



COMMERCIAL BROCHURE

2025/
2026

Elevate Your Brand, Empower Our Community

THE
VESTACARE
STADIUM



AMBITION FUELS OUR CLUB, YOUR SUPPORT DRIVES OUR FUTURE.

CONTENTS

Introduction to Avro Football Club	Page 2	Ball Plinth	Page 8
Why Partner With Avro Fc?	Page 3	Match Sponsorship Package	Page 9
Our Values	Page 4	Match Ball Sponsorship Package	Page 9
Engagement & Community Impact	Page 4	Key Digital Partner	Page 10
Our Recent History	Page 5	Social Media Advertising	Page 10
Pitchside Perimeter Advertising	Page 6	Man Of The Match Sponsorship	Page 10
Spectator Stands Advertising	Page 6	Player Of The Month Sponsorship	Page 11
Stand Sponsorship	Page 7	Academy Sponsorship	Page 11
Dugouts & Tunnel Sponsorship	Page 7	Matchday Hospitality	Page 12
Press Gantry	Page 7	Packages	Page 13
Scoreboard	Page 7	Tailored Packages For Your Unique Business Needs	Page 14
Player Sponsorship	Page 8	Contact Us	Page 15
Substitutes Board	Page 8		

INTRODUCING AVRO FOOTBALL CLUB

Rooted in Oldham, a force in the Northern Premier League and a symbol of unity and progress since 1936. We are more than just a club, we're a community.

As a partner of Avro FC, you can expect to be part of something special. You'll be partnering with a club that has a growing profile in the English non-league game. Your message will reach hundreds of passionate supporters at our home games and thousands more engaged followers worldwide via our social media networks. But beyond the pitch, you'll be part of a club that invests in and supports the communities of Oldham and beyond. We are dedicated to improving community welfare and wellbeing, education, employability, and inclusion in sport through football development.

Ways to get involved!

Participate | Support | Sponsor | Volunteer



WHY PARTNER WITH AVRO FC?

Elevate Your Brand with Avro FC

Align your business with a club that embodies ambition and community spirit.

Partnering with Avro FC offers amazing opportunities for brand exposure and community engagement.

Why Choose Avro FC?

EXTENSIVE REACH

Connect with a passionate local and global audience through matchday exposure, social media, and community events.

COMMUNITY ALIGNMENT

Support initiatives that make a tangible difference in the lives of young people and the wider Oldham community.

INVESTING IN THE FUTURE

Partner with a club that prioritises youth development, boasting 20+ academy teams.

STATE-OF-THE-ART FACILITIES

Benefit from association with a club that invests in excellence, with stadium and training facilities that exceed league standards.

ENGAGING OUR COMMUNITY

Tap into the energy of thousands of dedicated followers and hundreds of consistent matchday attendees.

PROVEN TRACK RECORD

Align with a club that consistently delivers on-field success, with 3 promotions in the last 4 years.

MAXIMISING YOUR INVESTMENT

Choose from tailored partnership packages designed to meet your specific marketing goals and budget.



SUCCESS STORIES

Oldham Volkswagen and Van Centre:

"Their collaboration with us has bolstered their local presence and driven customer footfall, demonstrating the tangible benefits of sponsorship."

OUR VALUES

COMMUNITY

Strengthening bonds and bringing people together through the love of football.

EXCELLENCE

Committed to the highest standards of performance and professionalism.

INTEGRITY

Building trust through honesty, fairness, and respect.

INNOVATION:

Leading with creativity and forward-thinking strategies.

OUR NUMBERS

12,500

TOTAL
SOCIAL
MEDIA
FOLLOWERS

75,000

AVERAGE
ANNUAL
FOOTFALL AT
THE VESTACARE
STADIUM

1,750

AVERAGE
WEEKLY
FOOTFALL AT
THE VESTACARE
STADIUM

400

AVERAGE
MATCHDAY
ATTENDANCE AT
THE VESTACARE
STADIUM

ENGAGEMENT & COMMUNITY IMPACT

EXPERIENCE THE THRILL

At The Vestacare Stadium, match days are a celebration of community spirit, where every fan's voice is heard. Our supporters create an unforgettable atmosphere that resonates far beyond our stadium.

Highlights:

ELECTRIC ATMOSPHERE. Over 400 fans making every game an unforgettable experience.

COMMUNITY EVENTS. Engaging activities that bring fans and players closer together.

FAN INVOLVEMENT. Opportunities for fans to actively participate and share their voice.

Community Initiatives:

YOUTH DEVELOPMENT PROGRAMS

Supporting 20+ youth teams through training and mentorship.

LOCAL BUSINESS COLLABORATIONS

Joint events and promotions that benefit both the club and local businesses.

OUR RECENT HISTORY



A third Premier Division title earns us promotion to Division One North of the North West Counties Football League.



2017

2018



We leave our Failsworth home – The Lancaster Club and move to a newly built stadium in Oldham, The Vestacare Stadium.

We finish sixth in our first full season in the NWCL Premier Division after a curtailed 2019/20 and 2020/21 campaign.



2019

2022



We finish runners up in our first season in semi-professional football and are promoted to the NWCFL Premier Division by virtue of our Points Per Game average.

We finish eighth in our first season in the Northern Premier League, only five points off the playoffs.



2023

2024



We finish runners up in the Premier Division and are promoted to the Northern Premier League after a 2-1 victory against Lincoln United in the Inter Step Play Off Final.

STADIUM ADVERTISING

Pitchside Perimeter Advertising

Get your brand seen by thousands each week with our pitchside perimeter banners at The Vestacare Stadium. Ideal for small businesses, this cost-effective method promotes your brand to a diverse local community.

KEY FEATURES:

- High visibility during match days and other events
- Affordable advertising package

2m x 1m – Standard: £325

4m x 1m – Premium: £395

Spectator Stands Advertising

Advertise in our newly refurbished stands, a favourite among home and away supporters. This prime location ensures excellent exposure for your brand.

KEY FEATURES:

- High visibility in the busiest sectors of the stadium
- Direct engagement with passionate fans

From: £425



STADIUM ADVERTISING

Stand Sponsorship

Claim Your Place in Avro History:

Become a Stand Sponsor and etch your brand into the heart of Avro FC. This exclusive opportunity allows you to connect with our passionate fans and gain unparalleled visibility at the Vestacare Stadium.

KEY FEATURES:

- **Prominent Branding:** Your company name and logo prominently displayed on the stand, visible to all attendees.
- **VIP Hospitality:** Enjoy a private hospitality area with complimentary food and drinks for you and your guests.
- **Matchday Announcements:** Your brand will be announced over the PA system throughout the match.
- **Digital Exposure:** Additional exposure through our website, social media, and matchday program.

From £5,000

Dugouts & Tunnel Sponsorship **From £1500**

Immerse your brand in the heart of the action with Dugouts & Tunnel Sponsorship. Your logo will be featured in one of the stadium's most photographed areas.

- KEY FEATURES:**
- Branding behind home and away benches
 - Exposure during substitutions and highlights
 - Prominent display in post-match coverage

Press Gantry **£2000**

Sponsor the press gantry and have your brand front and centre on match days. Your logo will be visible to thousands of fans and featured in press photos and videos.

- KEY FEATURES:**
- Prime location in the press area
 - Mention in PA announcements
 - Exposure in media coverage

Scoreboard **£ To Be Discussed**

Showcase your business on our scoreboard, a central feature of all home fixtures. Your branding will capture the attention of everyone in the stadium.

- KEY FEATURES:**
- High visibility to all attendees
 - Bright, vivid display
 - Enhances match day experience

PLAYER SPONSORSHIP

Support the team and connect with a player through our affordable player sponsorship package.

KEY FEATURES:

- Four match tickets
- Social media announcement
- Logo under player's photo in the matchday programme
- Company name & logo on the website
- Signed letter and squad picture from your chosen player

Cost: £150

Looking for a unique opportunity? Consider sponsoring our manager or one of our hardworking backroom staff members.

Your support goes beyond the pitch – it's a chance to build a meaningful relationship with the heart of our club.

SUBSTITUTES BOARD

Get your brand noticed during key match moments with our electronic substitutes board sponsorship.

KEY FEATURES:

- High visibility during substitutions
- Inclusion in highlights packages

£500

BALL PLINTH

Showcase your brand as the match ball is brought onto the pitch. Ideal for creating impactful marketing content.

KEY FEATURES:

- Prominent display at the start of the match
- Excellent photo opportunities

£500

MATCHDAY OPPORTUNITIES

Match Sponsorship Package **Cost: £450 for a table of 6 guests**

Experience a spectacular match day and gain brand exposure with our match sponsorship package.

KEY FEATURES:

- Private, glass-fronted box with prime views
- Reserved parking spaces
- Pre-match meal and complimentary bar
- Full-page advert in the matchday programme
- Social media and PA system announcements
- Commemorative photograph
- Opportunity to select and present the Man of the Match

Additional Benefits: Framed Signed Shirt

Match Ball Sponsorship Package **Cost: £195**

Promote your brand with our Match Ball Sponsorship, including match admission for guests and various promotional opportunities.

KEY FEATURES:

- Admission for 4 guests
- Reserved parking
- Half-page advert in the matchday programme
- Social media and PA system announcements
- Commemorative photograph



KEY DIGITAL PARTNER

Amplify Your Reach with Avro FC:

Become our Key Digital Partner and tap into the power of our growing online community. This partnership offers exceptional brand visibility and engagement across our digital platforms.

KEY FEATURES:

- **Logo Placement:** Prominent logo placement on our website, social media channels, and matchday program.
- **Highlights Package:** Logo integration into professionally produced match highlights videos, shared across our platforms.
- **Social Media Amplification:** Collaborative campaigns to promote your brand and engage with our followers.
- **Website Banner Ads:** Eye-catching banner ads on our website to drive traffic to your online platforms.
- **Exclusive Content:** Opportunity to create exclusive content with players and staff for your own channels.

SOCIAL MEDIA ADVERTISING

Reach a wide and engaged audience with our social media sponsorship, enhancing your brand's visibility.

KEY FEATURES:

- Collaborative campaigns
 - Targeted marketing messages
 - Alignment with Avro FC's positive values
-

MAN OF THE MATCH SPONSORSHIP

Sponsoring our Man of the Match award provides prime time exposure on social media.

KEY FEATURES:

- Photo of winning player posted on social media
- Coverage during peak engagement times

PLAYER OF THE MONTH SPONSORSHIP

Promote your business to a wide audience with our Player of the Month sponsorship, covering all sections of the club.

- KEY FEATURES:**
- Award presentation on the pitch
 - PA system announcement
 - Feature on the website and in the programme

ACADEMY SPONSORSHIP

Support the development of young talent and gain brand exposure with our Academy sponsorship packages.

- KEY FEATURES:**
- Pitchside banner at home matches
 - Social media announcements
 - Logo on the academy website



MATCHDAY HOSPITALITY



THE VULCAN LOUNGE

AT THE VESTACARE STADIUM

Enjoy match day in style with our Vulcan Lounge hospitality package, perfect for entertaining guests.

KEY FEATURES:

- Private, glass-fronted box with prime views
- Reserved parking spaces
- Complimentary bar and pre-match meal
- Digital programme and team sheet
- Private en-suite facilities

Cost: £55 per person, £30 for U16s

Discounts: 10% off for group bookings of 10
15% off for group bookings of 20



PACKAGES

BRONZE | £1,500

- 2m Pitchside Advertising Board
- Initial design and manufacture of board
- Launch of partnership on website and social media channels
- 2 Hospitality Tickets to a game of your choice
- Photo opportunity pitchside with your board
- Company logo on website partner's page

SILVER | £3,500

- x2 2m Pitchside Advertising Boards
- Initial design and manufacture of board
- Launch of partnership on website and social media channels
- 6 Hospitality Tickets to a game of your choice
- 10% discount on Match Sponsorship opportunities
- Photo opportunity pitchside with your board
- Company logo on website partner's page
- Player Sponsorship
- x6 Season Tickets
- x1 social media post per month

GOLD | £5,000

- 4m Pitchside Advertising Board
- 2m Pitchside Advertising Board
- Initial design and manufacture of board
- Launch of partnership on website and social media channels
- 8 Hospitality Tickets to a game of your choice
- 10% discount on Match Sponsorship opportunities
- Photo opportunity pitchside with your board
- Company logo on website partner's page
- Player Sponsorship
- Match Ball Sponsorship for one game
- Match Programme Advert
- x8 Season Tickets
- x2 social media post per month

PLATINUM | £7,500

- x2 4m Pitchside Advertising Board
- x2 2m Pitchside Advertising Board
- Spectator Stands Advertising
- Initial design and manufacture of board
- Launch of partnership on website and social media channels
- x2 Match Sponsorships with Hospitality
- 10% discount on Match Sponsorship opportunities
- Photo opportunity pitchside with your board
- Company logo on website partner's page
- Advert on website
- Framed signed shirt
- Match Ball Sponsorship for one game
- x2 Player Sponsorship
- Match Programme Advert
- x12 Season Tickets
- x2 social media post per month

TAILORED PACKAGES FOR YOUR **UNIQUE BUSINESS NEEDS**

At Avro FC, we understand that every business has its own unique requirements and budget constraints. That's why our dedicated commercial team is always ready to work with you to create a bespoke package that perfectly fits your needs.

Whether you're a small local business or a large corporation, we have the flexibility and expertise to craft a tailored solution just for you. Our team takes pride in their ability to listen to your specific goals and challenges and then develop a partnership package that will help take your business to new heights.

Don't miss out on this opportunity to align your brand with one of the most exciting and dynamic football clubs in the region. Contact us today to discuss how a custom package from Avro FC can benefit your business for years to come.



SUCCESS STORIES

Ethos:

"By partnering with Avro FC, Ethos has enhanced their brand visibility and connected with a broader audience through our extensive digital reach."

READY TO MAKE AN IMPACT?

Your journey with Avro FC starts here. Whether you're looking to boost your brand's visibility, engage with the community, or support local football talent, we have a partnership opportunity that's right for you.

Contact Us Today

Commercial@avrofc.co.uk

0161 413 4527

** Packages can be combined and discounted where they overlap benefits.*

** VAT is subject to be applied to packages when applicable.*

