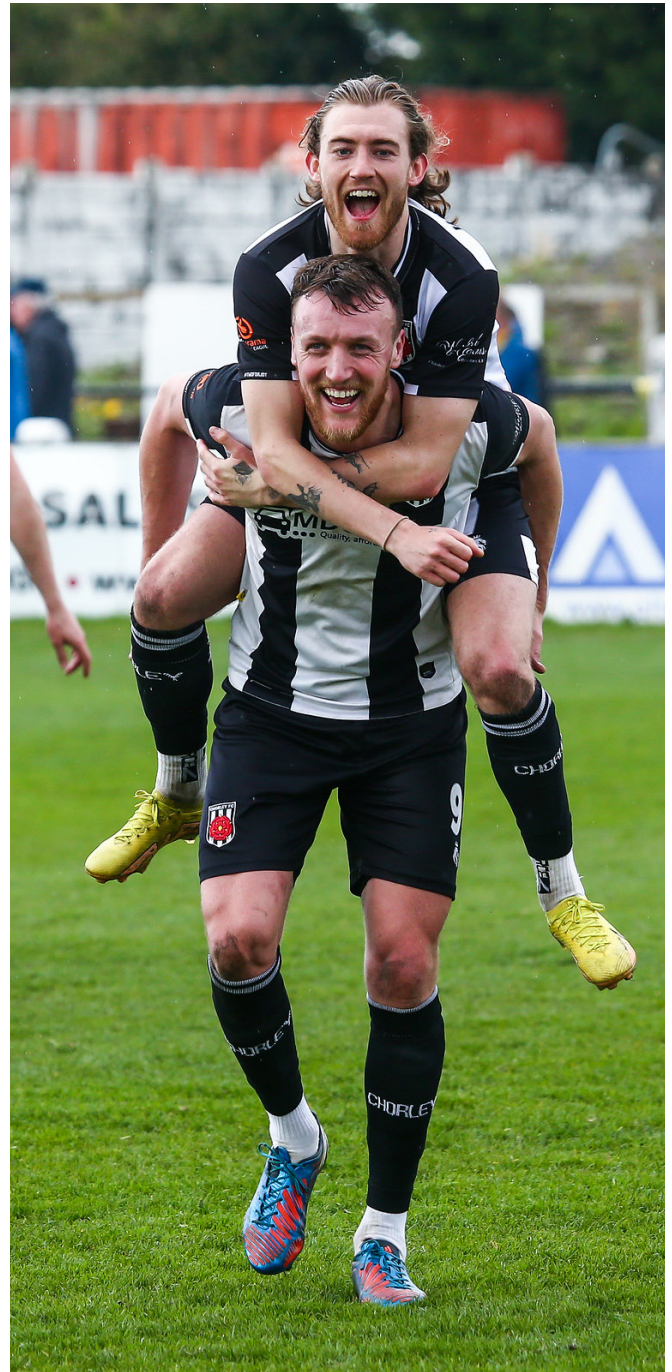

35,400+
FOLLOWERS ON TWITTER


115,000+
VIEWS ON YOUTUBE 2022/23 SEASON

OVER
25,000
FANS ATTENDED GAMES AT THE CHORLEY GROUP
VICTORY PARK STADIUM IN THE 2022/23 SEASON

OUR CLUB

- Pro Football Club
- Founded in 1883
- Members of the Vanarama National League North
- Self-funding through strong local, regional and national commercial relationships
- Increasingly loyal supporter base
- Dedicated team of match day volunteers
- CEO Terry Robinson is the former Chairman of Sheffield United and former Director of Football at Leicester City
- Manager Andy Preece holds the prestigious UEFA Pro coaching licence
- Extensive work on the stadium over the last two years includes new floodlights, crush barriers, fences, newly tarmacked walkways/car park and renovated bar/ events space





HOSPITALITY MATCH SPONSORSHIP

The ultimate sponsorship package - an impressive way to entertain your guests and clients as well as providing an opportunity to promote and advertise your company. The package includes a whole host of impressive perks to make your afternoon or evening out one to remember.

PACKAGE FOR UP TO 6 GUESTS INCLUDES:

Premium reserved seating in the Sponsors Area

2 reserved parking spaces

Two course meal (one course on Tuesday)

Complimentary half time drink

Pay bar facility with priority bar service

PA, social media, website & programme promotion

Signed shirt

Q&A with Andy Preece

Choose & present the Man of the Match award

EXTRA GUESTS? WE CAN ACCOMMODATE THEM, TOO...



PRICE: £495+VAT



HOSPITALITY

MATCH BALL SPONSORSHIP

A classic package in the football sponsorship genre - sponsoring the Match ball at Chorley FC offers a unique opportunity to promote and advertise your brand, as well as treating your guests and clients to a truly memorable afternoon or evening.

PACKAGE FOR UP TO 6 GUESTS INCLUDES:

Premier reserved seating in the Sponsors Area

2 reserved parking spaces

Two course meal (one course on Tuesday)

Complimentary half time drink

Pay bar facility with priority bar service

PA, social media, website & programme promotion

Signed ball

Q&A with Andy Preece

EXTRA GUESTS? WE CAN ACCOMMODATE THEM, TOO...



PRICE: £395+VAT



HOSPITALITY Carlsberg BOX EXPERIENCE

Watch the game from our hospitality box at the top of the main stand which allows you up a private glass fronted area to call your own for the afternoon.

Our box can accommodate up to six people and is perfect for entertaining colleagues, clients, friends and family while offering premium views of the game. colleagues, clients, friends and family. The box gives you a premium view of the pitch.

PACKAGE FOR UP TO 6 GUESTS INCLUDES:

Private, glass-fronted Box

Reserved parking spaces x2

Hot or cold buffet (selection of choice) & waiter service

Your very own Carlsberg selection box of complimentary drinks

Team sheets

PA, social media & website promotion

EXTRA GUESTS? WE CAN ACCOMMODATE THEM, TOO...



PRICE: £450+VAT



HOSPITALITY

PAUL MARINERS HOSPITALITY SUITE

Come and enjoy the relaxed pre-match and post-match atmosphere in the revamped Paul Mariners Hospitality suite – named after one of the Magpies greatest footballing talents.



THIS INCLUDES:

Two course Carvery

Priority bar service

Man of the Match presentation

Team sheet

Pre-match manager/player talk

SUPPLEMENT PRICE: £25

DID YOU KNOW?

Paul Mariner played for Chorley FC between 1971–1973



GALLERY

PAUL MARINERS HOSPITALITY SUITE

Originally launched in 2017 as the 1883 Lounge, the renamed Mariner's Sports Bar honours the life and memory of one of our greatest players - Paul Mariner. You and your guests will be welcomed by a club official before sitting down to a sumptuous carvery style meal in a relaxed and fun setting - with that day's game streamed live into the bar.





SPONSORSHIP **KICK OFF PACKAGE**

THE KICK OFF PACKAGE INCLUDES:

One Match sponsorship package (as above)

One 16' x 3' foot advertising board

PRICE: £1,300 + VAT





SPONSORSHIP HALF TIME PACKAGE

THE HALF TIME PACKAGE INCLUDES:

Match sponsorship package (as above)

One 16' x 3' foot advertising board

Website and social media advertising package

One Match Ball sponsorship package (as above)

One programme advert

PRICE: £2,400 + VAT





SPONSORSHIP FULL TIME PACKAGE

THE FULL TIME PACKAGE INCLUDES:

Two Match sponsorship packages (as above)

Two 16' x 3' foot advertising boards

Website and social media advertising package

Two Match Ball sponsorship packages (as above)

One programme advert

PRICE: £3,400 + VAT





ADVERTISING PITCHSIDE BOARDS

One of the most effective ways of reaching out to Magpies supporters is through Pitchside Board advertising.

Our boards are highly visible and feature prominently around the stadium. Pitchside perimeter boards are available on all sides of the pitch and can be bought on a seasonal basis.

BOARDS STARTING FROM: £495 + VAT





ADVERTISING DIGITAL SIGNAGE

One of the most effective ways of reaching out to Magpies supporters is through our digital media advertising boards.

Our Digital Boards are Highly Visible and feature prominently around the stadium offering interactive advertising to all our spectators.

PRICES STARTING FROM FROM £49 PER WEEK





ADVERTISING PROGRAMME ADVERTISING

Chorley FC's Match Day programme offers a unique platform for advertising with up to 500 people reading each edition - both in print and online. Adverts can be purchased on a seasonal basis on a half page, full page or double page basis.



PROGRAMME ADVERTS FROM £79 PHYSICAL AND DIGITAL





MASCOT STAG EXPERIENCE

Oi, oi - live it LARGE with a Stag Do to remember at the Chorley Group Victory Park Stadium. Get your friends together and get behind the Magpies with a final party ahead of your big day.



PACKAGE INCLUDES:

Carlsberg Box package

Social media & PA promotion

Signed ball

Signed shirt

Half time song choice

PRICE FOR 6 GUESTS: £595

PRICE FOR 8 GUESTS: £650





MASCOT JUNIOR PACKAGE

A wonderful opportunity for junior supporters to enjoy an extra special afternoon or evening at the Chorley Group Victory Park Stadium. This package also makes for a perfect Birthday or Christmas present.

THIS INCLUDES:

Special welcome at Victory Park for your Child

Meet all the players and manager in the dressing room

An announcement over the PA

A digital photograph with team captains and match officials

Leading the team onto the pitch before kick-off

Hospitality available for additional cost

PACKAGE PRICE: FREE



MASCOT SPECIAL PACKAGE



Our mascot package with an exciting added extra. All the perks of the original mascot package – meeting the players, walking out with the teams before kick-off, photos of your afternoon out - PLUS a full kit thrown in for good measure (T&C's apply).

THIS INCLUDES:

Full 2023/24 playing kit (children sizes only)

Meeting all the players and manager in the dressing room

An announcement over the PA system

A digital photograph with team captains and match officials

Leading the team onto the pitch before kick-off

Hospitality available for additional cost

PACKAGE PRICE: £59



23/24 SEASON PLAYER SPONSORSHIP

THIS INCLUDES:

Company name on two sections of website

Acknowledgements on social media

An announcement over the PA

HOME PRICE: £125

AWAY PRICE: £125

THIRD PRICE: £75



SPECIAL OFFERS - WHY NOT *TRY...*

COMBO DEALS

£200 Home & Away

£250 Home, Away & Third



FUNCTIONS HIRE OUR FACILITIES

Whatever the focus of your event, why not bring your business to us? If it's a meeting for 10 or a conference for up to 200, we have the space to accommodate with a number of unique break-out rooms.

A freshly prepared buffet is provided at a time of your choice as are mid-morning and afternoon refreshments. Flip charts, screens and internet access are available to hire as are additional business

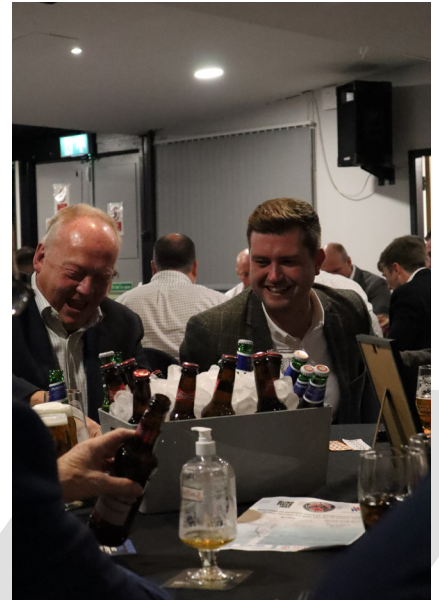
requirements. Our ample parking and accessible location make it easy to access too.

Remember our rooms are so versatile we are able to host just about anything! Wedding receptions, birthday celebrations and parties, funerals, social gatherings, Christmas events, school proms and fundraising events - the choice is yours, so contact us today and come and have a closer look around Victory Park.





FUNCTIONS HIRE OUR FACILITIES





#MAGPIESFOOTBALL

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 CHORLEYFC  CHORLEY_FC  CHORLEYFC