

The Stutes



Histon Football Club

Partnership & Sponsorship Brochure

2024/25

Contents



Partnership opportunities from £25+vat

01

WELCOME FROM
THE CHAIRMAN

02

STATS & FIGURES

03

MATCH SPONSORSHIP &
MATCHBALL SPONSORSHIP

£150 & £50+VAT

04

PLAYER
SPONSORSHIP

£100+VAT

05

PITCH SIDE
ADVERTISING

£350+VAT

06

PROGRAMME
ADVERTISING

£100-£250+VAT

07

KIT SPONSORSHIP

POA

08

STAND, SITES,
& DUGOUTS

£300+VAT

09

WEBSITE &
SOCIAL MEDIA

£750+VAT

10

SPONSORSHIP
PACKAGES

FROM £700 + VAT

11

STADIUM NAMING
RIGHTS PACKAGE

POA

Welcome From The Chairman



This time last year I referenced that as with all football clubs we have enjoyed highs and lows. These include beating Leeds at home in the FA CUP and more recently being relegated in the 2021/22 season.

And last season was no different, after a very disappointing start which led to a change in our first team manager, we finished the season strongly. In fact, our form was so strong, if we can replicate that from the beginning of next season we will be in the plays-offs for promotion.

It's also easy to reflect and measure success or failure by the performance of the first team alone. Of course, this is important but there is so much more to consider. For example, off the pitch, despite the difficult financial environment, the club remained profitable despite losing our tenants Cambridge City. We achieved this by growing our match day revenue and bringing back the club house/bar and burger bar under our control. Big steps in securing the long-term future of the club.

But back to what happened on the pitch. I am delighted we have added another ladies team which provides a new pathway to senior ladies' football, and collectively our youth teams performance was outstanding, with five league and cup successes. Furthermore, sixteen youth players featured for our men's reserve team and nine players featured for our men's first team. Not many clubs can match that!

The Histon FC Board remain fully committed to grow this famous football club on a sustainable

basis and our first team will continue to play in the United Counties League covering Cambridgeshire, Northamptonshire, and Bedfordshire. Following the appointment of Chris Nunn and his talented back room staff to lead our men's first team, we look forward to next season with a renewed level of energy and enthusiasm.

I am extremely optimistic about our future and want to say a huge thank you to our volunteers, fans, staff, and our commercial partners who make all the above possible, but there is always so much more to do. Our success depends on finding new partners we can collaborate with and in return you will be supporting a community football club who is committed to the development of children and young adults.

I look forward to welcoming both new and returning faces to Bridge Road Stadium.

Up the Stutes!

A handwritten signature in purple ink, appearing to read 'John Hall'.

John Hall
Chairman



120
years of
history



Over **8000**
X followers



4500
insta and fb followers



Biggest gate

4102 v Leeds United
in November 2008



Working with Cambridge
United development
programme



135000

website page views
last year



Almost **8000**
fans attended games
in 23/24 season



Thoday Fund
providing financial
help for boys and
girls to play football



**Scholarship
Programme**
providing full time study
and full time football

Match Sponsorship

£150 + vat

Have your company name mentioned during the line up before kick off, at half time and at the end of the game via the tannoy.

- Includes 4 complimentary VIP tickets to the game
- Meet and greet with the players and management staff in the bar after the game
- Your companys name and logo will appear on front page of match day programme
- Details added to multi media platforms
- Refreshments and food in the Board Room
- Nominate MOTM and present the chosen player with a bottle of fizz and picture taken
- 1 Car parking space allocated

Matchball Sponsorship

£50 + vat

2 People will enjoy the hospitality of the Board Room and your company will be mentioned before kick off via the tannoy.

- Includes 2 complimentary VIP tickets to the game
- Meet and greet with the players and management staff in the bar after the game
- Your companys name and logo will appear on front page of match day programme
- Details added to multi media platforms
- Refreshments and food in the Board Room
- Photographed with the captain before kick off
- 1 Car parking space allocated



Either package can be upgraded to include a signed matchball for £50 extra.

For more information, please contact us at

E: paul.smart@histonfc.co.uk | T: 07885411972

Player Sponsorship

£100 + vat



Sponsor your favourite player for the coming season. The benefits for doing so are as follows.

- Your name or logo and your player's name in the matchday programme for every home game during the season
- Your name or logo next to your player's profile on the clubs website
- Should your chosen player be voted player of the month, you will be given the opportunity to present the player a bottle of fizz and our new player of the month trophy on the pitch at the next scheduled home game
- Two tickets to the end of season awards evening

Players for all our other teams – Ladies/Reserves/Scholars/Youth/Academy are also available for sponsorship for £25 + vat and acknowledged in our Match Day Programme.

For more information, please contact us at

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Pitch Side Advertising From 1 Year £350 (3m x .75m)

Hill

hill.co.uk



1 year - £350

2 year - £600

You can maximise coverage of your business with a pitchside advertising banner which will be on display during all Histon FC matches and matches hosted by the Cambridgeshire FA.

The benefits of having a pitchside advertising board are as follows:

- Key advertising for your company or product
- Coverage at both Histon FC men, women and under 18 fixtures
- Possibility of exposure via Cambridge News and Cambridge Independent newspapers
- Exposure to the club website, and social media via our matchday galleries
- Up to 4 tickets to a match of your choice

CurryPalace
Cottenham
Tel: 01954 250 257 www.currypalacecottenham.co.uk



Cambridge Connections
Chauffeur Services



www.cambridgeconnections.co.uk

FDS
(CAMBRIDGE) LTD

For more information, please contact us at

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Programme Advertising From

From £100 + VAT



This is a popular option among regular and one off visitors to the stadium, and programme advertising is a good option for many local businesses. Your company will be featured in our professionally printed full-colour glossy brochure which is printed for every Histon FC league and FA Cup game which will be approximately 20 times per season.

Prices are as follows:

(Price includes all league and cup games, where a full programme is produced)

Full Page
£250 + VAT

Half Page
£150 + VAT

Quarter Page
£100 + VAT

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Kit Sponsorship

POA



The most recognisable form of football sponsorship – your brand emblazoned on our various teams shirts.

All our teams – First, Ladies, Reserves, Scholars, Youth and Academy kits are available for sponsorship. Please contact us for availability and with the option to include shirt front, back, sleeves, shorts and training kit. We can create a package to suit all budgets.

For more information, please contact us at

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Stand, Sites, And Dugouts

From £300 + VAT



Position your company advertising boards in various prime locations around our superb non-league football stadium for maximum exposure.

You will of course be added to our website sponsorship pages and also be seen on our video highlights.

Home And Away Dug-Outs – £1000+VAT pa for a minimum term of 2 years

The home and away dug-outs are immediately in front of our main seating stand including the club bar and Board Room. Your brand and logo will be placed on the dug out roofs for maximum exposure.

Stand Sponsorship – POA

Position your company name and logo on any one of our 3 available stands. i.e our main stand and our covered terraces behind each goal.

Various sites including Bar from £300+VAT

We have numerous sites around the ground suitable for advertising your company and brand.

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Website & Social Media

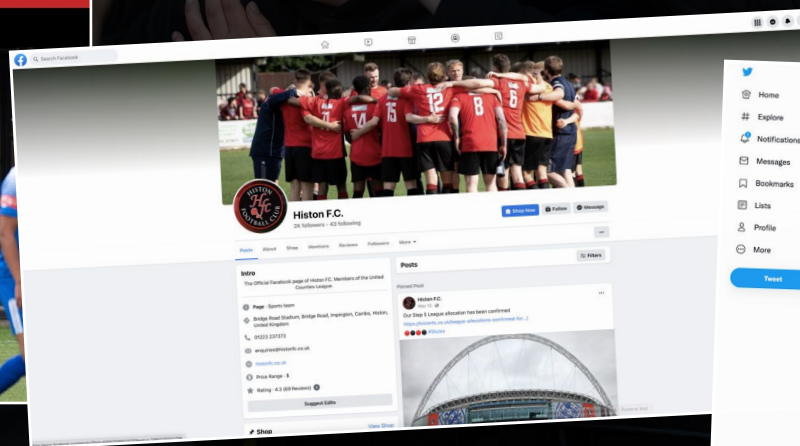
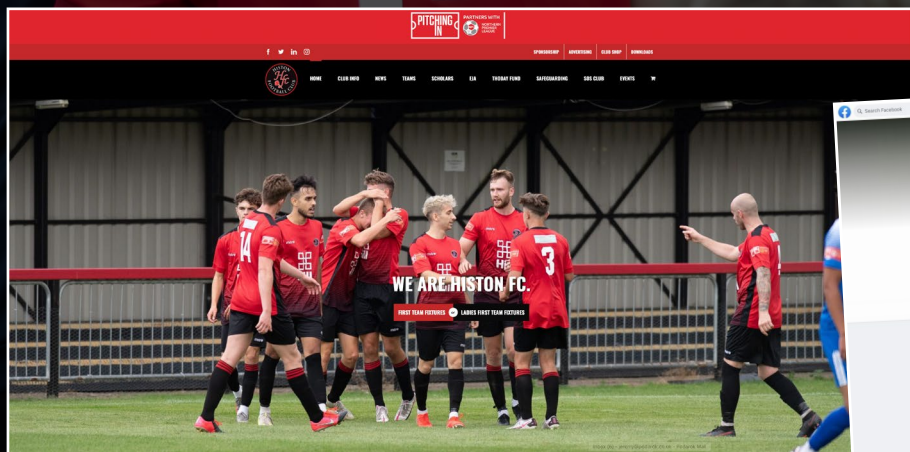
£750 + VAT



With a loyal and engaged audience across various platforms we can promote your services.

As our website and social media sponsor you will gain exposure not only through our go-to spot for all Stutes fans but also our various media platforms. The package includes

- Hyper Linked logo header on every site page
- Sponsor Branding in banner area of our platforms
- Opportunity to reach our growing social media platforms. For example Twitter has over 7000 followers.
- X 2 Season Tickets



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Sponsorship packages

From £700 + VAT



Our "Stutes" sponsorship packages contain all-in-one popular options to suit most budgets and offered with sizeable discounts.

BRONZE PACKAGE		£700
Pitch Side Board	1	£350
Player Sponsorship	1	£100
Season Ticket	1	£170
Match Ball Sponsorship	1	£60
Match Day Sponsorship	1	£150
Package Value		£830
Discount		£130

SILVER PACKAGE		£1,500
Pitch Side Board	2	£700
Player Sponsorship	2	£200
Season Ticket	2	£340
Match Ball Sponsor	2	£180
Match Day Sponsor	2	£300
1/2 Page Advert	1	£150
Package Value		£1,870
Discount		£370

GOLD PACKAGE		£3,750
Pitch Side Board	3	£1,050
Player Sponsorship	3	£300
Season Ticket	4	£680
Match Ball Sponsor	3	£240
Match Day Sponsor	3	£450
Full Page Advert	1	£250
Warm Up Kit Sponsor (Mens First)		£2,000
Package Value		£4,970
Discount		£1,220

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Stadium Naming Rights Package

POA

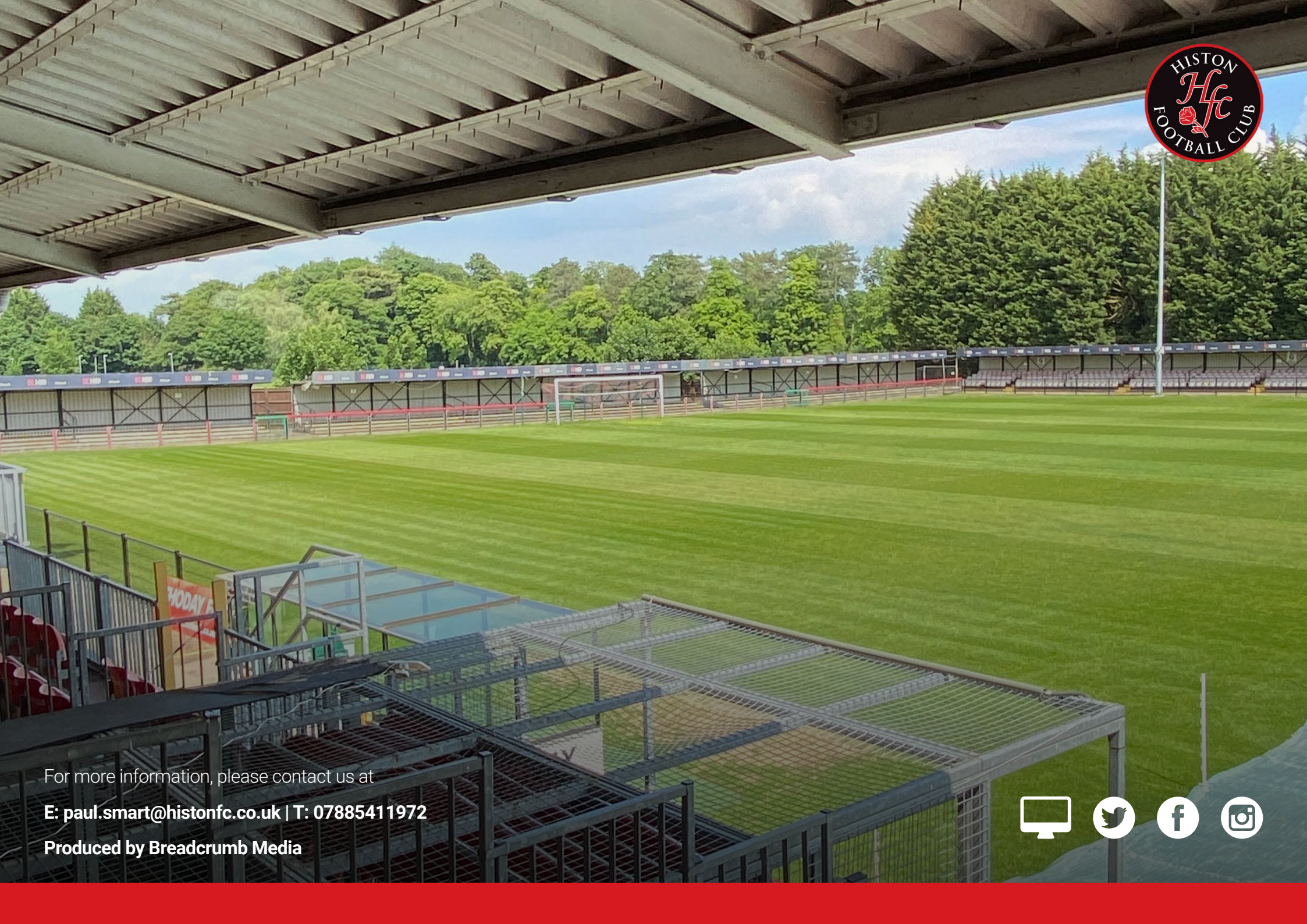


Your company name and logo will take place of the traditional Bridge Road Stadium name. The package will include

- Signage including name and logo on to the exterior perimeter building wall welcoming fans to the stadium.
- The primary sign can also be seen by passing traffic along the busy Histon Road
- It will be continually featured across our multi media platforms including our website
- Your name will appear on the front page of our match day programmes
- It will feature in local news media
- You will receive 4 x season tickets
- And include 2 x match sponsorships of your choice including Board Room refreshments.

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