



# COMMERCIAL BROCHURE



## COLCHESTER UNITED



Colchester United Football Club compete in the English Football League; one of the most watched football leagues in the world. The club also competes in the FA Cup, English Football League Cup and English Football League Trophy each season.

A partnership package with Colchester United Football Club offers effective communication to a diverse audience locally and nationally as well as a brand association within the JobServe Community Stadium.

Our Commercial Team at Colchester United will work closely with you to deliver successful partnerships, with activation rights tailored specifically for you. Through branding, advertising and promotion, as well as exclusive rights and access, we provide unique opportunities for brands, businesses and organisations, and invite you to become part of this club.



*“Partnerships with Colchester United offer a unique PR and communication platform to immerse brands in the local, national and international market, allowing brands to share the U’s success both on and off of the pitch. All of our commercial partners are invaluable to the work we do at Colchester United.”*

**BEN CONWAY**

**PARTNERSHIPS & HOSPITALITY SALES MANAGER**

## JOBSEVE COMMUNITY STADIUM



The 10,105 seater JobServe Community Stadium has allowed the Football Club to develop its matchday experience and the club has once again been awarded the EFL Family Excellence Award in 2022/23.

The flexible space available on a matchday has meant that the club has welcomed a range of entertainment from EA Sports trucks, climbing walls and football skills games to live music, the Army Recruitment Team, big screen sports and zorb football.

We are more than just a football club however. Colchester United maintains a unique position within Colchester city's sporting, business and social communities. The JobServe Community Stadium hosts a diverse range of events beyond its core football operation and aspires to be a central hub of the community of Colchester.

The JobServe Community Stadium offers easy access from the A12 (Junction 28) and is host to over 600 parking spaces allowing us to cater to all events, large or small, locally or further afield.

Colchester United Football Club opens its doors 365 days a year, hosting a range of conferences and events, from business exhibitions to concerts with global superstars.



## EXPOSURE

Colchester United Football Club is the only English Football League club in Essex and is one of the biggest brands within the local community. The U's receive extensive levels of exposure locally, nationally and internationally.



Play in English Football League, watched by over 18 million people per year

League Two match highlights feature on ITV4 each week



**BBC**  
**LOOK EAST**

TV highlights and weekly updates on BBC Look East



FA Cup fixtures shown on BBC and ITV



Live streaming of every non televised evening and bank holiday games to overseas territories via iFollow and every non Saturday 3pm kick off to the UK

EFL play-offs have an audience of over 3.5 million



U's kit features on EA Sports FC24 with over 20,000,000 registered players

Ad-hoc features in national newspapers such as The Sun, Daily Mail



**Daily**  
**Gazette**

Regular features in Colchester Gazette

## MEDIA/SOCIAL STATS



Twitter

82,000+  
followers



Instagram

45,000+  
followers



Facebook

65,000+  
likes



TikTok

85,000+  
followers



YouTube

7,000+  
subscribers



Website Visitors

30,000+  
average monthly  
website visitors



Website Views

150,000+  
average monthly  
page views



E-Mail Subscribers

30,000+



# COMMUNITY FOUNDATION

Away from the stadium, Colchester United Community Foundation, the club's charity, works in schools throughout the Borough and County and supports multiple local communities delivering healthy and inclusive activities, improving sports participation and educating and inspiring thousands of people on a weekly basis.



47

Schools Engaged



4864

School Sessions  
Delivered



2450

Participants Engaged  
in Sport Activities



4120

Hours of Sports  
Participation Delivered



34

Locations of  
Community Outreach



986

Hours of COVID-19  
Outreach Delivered



## CLUB SPONSORSHIPS

Sports sponsorships offer a 365-day, multi-layered PR and communications platform that will become integral to your company's marketing strategy.

A sponsorship with Colchester United Football Club provides an opportunity to drive brand awareness within the local community through establishing a high level of brand association with the Club and creating a direct connection to the fanbase.

Colchester United Football Club can utilise a variety of assets to match your needs, whether your brand objectives are increased brand loyalty, establishing or reinforcing brand image or showcasing your commitment to supporting the local community. Opportunities include:

- Shirt Sponsorships
- Back of Shirt Sponsorships
- Short Sponsorships
- Stand Sponsorships
- Hospitality Suite Sponsorships
- Training Ground Sponsorship
- Academy Sponsorship
- Community Foundation Sponsorship
- Social Media Sponsorship
- Digital Sponsorship Packages





## ADVERTISING OPPORTUNITIES

### ■ PERIMETER ADVERTISING

One of the most effective ways of reaching out to U's supporters is through Pitchside Advertising Boards. These are highly visible and many feature prominently in the press. With the stadium being used 7 days a week for non-match day events, this increases your exposure significantly. Pitchside boards are available on all sides of the pitch (both pitch and crowd facing) and can be bought for short or long term basis.

- Crowd Facing – £450 +VAT per season
- Non televised Pitch Facing – £800 +VAT per season
- TV Arc – £2500 +VAT per season

### ■ PROGRAMME ADVERTISING

Colchester United's matchday programme is included within the price of a match ticket, with a pick up rate of over 75% of matchday attendees which offers a unique platform for advertising to fans and businesses alike. Adverts can be purchased on a match by match basis, as part of a block campaign or on a seasonal basis.

- Quarter Page – Match to Match £80 +VAT, Seasonal £1000 +VAT
- Half Page – Match to Match £125 +VAT, Seasonal £1500 +VAT
- Full Page – Match to Match £195 +VAT, Seasonal £2500 +VAT

### ■ PITCHSIDE SCREEN ADVERTISING

Colchester United's pitchside screen provides the opportunity to reach our fanbase in real time with our live score advertising, rotated throughout the 90 minutes, putting your brand at the heart of the action.

- £150 +VAT match to match
- £2500 +VAT seasonal



# ADVERTISING OPPORTUNITIES

## ■ CONCOURSE ADVERTISING

Framed A1 & 6 Sheet poster sites in Stadium concourses

- A1 Poster Sites £250 + VAT Per Season
- 6 Sheet Sites £600 + VAT Per Season

## ■ WASHROOM ADVERTISING

Framed A3 posters in various washrooms around the stadium.

- 12 Poster Sites £1500 + VAT Per Season
- 24 Poster Sites £2500 + VAT Per Season

## ■ INTERNAL SCREEN ADVERTISING

TV screens in communal areas used during both match days and regular conference and event bookings. These screens feature a rotation of advertising on the footer of the screen, which rotates throughout the day on all screens throughout the stadium.

- £325 - £500 +VAT dependent on duration of advertising.

## ■ PLAYER KIT SPONSORSHIPS

Home or Away Sponsorship - £300+ VAT

Home & Away Sponsorship - £500 + VAT

- Logo/Name in programme next to player photo
- Logo/Name on Player Profile on Colchester United website (with click through for businesses)
- Logo/Name on Jumbo Screen during player roll call
- Name/Logo displayed on Twitter alongside player photo upon Substitution/Goal
- Match Issued Signed shirt from your sponsored player with certificate of authenticity
- Personal video message from your sponsored player
- Signed thank you letter from the player



## FURTHER OPPORTUNITIES



Sports clubs and stadia offer a unique catalogue of opportunities which can be tailored to your needs to put your brand in front of fans with the ability to be creative with your branding, some further opportunities include:

- Corner Sponsor
- Team News Sponsorship
- Substitution Sponsorship
- Fixture Card Sponsorship
- Steward Sponsorship
- Gate Advertising
- Eddie the Eagle Sponsorship
- Matchday Activation Packages

To discuss our opportunities and create a bespoke package to match your strategic aims, please contact a member of our Commercial Staff.



## MATCHDAY SPONSORSHIP EXPERIENCES

Our unique matchday sponsorship packages put your company in the spotlight. Enjoy experiencing premium matchday hospitality whilst benefitting from high profile brand exposure to a captive and attentive audience.

### ■ MATCH SPONSORSHIP

**£1000 + VAT. Additional guests £100 per person + VAT**

The most prestigious matchday experience on offer at the JobServe Community Stadium that pairs extensive brand exposure across clubs various channels with a first class match day hospitality experience.

- Ten guest tickets within a private executive suite
- Welcome drink upon arrival followed by a delicious three-course meal served with wine and cheese board at half-time
- Full page advert within the matchday programme
- Logo on the front of the matchday programme, team sheet and jumbo screen
- Your company logo on all promotional graphics used in lead up to fixture including social media and A12 screen graphics
- Logo on in-game graphics (team news, kick-off, half-time and full-time)
- Logo on each pre-match preview article on website
- PA announcement promoting your sponsorship
- Commemorative gift, programme and team sheet for each guest
- Your party chooses and presents the Man of the Match with the prize for their performance
- Exclusive presentation of a signed Colchester United shirt by the U's Man of the Match
- Commemorative photograph taken by official club photographer



## MATCHDAY SPONSORSHIP EXPERIENCES



### ■ MATCHBALL/PROGRAMME SPONSORSHIP

**£320 + VAT. Additional guests £80 per person +VAT**

Matchball and programme sponsorships offer a unique opportunity to promote your brand as well as treating guests to a truly memorable day.

- Four passes to the Centennial Dining Suite with dedicated table service and Sky TV
- Welcome drink followed by a delicious three-course meal
- Half-time refreshments
- Reserved cushioned seating in central hospitality block
- Logo on the front of the matchday programme, team sheet and jumbo screen
- Commemorative gift, programme and team sheet for each guest
- Exclusive presentation of a signed Colchester United ball/programme by the U's Man of the Match
- Access to staff and player interviews within lounge (subject to availability)
- Commemorative photograph taken by official club photographer



## MATCHDAY HOSPITALITY EXPERIENCES

Our outstanding hospitality packages provide the perfect opportunity to watch the U's in style whatever the occasion.

### ■ LAYER SUITE

*£32.85 match to match, £625.20 seasonal*

- Access to the Layer Suite through the VIP entrance
- Match Ticket within reserved padded seat in Hospitality block
- Matchday programme and team sheet
- Self-serve refreshment station at half-time
- Live TV in lounge
- Option to purchase food and drinks from extensive matchday menu
- Parking available for £7 per car

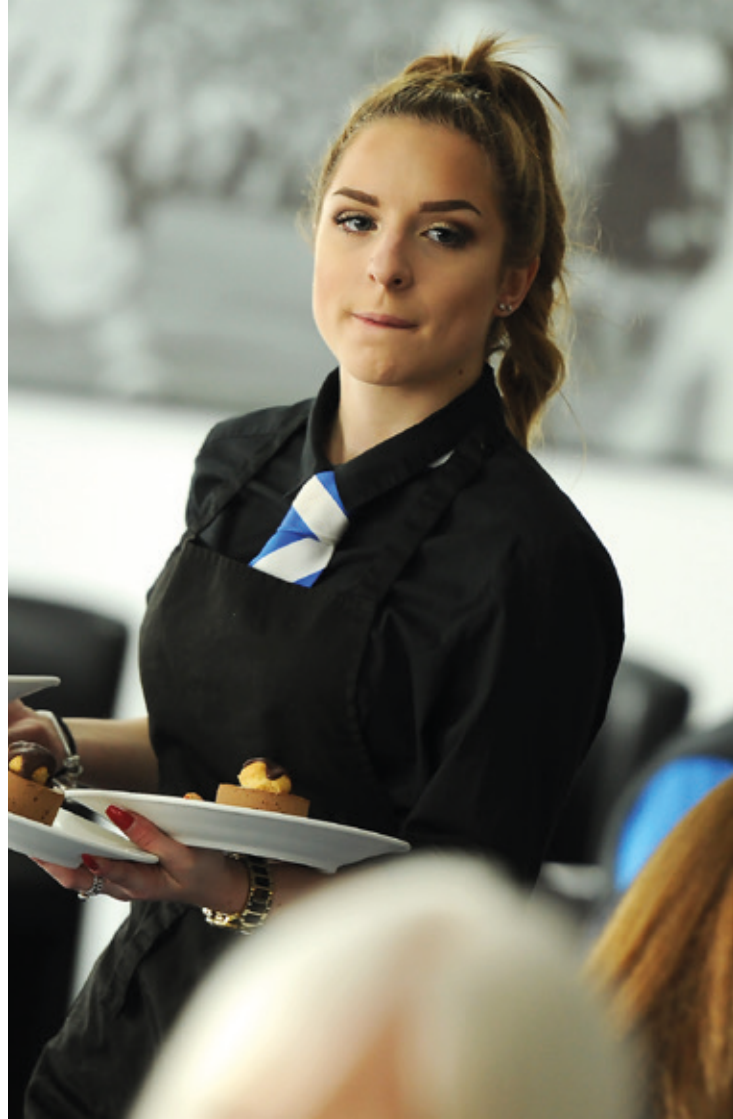
### ■ CENTENNIAL LOUNGE

*£75 match to match, £1596 seasonal*

- Access to the Layer Suite through the VIP entrance
- Match ticket with reserved padded seat in central hospitality block
- Delicious three-course meal served by dedicated waiting team
- Matchday programme and team sheet
- Table service
- Half-time refreshments
- Live TV in lounge
- Opportunity to win prizes in hospitality entertainment activities
- Exclusive access to Colchester United Man of the Match presentation
- U11s three-course option for £48
- Parking available for £7 per car

### ■ HOSPITALITY SEASON TICKET HOLDER BENEFITS

- Dedicated account manager
- Priority access for cup fixtures



## MATCHDAY HOSPITALITY EXPERIENCES

Enjoy the game from the comfort of a private Executive Suite for ten guests and let us tailor your package to enjoy the hospitality experience your way with the following offers:

**Suite only** £504

**Sandwiches and crisps** £630

**Two-course meal** £825

**Three-course meal** £925

### ■ PACKAGES INCLUDE:

- Ten seats on balcony adjacent to suite - limited number of larger suites available
- Sliding glass doors allowing for view inside or outside suite
- Tablet ordering system for easy ordering of food, drinks and retail orders
- Dedicated waiting service direct to your suite
- Access to the Players Lounge pre and post-match
- Matchday programme and team sheet for each guest
- Tea and coffee in suite
- Live TV in suite
- Parking for three cars

### ■ EXECUTIVE SUITE SEASON TICKET HOLDER BENEFITS

- Dedicated account manager
- First refusal on the purchase of your suite for cup fixtures, play-off fixtures, international fixtures and concerts (\*subject to organising body requirements)
- Advertising board outside your hospitality suite
- Use of Executive Suite for up to four times a year for meetings
- Company logo displayed within matchday programme

**To discuss Seasonal Executive suite packages, contact our Commercial Team.**



## COMMERCIAL PITCH HIRES



Follow in the footsteps of U's legends by hiring the First Team pitch at the JobServe Community Stadium. Hiring a pitch at the JobServe Community Stadium is perfect for all occasions from work events, birthday parties and all other social events.

### ■ EVERY PITCH HIRE PACKAGE INCLUDES:

- Access to Home and Away changing rooms
- Use of first team pitch including full sized goals, corner flags and match balls
- Full match officials (including assistant referees)
- Seating within the West Stand for up to 300 spectators
- Stadium parking for teams and spectators
- On-site first aid

### ■ ENHANCE YOUR PACKAGE WITH THE FOLLOWING:

- Access to bar for post game celebrations with option of buffet for your guests
- Private viewing within an executive suite
- Display your chosen logo or graphics on our pitchside jumbo screen
- Hire Colchester United Home and Away kits
- Open the concourse bars for refreshments during your booking

**Contact us to create your bespoke experience.**

## CONFERENCE AND EVENTS



The stadium is an ideal venue for your conference, exhibition, meeting, training day, seminar or networking event. The flexible spaces onsite can work to suit any event, and offer the opportunity to make each and every event unique.

Easy access from the A12, complimentary parking for over 600 cars and complimentary wi-fi means that there are no hidden costs. With a professional team on hand to organise and deliver your event, you can relax safe in the knowledge that we will meet your business needs.

We understand the importance of your event and we can offer a unique environment where distractions are far away whether you are in one of our main conference rooms or a meeting room overlooking the pitch.

Our experienced Conference and Events Team can work with you through every aspect of planning your event, including advising on the right conference or meeting rooms, layout and choosing your menu.

Each delegate will receive a warm welcome from the moment they arrive until the time they leave with our professionalism shining through at all times.

### ■ DAY DELEGATE

*Rates start from £29.95pp + VAT*

- Room hire from 9am to 5pm in a suite to suit your requirements
- Complimentary car-parking
- Refreshments throughout the day
- Buffet lunch (menu dependent on package)
- Complimentary Wi-Fi, use of projector or screen and flipchart
- Delegate paper and pencils

***Meeting rooms accommodating between 2-300 delegates are available, with Executive Suite hire starting from only £20 + VAT per hour.***







**FOR MORE INFORMATION, OR TO DISCUSS OUR  
OPPORTUNITIES FURTHER, PLEASE CONTACT:**

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