

AFC FYLDE

THE FOOTBALL TEAM OF THE FYLDE COAST



BUSINESS OPPORTUNITY

THERE HAS NEVER BEEN A BETTER TIME TO ASSOCIATE YOUR BUSINESS WITH AFC FYLDE.





Welcome to Our Club



AFC Fylde “The Coasters” are the fastest growing Football Team on the Fylde Coast. In 2008 to embrace the greater football community, the club changed its name from Kirkham and Wesham to become AFC Fylde.

This change was made in order to further the club’s ambition to develop and grow throughout the region and ultimately become an established member of The Football League by 2022.

This season AFC Fylde will play in the Conference North, with only two promotions now separating the club from The Football League. Over the past few years the club’s rise to fame has been almost meteoric, including reaching the 1st Round Proper of the F.A Cup in 2013, where the Coasters took on the famous Accrington Stanley.

The club currently play their First Team fixtures at the picturesque Kellamergh Park, however, due to the ambition and great support of the fans and the Club’s Chairman, plans have recently been passed for a new multi-million pound sports complex. Located just outside Kirkham and just a quarter of a mile from Junction 3 of the M55, these facilities are scheduled to be fully operational by the start of the 2015/16 season.

This exciting community complex will incorporate superb modern facilities including; a full size outdoor 3G football pitch, a full size hockey pitch and six ‘multi-use games areas’ which will be used for a variety of sports.

AFC Fylde takes great pride in being a club that is at the very heart of the community, providing first class benefits and facilities to people of all ages.

The People of AFC Fylde



David Haythornthwaite, Chairman

David joined the club in 2007. He had previously tried to buy Blackpool FC twice and was eventually persuaded by the Club's President and long term friend Dai Davis to join what was then known as Kirkham and Wesham.



Dai Davis, President

Dai's association with the club started as a player in the 60's, he became Chairman in 1993. Dai facilitated the move to Kellamergh Park in 2007 and was joined by good friend and local businessman David Haythornthwaite. Together they kick-started the club's transition to AFC Fylde and subsequent rapid movement up the footballing ladder.



Dave Riche, Commercial Manager

Over the last decade, Dave has worked for a number of clubs including Nuneaton, Hinckley United and Woking before moving back closer to home with Fleetwood Town where he was Business Development Manager as the club gained promotion to the Football League. The past 18 months have been spent with Chester FC in the Conference Premier experiencing the unique fans owned model.



Dave Challinor, First Team Manager

The former Tranmere Rovers, Stockport County and Bury central defender made over 400 appearances as a professional. He joined the club from Conference North side Colwyn Bay in 2011, where he had won consecutive promotions as Captain then Manager. Dave guided the club to the Evo-Stik - Division One North title in his first season and in 2013/14 promotion to The Football Conference North.

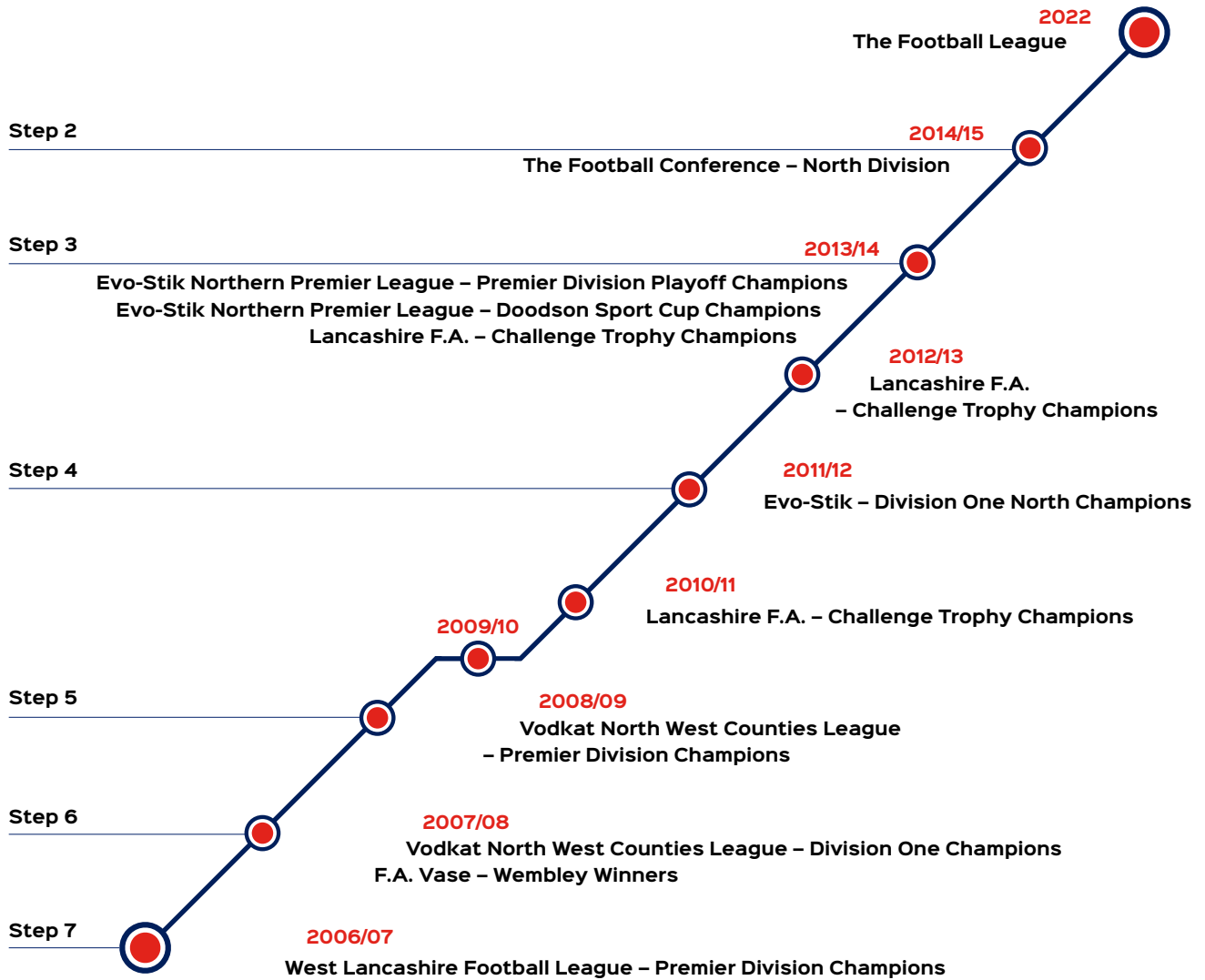


Tom Hutton, Director of Community Foundation

AFC Fylde's Community Foundation was launched in 2012 and is led by its Director, Tom Hutton, who was previously responsible for delivering the YMCA's community programme.

The Foundation delivers activities in over 90% of schools on the Fylde Coast, impacting over 2000 residents every week.

The Rise and Rise of AFC Fylde



After winning the West Lancashire Football League seven times in eight seasons as Kirkham and Wesham, we finally secured our own ground, Kellamergh Park, for the start of the 2007/08 season and began our meteoric rise through the leagues, which along the way included winning the F.A Vase at Wembley Stadium in May 2008.

AFC Fylde Moving Forward



With the move into our planned new Stadium and Multi-Use Sports Facility scheduled for next season, AFC Fylde will be able to provide numerous opportunities for businesses to get involved with the club and community.

The facilities of our new complex will include:

- A 6,000 capacity stadium
- Two all-weather 3G multi-purpose sports pitches
- Six 3G 5-a-side football pitches
- A sports science and educational facility
- Opportunities for netball and tennis

Ground Naming Rights



This is an extremely prestigious and exciting development and is a great opportunity for organisations to gain recognition from the hundreds of thousands of people who will use these facilities each and every year.

The new stadium is yet to be named and as such you and your business could be the first. Whether it is airlines such as Etihad and Emirates, credit card companies such as American Express or Barclays, all have recognised the value of associating their brands with football clubs. This could be your great chance.

If you are interested in this unique opportunity please contact Charlie Hay to discuss the opportunities and availability in greater detail.



David Haythornthwaite, Club Chairman
Peter Street, The Cardboard Box Company
Dai Davis, Club President

Primary Club Sponsorship



Neck Sponsor



Tail Sponsor

The second highest profile association with AFC Fylde is advertising your brand and business through the **Primary Club Sponsorship**. This sees your company's logo on the club's playing kit, as well as the management's and player's training clothing, travel-wear and tracksuits.

Historically one of the most prestigious places to promote your brand, the club's home and away playing kit will be seen locally and nationally by thousands of people each season

We'd like to thank our current Sponsor, Peter Street of The Cardboard Box Company for their support of AFC Fylde.

The Cardboard Box Company are currently in the middle of a two year deal with the club and this will come up for review again in the 2015/16 season.

Associate Club Sponsorship

Many other branding opportunities are available through **Associate Club Sponsorship**.

We'd like to thank our Associate Club Sponsor, Dave Huck at Huck Construction for their continued support and partnership with AFC Fylde.

We have many other kit-branding opportunities tailored to the individual business needs, including;

Playing Kit 'Neck' or 'Tail' Sponsor

Replica shirts are sold in the club shop and on the website, with large numbers of our loyal and passionate supporters purchasing the kit each season, your brand will be highly visible and be strongly associated with the club and all of its continued success and exposure.

Match Hospitality & Sponsorship



There's something very special about AFC Fylde's Kellamergh Park. The atmosphere, the excitement and the passion will provide you with the definitive hospitality experience.

As a match-day VIP, you'll combine the buzz of a match-day with exceptional hospitality and a feast of attractive football, giving you and your guests a truly memorable day out.

Our hospitality packages suit all needs and requirements, whether you are looking to book a group celebration, treating yourself with family and friends, or entertaining clients, there is a season packed full of exciting fixtures to choose from. Book your places today to avoid disappointment!



Hospitality is not only a thoroughly enjoyable day out, but also a fantastic way to promote your business to a ground packed full of supporters on the day.

At Kellamergh Park, your memories will last far longer than 90 minutes.



Package Categories



Gold

Barrow
Chorley
Stockport County



Silver

Boston United
Brackley Town
Bradford PA
Guiseley
Harrogate Town
Hednesford Town
Hyde
Lowestoft Town
Stalybridge Celtic
Tamworth



Bronze

Colwyn Bay
Gainsborough Trinity
Gloucester City
Leamington
North Ferriby United
Oxford City
Solihull Moors
Worcester City

Match Sponsor



The crème de la crème of hospitality packages, perfect for you and your guests in the surroundings of our VIP suite. Includes the following for a minimum of six people:

Pre-Match

- Welcome drink on arrival
- Three course meal and coffee
- Pay bar facility in the suite throughout the day
- Complimentary match-day programme
- Reserved car parking
- Exclusive AFC Fylde gift-pack
- Sky Sports with all the up-to-the-minute reports

Match

- Director's Box seating
- Half-time refreshments

Post-Match

- Selection and presentation of the 'Man of the Match' award
- Signed, framed photo with your 'Man of the Match'

Advertising Elements

- Full page, full colour advert in the match-day programme
- PA announcements recognising your contribution throughout the day
- Dedicated section in the match-day programme
- Company name on VIP suite welcome board

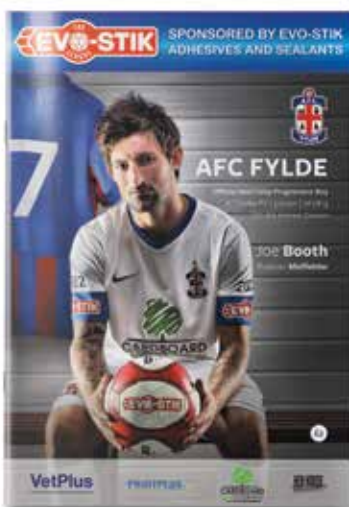
Gold: £385 for a table of six

Silver: £325 for a table of six

Bronze: £265 for a table of six

*all prices exclude VAT

Ball or Programme Sponsorship



A truly relaxing and informal experience, including those extra touches that give you and your guests a VIP day to remember in our exclusive Sponsor's Suite. Benefits included with these packages for a minimum of two people are as follows:

Pre-Match

- Welcome drink on arrival
- Three course meal and coffee
- Pay bar facility in the suite throughout the day
- Complimentary match-day programme
- Reserved car parking
- Exclusive AFC Fylde gift-pack
- Sky Sports with all the up-to-the-minute reports

Match

- Prime main-stand seats adjacent to the half-way line
- Half-time refreshments

Post-Match

- Presentation of an autographed ball or framed match-day programme

Advertising Elements

- Quarter page, full colour advert in the match-day programme
- PA announcements recognising your contribution throughout the day
- Dedicated section in the match-day programme
- Company name on VIP suite welcome board

Gold: £60 per person for tables of two-four

Silver: £50 per person for tables of two-four

Bronze: £40 per person for tables of two-four

*all prices exclude VAT

AFC Fylde Squad 2013/14



Back Row: Stephen Jackson (Physio), Danny Lloyd, Casper Hughes, Mi
 Josh Langley, Harry Winter, Matthew Blinkhorn, Ryan Charnley

Front Row: Jake Gregory, Luke Denson, Adam Sumner, Richie Allen
 Bradley Barnes, Sean Co



2013/14 Winners of the following:

- Evo-Stik Northern Premier League Premier Division Play off
- Doodson Sport League Challenge Cup
- The LFA Challenge Trophy
- Presidents Cup for Fair Play

The Success Story Continues



Michael Barnes, Andy Russell, Matty Hughes, Dave Hankin, Ben Hinchcliffe,
, Mick Baldwin (Kit Manager), Andy Pilkington (1st Team Coach)
, Dave Challinor (Manager), Colin Woodthorpe (Assistant Manager),
ke, Karl Noon, Joe Booth



Associate Match Sponsor



Match-day hospitality VIP treatment in the delightful surroundings of the Sponsor's Suite, delivered at very affordable prices. The day includes the following benefits for each guest:

Pre-Match

- Welcome drink on arrival
- Three course meal and coffee
- Pay bar facility in the suite throughout the day
- Complimentary match-day programme
- Exclusive AFC Fylde gift-pack
- Sky Sports with all the up-to-the-minute reports



Match

- Prime main-stand seats adjacent to the half-way line
- Half-time refreshments

Post-Match

- Pay bar facility in the VIP suite



Gold: £55 per person
Silver: £35 per person
Bronze: £30 per person

*all prices exclude VAT

Director's Lunch

Enjoy the prestige and luxury of the Director's Box for the day, including a wonderful three-course meal and wine with the Chairman, President and other directors. This is an ideal opportunity to network with other business men involved in the footballing community.



Gold: £65 per person
Silver: £55 per person
Bronze: £45 per person

*all prices exclude VAT

Match-day Mascot



Every young football fan's dream! Treat your son or daughter to the match-day experience of their lives! They'll be able to visit the dressing room pre-game and collect autographs, lead the Coasters onto the pitch and even join in the handshakes, all accompanied by 'Syd the Seagull', our club mascot. All topped off by wearing their brand-new AFC Fylde kit from arrival!

This memorable day includes the following benefits for two adults and two children:

Pre-Match

- Gift & presentation of replica kit on arrival
- Complimentary match-day programme
- Tea, coffee, soft drinks and sandwiches
- Visit the dressing room for autographs
- Lead the team onto the pitch
- Join in the 'handshake' and warm up with the club mascot
- Exclusive AFC Fylde gift-pack

Match

- Prime main-stand seats adjacent to the half-way line

Post-Match

- Pay bar facility in the VIP suite

Any Home Game: £75 per family

*all prices exclude VAT

Stadium Advertising 2014/15



Installed at the ground, these highly visual advertising boards are a great way to promote your business and show your support for the club. They offer superb brand awareness and give your business the opportunity to reach thousands of fans and potential customers each year.

The boards can also feature in media photos, potential TV coverage and promotional material throughout the season.

Two Options:

Pitch-Side or Crowd-Facing

Two Sizes:

10 ft or 20 ft



Pitch-Side Advertising Boards:

10ft Board: £500 per season or 12 monthly instalments of £50
20ft Board: £750 per season or 12 monthly instalments of £70

Crowd-Facing Advertising Boards:

10ft Board: £350 per season or 12 monthly instalments of £35
20ft Board: £500 per season or 12 monthly instalments of £50



Extra advertising boards situated on the approach to the ground are available.

All advertising board agreements are for a two-year period

*all prices include full cost of production and installation

*all prices exclude VAT

Programme Advertising 2014/15



We pride ourselves on producing the highest quality colour programmes that are available to supporters. With 21 home league matches this season alongside cup and pre-season games, this gives your business the opportunity to reach thousands of potential new customers each season and offers superb value for money!

Full-Page Colour Advert:

£500 or 12 monthly instalments of £50

Half-Page Colour Advert:

£300 or 12 monthly instalments of £30



Quarter-Page Colour Advert:

£200 or 12 monthly instalments of £20

Sixth-Page Colour Advert:

£150 or 12 monthly instalments of £15

*all prices exclude VAT



Website Advertising 2014/15

Our new AFC Fylde website is becoming one of the most-visited in Non-League Football. By advertising on the website not only will you gain a great association with the football club, you will also have the opportunity for the thousands of visitors each week to directly link to your own website.

Our new website also features a specific commercial page, this will contain your company name and logo, contact details and a short blurb about your business.

Website Advertising Pricing

Option One: Primary AFC Fylde Website Sponsor: £2500 per season

Your company brand and/or logo will feature prominently on the official club website in a fixed position on every page throughout the season. You will also feature on various promotional material and events as our Primary Website Sponsor.

Option Two: Website Banner Advertisement on Home Page: £250 per season

Once again another superb way of gaining a high-impact association with the club, offering fantastic value for money! Your company brand and/or logo will feature prominently on the home page, noticed by the thousands of visitors each week throughout the season.

Option Three: Website Banner Advertisement on Selected Page: £100 per season

A low-cost way of advertising your business, product or services through regularly visited pages of our website such as First Team Profiles or Fixtures. Amazing value for money!

Option Four: Website Business Page Feature: £50 per season

This includes company name and logo, contact details and a short blurb about your business. A great way to gain an association with the club whilst having your details available to all of our visitors.

Easy instalment payment-plans can be arranged

*all prices exclude VAT



Charter
partnership

100 Club Membership



- Website Business Page feature - This includes company name and logo, contact details and a short background to your business
- '100 Club' logo which can be advertised on company stationery and website
- Certificate of '100 Club' Partnership for display at your business
- 10% off all merchandise
- 2 numbers in the weekly Fylde Sports Lottery draw
 - chance to win over £1000 for your company
- Acknowledgment on the Fylde Sports Lottery results sheet
 - distributed to over 2000 homes on the Fylde

£100 per season

Easy instalment payment-plans can be arranged

*all prices exclude VAT

2022 Membership



- Individual company branding and/or logo advertising board on stadium approach
- 10ft prominent pitch-side advertising board
- Website Business Page feature - This includes company name and logo, contact details and a short blurb about your business
- Match Sponsor package for a game of your choice, for four people
- Half-page full colour match-day programme advert for duration of 2014/15 season
- Full-page dedicated business article or advert in a match-day programme
- Two AFC Fylde Season Tickets for 2014/15 season
- A signed, framed AFC Fylde Shirt
- Framed certificate of '2022 Club Membership'
- Twenty match tickets for clients, customers or staff
- Use of AFC Fylde logo relating to sponsorship on your company's website or stationary
- Photo at the ground as '2022 Club' members next to your pitch-side advertising board, with a website article welcoming your company to the club
- 2 numbers in the weekly Fylde Sports Lottery draw
 - chance to win over £1000 for your company
- Acknowledgment on the Fylde Sports Lottery results sheet
 - distributed to over 2000 homes on the Fylde

Total value if bought separately: £1950

One Season: £1000 or 12 monthly instalments of £95

*all prices exclude VAT

Player Sponsorship 2014/15



This is a fantastic opportunity to sponsor your favourite AFC Fylde player and gain exposure through the match-day programme and website as a player's official sponsor.

These ever-popular packages include the following:

- Your sponsorship details in every match-day programme
- Sponsorship details on the website of your chosen player's profile, including a link directly through to your own website
- Signed photo with your sponsored player

Home Kit Sponsorship only £75

Away Kit Sponsorship only £50

*all prices exclude VAT



Birthdays and Parties

AFC Fylde is now offering children's parties either at the club or at your venue.

For parties at our Kellamergh Park home, children will have the use of the training pitch where they can have the option of participating in a number of sporting games and activities.

Should you require the club to cater for your party, we will host this in our exclusive Sponsor's Suite at the ground, overlooking the pitch.

The birthday boy or girl will receive a trophy from the club and each of the party members will get a certificate in order to remember the day.

At each party we can also arrange a visit from our official club mascot, 'Syd the Seagull'.

(Sporting games and activities will last for 1 hour, with food and refreshments in the Sponsor's Suite served afterwards.)

Party Cost:

£12 per child including food

£8 per child not including food

All parties are subject to a minimum of 10 children



AFC Fylde Community Foundation At the Very Core of our Ethos



AFC Fylde’s Community Foundation was launched in 2012 and is led by its Director, Tom Hutton, who was previously responsible for delivering the YMCA’s community programme.

The Community Foundation has dramatically grown in size, now boasting over 20 members of staff. It has gained an outstanding reputation for providing a safe, fun and engaging atmosphere with an exemplary delivery of service and keeping costings in line with the club’s policy of enabling ‘sport for all.’

The Foundation hand-picks highly qualified coaches with extensive experience in delivering multiple sports and ensuring all AFC Fylde customers receive the very best standards of care and coaching.

Proudly supported by our main partners, BAE Systems and the Frank Whittle Partnership, the Foundation delivers activities in over 90% of schools on the Fylde Coast, impacting over 2000 residents every week.

The AFC Fylde Community Foundation are partnered with the following organisations; Lancashire County Council, Fylde Council, Wyre & Fylde Schools Sports Partnership, Sport England, Fylde Community Safety Partnership, NHS and Lancashire Police.



AFC Fylde Community Foundation High Profile Investor Opportunities

BAE SYSTEMS

Main
Community
Partner



Associate
Community
Partner



Partner
Opportunity
Three



Partner
Opportunity
Four

Alongside our proud association with BAE Systems, the club is looking for our organisations to support and assist in its growth and delivery of activities across the region.

We have various opportunities available to support this department.

These high-profile opportunities would see your company, brand or organisation featuring prominently alongside our existing main partner and appearing in association amongst the vast work this department does within schools, the council, local community, sports and activities camps.

To discuss any of these opportunities, please contact Charlie Hay, Business Development Manager.

Contact Details



For further information relating to the various opportunities available in relation to AFC Fylde Football Club, please contact

**Dave Riche, Commercial Manager
Club Shop**

6 Station Road
Kirkham, Preston
PR4 2AS



AFC Fylde Stadium

Kellamergh Park
Bryning Lane, Warton
PR4 1TN

Call 07525 323 775

Email dave.riche@afcfylde.co.uk

www.afcfylde.co.uk

 [/afcfylde](https://www.facebook.com/afcfylde)

 [@afcfylde](https://twitter.com/afcfylde)

