



# DIGITAL SPONSORSHIP OPPORTUNITIES



## 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

itv4

BBC  
LOOK EAST

TV highlights and weekly updates on BBC Look East

BBC

FA Cup fixtures shown on BBC and ITV

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

THE  
Sun

Daily Mail

Daily  
Gazette

Regular features in Colchester Gazette

## MEDIA/SOCIAL STATS



X

82,000+  
followers



Instagram

45,000+  
followers



Facebook

65,000+  
likes



TikTok

85,000+  
followers



YouTube

7,000+  
subscribers

WWW

Website Visitors

30,000+  
average monthly  
website visitors

WWW

Website Views

150,000+  
average monthly  
page views



E-Mail Subscribers

30,000+



## DIGITAL SPONSORSHIPS

The U's have an active presence across all major social media channels and a popular website with over 30,000 monthly website visitors, there has never been a better time to get involved with one of our digital advertising opportunities.

Your brand will appear across our social media platforms and our website (package dependant). Our bespoke packages have been designed with our partners in mind with options to suit all needs and budgets and fulfil your objectives.

With over 80,000 followers on Twitter, over 45,000 followers on Instagram and over 65,000 followers on Facebook and over 85,000 people following us on TikTok, the reach the club have is absolutely phenomenal and it really is time to get involved.

### **SUBSTITUTE SPONSORSHIP £2500 +VAT**

- Acknowledgement on the pitch side screen (Home games only) and social channels every time a U's substitution is made
- Logo/Advert featured on the pitch side big screen as part of the pre match and half time advertisement rotations.
- ¼ Page Advert in the match day programme



## DIGITAL SPONSORSHIPS



### STARTING XI/LINE UP SPONSOR £3000 +VAT SEASON PRICE

- Logo with recognition of sponsorship on the team Starting XI graphic used on social media before every home and away league fixture
- Logo on the team sheet of every home fixture
- Advert shown on pitch side screen pre match and at half time
- 1/2 Page Advert in match day programme at every league fixture



### FULL TIME/FINAL SCORE SPONSOR £3000 +VAT SEASON PRICE

- Logo with recognition of sponsorship on the Final Score graphic used on social media at the end of every home and away league fixture
- Advert shown on pitch side screen pre match and at half time
- Advertising slot to feature next to the score line on the pitch side jumbo screen at the end of the game.
- 1/2 Page Advert in match day programme at every league fixture



### ADDITIONAL TIME SPONSOR £2500 +VAT SEASON PRICE

- Logo with recognition of sponsorship on the additional time graphic used on social media at the end of each half of every home and away league fixture
- Logo on Added time graphic on pitch side Jumbo Screen
- Advertising slot to feature next to the score line on the pitch side jumbo screen during additional time.
- Advert shown on pitch side screen pre match and at half time
- 1/2 Page Advert in match day programme at every league fixture

## DIGITAL SPONSORSHIPS

### GOAL OF THE MONTH SPONSOR £2500 +VAT SEASON PRICE

- Logo and recognition of sponsorship to feature on the fans Twitter poll to vote for the Goal of the Month
- Logo to feature on the video announcement of the Goal of the Month
- Logo and recognition to feature in the Goal of the Month programme feature.
- Advert shown on pitch side screen pre match and at half time
- 1/2 Page Advert in match day programme at every league fixture



### HIGHLIGHTS PACKAGE SPONSOR £3000 +VAT SEASON PRICE

- Logo to feature on the introduction graphic of the Match Highlights video of each home and away league fixture shared on social channels and on club YouTube
- Logo to feature as a bug/pill throughout the full highlights video.
- Advert shown on pitch side screen pre match and at half time
- 1/2 Page Advert in match day programme at every league fixture





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

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