



**2023/24  
COMMERCIAL  
GUIDE**



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# WELCOME

- Founded in 1870, we are one of the oldest football clubs in England.
- Our Men's First team plays in the Vanarama National League (The fifth tier of English football).
- Our Women's First Team plays in the FA Women's National League South West with a growing Development team.
- We run a National League-accredited U19 academy in partnership with Berkshire College of Agriculture.





# FOOTBALL FOR ALL

- We are one of the largest community sports clubs in the Thames Valley.
- Our Maidenhead United FC Juniors section currently has 52 teams covering U7s to U18s Age Groups with 650+ members.
- Our Maidenhead United in the Community Programme delivers a range of football, wellbeing, and education activities and has over 2,500 children, young people, and adult participants a week.





We will champion wellbeing for everyone in our community, keeping our fans, their families and friends **connected** by:



PROVIDING **FANTASTIC FOOTBALL EXPERIENCES** FOR ALL



BUILDING **EMOTIONAL RESILIENCE** WITHIN OUR COMMUNITY



DELIVERING **NEW ACTIVITIES FOR WOMEN AND GIRLS**



DELIVERING **SPORT AND PHYSICAL ACTIVITY** PARTICIPATION OPPORTUNITIES FOR ALL



KEEPING OUR COMMUNITY **CONNECTED**

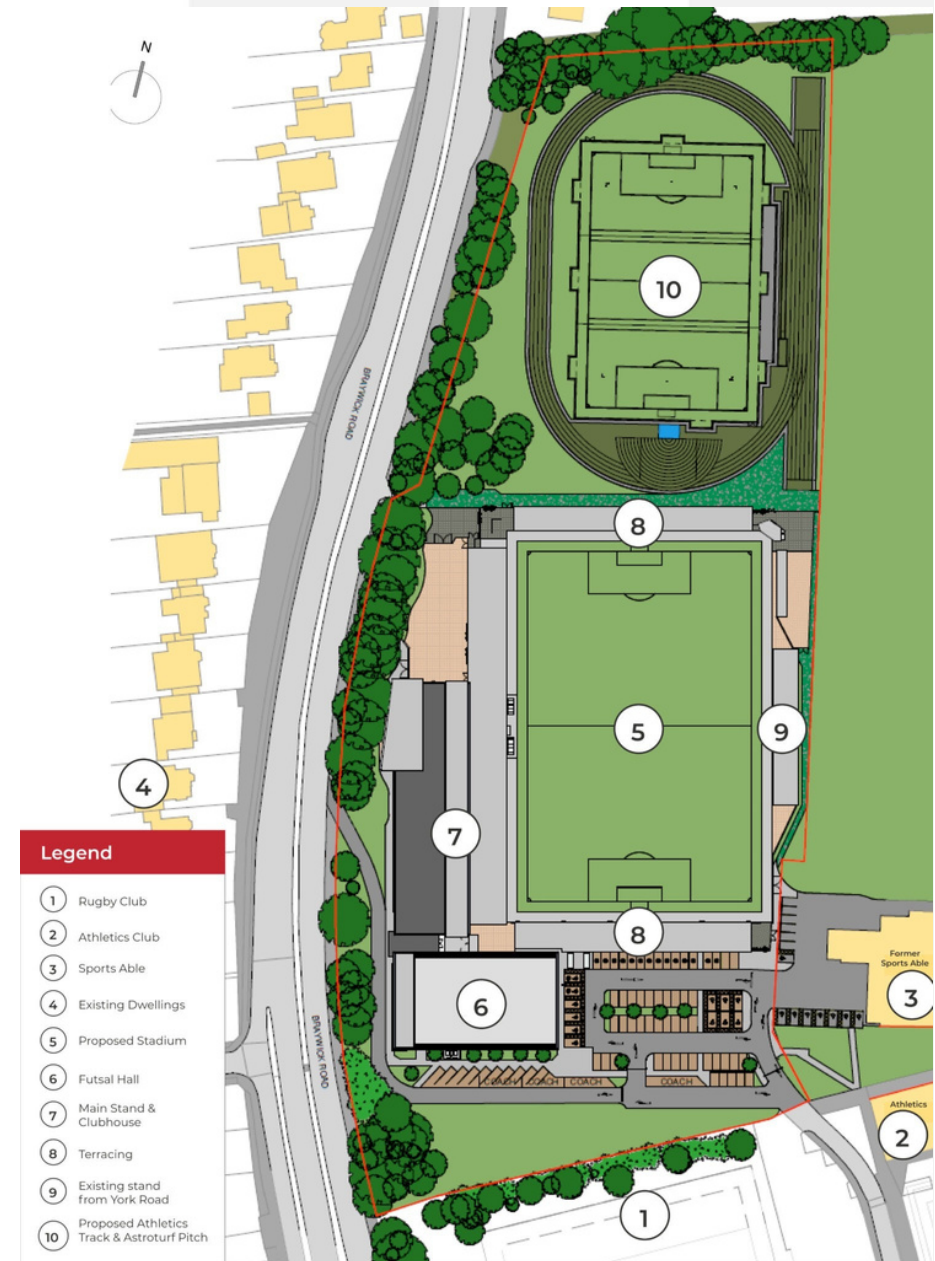




# MUFC VISION

A new 5,200-capacity community stadium complex at Braywick Park incorporating a range of connected facilities will enable the club to:

- Connect with more people within the local community.
- Increase engagement in a range of sports and wellbeing activities.
- Grow participation in youth and women's/girl's football.



## Legend

- 1 Rugby Club
- 2 Athletics Club
- 3 Sports Able
- 4 Existing Dwellings
- 5 Proposed Stadium
- 6 Futsal Hall
- 7 Main Stand & Clubhouse
- 8 Terracing
- 9 Existing stand from York Road
- 10 Proposed Athletics Track & Astroturf Pitch



# OUR PARTNERS





# ONGOING RELATIONSHIPS

At Maidenhead United, sponsorship is not just about having a pitch-side board, it is so much more. It is a Partnership based on meeting your business needs and engaging with the community on a wider level - treat us as an extension of your marketing team.

Your partnerships allow us to make a difference to all members of our community ensuring they remain connected to one another, and offer innovative and exciting programmes using football and other sports as a tool to motivate and inspire individuals and local communities to improve physical and emotional health and wellbeing.



# THINKING BUSINESS EVENTS



Together with  
**wilson  
partners.**

These events take place at chosen Tuesday evening fixtures throughout the season and will give an informal networking opportunity for local business owners and entrepreneurs of varying sizes to connect with one another.

The evening starts with a 3-course dinner with wine in the Alan Devonshire Hospitality Suite at Maidenhead United, followed by reserved seating in the partner seating area in the main stand to enjoy the game with other business owners, entrepreneurs, and investors.

## Contact

**[commercial@maidenheadunitedfc.org](mailto:commercial@maidenheadunitedfc.org) to  
register your interest.**





# EVENTS/ROOM HIRE

Need a meeting or training room?

We can offer you full meeting room facilities including:

- WIFI
- Screen
- Flip Chart
- Tea / Coffee

*Full-day and 1/2-day rates are available.*

**Contact [commercial@maidenheadunitedfc.org](mailto:commercial@maidenheadunitedfc.org)  
to find out more and book now.**



# TAILORED PARTNERSHIPS FOR YOU

We can build a package that suits your goals!  
Here is some perks we can offer:

- Partner season tickets to include hospitality for all home league games – These can be used as a staff incentive or for the team to engage with the business community at all home matches.
- Themed company match day sponsor
- Company recognised as match day sponsor
- Fundraising for a charity of your choice
- Mascot experience for children of company staff or customers. (Includes pre-match photograph and opportunity to walk out with the First team)
- Opportunity to promote an offering for the supporters/community on match day (if desired).
- Match day social media coverage
- Logo on the front cover of the Match day programme for all home matches
- Advert in match programme for all home matches - these can be changed for every 23 matches
- Logo and company information feature in our weekly newsletter – sent to our subscribed database.
- Company attends 'Thinking Business' networking events which are generally held at our Tuesday evening home matches – so 3 /4 times a season. (option to be guest speaker annually should you wish)
- Company able to use the Alan Devonshire Suite up to 4 times a year to host staff/partner events at Maidenhead United (catering etc. additional cost)
- Full website coverage with links to your own website.
- Announcement on the website and local press on the Partnership.



# MATCHBALL SPONSORSHIP

- Your business name and logo will appear in pre-match day announcements.
- Your business name and logo are on the front cover of the match day programme.
- 2 complimentary tickets to the match in the reserved seating area of the main stand -
- Pre-match hospitality lunch for 2 with two complimentary drinks each in the Alan Devonshire Suite, which includes:
  - A hot meal.
  - Match programme.
  - Private bar with unlimited drinks - to include all beer/soft drinks and wine only (until the end of half-time).
  - Q&A session with Ryan Peters + host.
  - Signed match ball as a souvenir of the day presented by Ryan Peters (Assistant Manager)

**Contact [commercial@maidenheadunitedfc.org](mailto:commercial@maidenheadunitedfc.org) to find out more.**



# MATCHDAY SPONSORSHIP

- Company recognised as Match Day Sponsor - Your company will appear in pre-match, match-day announcements, and the front cover match-day programme.
- Hospitality for six guests in the Alan Devonshire Suite.
  - Pre-match lunch with two complimentary drinks.
- Reserved seating in the "partner" section of the stand.
- Refreshments (tea or coffee) at half-time.
- Fundraising for your nominated charity (if desired).
- Mascot experience for up to 5 children of company staff/clients/suppliers (Including pre-match photograph and opportunity to walk out with the First Team).
- Match-day social media coverage.

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# ADVERTISING OPPORTUNITIES

- We get over 70,000 visitors coming to York Road each year.
- Advertising boards, therefore, offer you an excellent way to promote your company to a captive audience and increase brand awareness.
- As well as thousands of supporters attending York Road, advertising boards are also regularly seen on match highlight feeds showing local goal highlights and local print media.
- Advertising boards can be located on the main stand and around the perimeter of the pitch either singularly or in multiples for those businesses looking for a higher impact.

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# OUR GROWING REACH

- 3.5 million impressions monthly
- 1,000+ followers connecting with the business community
- 500,000 impressions annually
- 155,000+ visits annually
- All games are live-streamed via The National League TV platform with global reach
- 80,000+ visiting York Road annually
- 850,000 fans Impressions monthly
- 56,000 viewing match content, interviews, and features
- 2 live games per season and weekly National League TV highlights

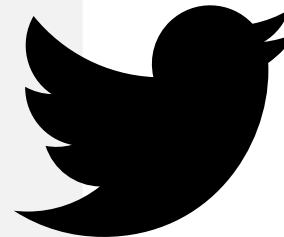
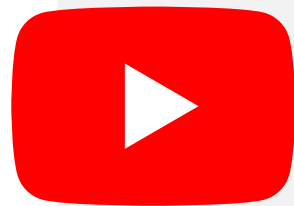






We have a growing presence across a variety of channels. With a diverse, international reach we work with our partners and their marketing schedules to generate a combined approach which maximises coverage.

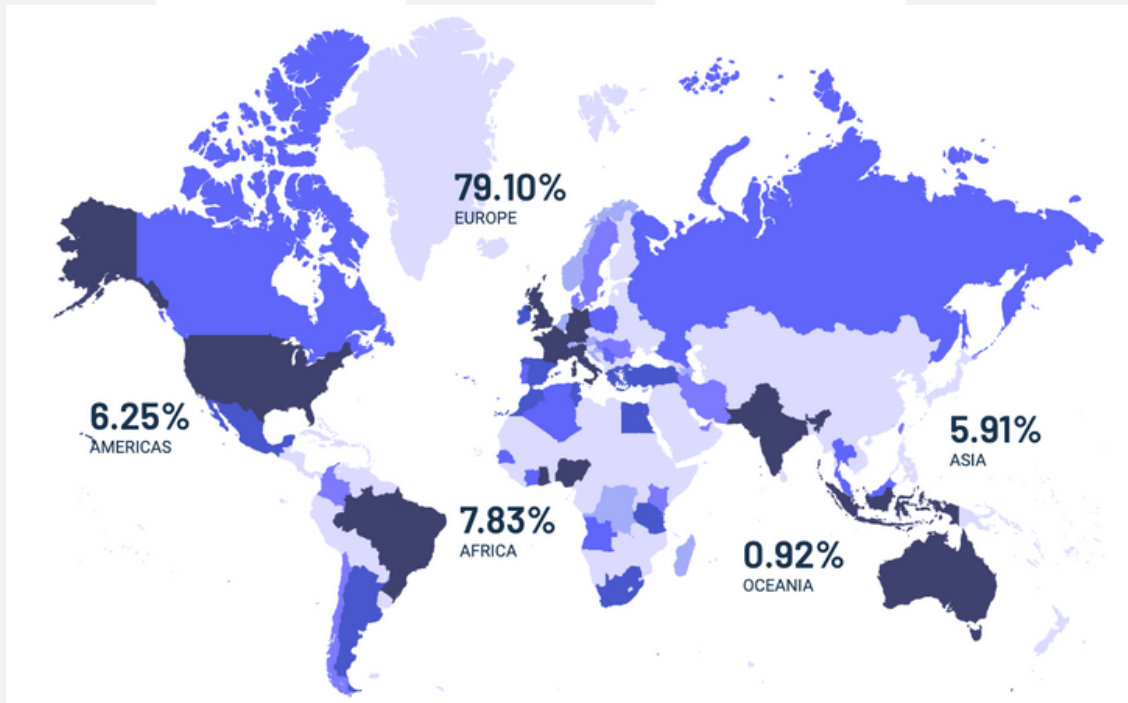
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The Vanarama National League has a new partnership with Horizm.

Horizm was born with the goal to be the **number one** digital asset platform for the global sports and entertainment industries; to revolutionize the way clubs operate in our new digital era, and fully support them in taking full advantage of the existing opportunities.



# 2500%

The increase in engagement rates of sports content compared with standard advertising

(pictured left)

This map illustrates our audience across all social media channels.





# UNITED AS ONE



*Contact [commercial@maidenheadunitedfc.org](mailto:commercial@maidenheadunitedfc.org) to join on us on journey*