



# CHESTERFIELD FC

**Commercial & Corporate Opportunities**



## USEFUL CONTACTS

If you want to take advantage of our many commercial opportunities, please contact our Commercial & Marketing Team:

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# INTRODUCTION

A range of commercial and corporate opportunities are available at the SMH Group Stadium.

Use the power of football and Chesterfield FC's standing in the community to promote your company's brand.

With impressive conference & banqueting facilities and a fine reputation built over the past decade, the SMH Group Stadium is an ideal venue for corporate entertainment. Treat your customers/clients to the popular VIP matchday hospitality on offer.

Please take a look at the various options available. A bespoke package can also be produced to suit your individual requirements.







## MATCHDAY SPONSORSHIP

The exclusive matchday packages that include Match, Matchball, Captain's and Programme Sponsorships, offer a unique and luxurious way to spend your day whilst catering for a variety of needs. You may be a business professional seeking a distinctive method of entertaining and impressing prospective clients, or a manager offering incentives to employees and rewarding performance or maybe looking to increase morale and team bonding.

They are also a perfect way to add that bit of extra glamour to when celebrating those special occasions from birthdays, stag and hen dos, anniversaries and everything else in between!

Overlooking the pitch, the SBK IT Solutions Spires Restaurant, located in The Van Yard (West) Stand, is an ideal setting for hosting clients or celebrating special occasions. Guests will enjoy an outstanding pre-match three-course meal with private bar facilities before taking in all the footballing action from reserved padded seats directly outside the lounge.

The SBK IT Solutions Lounge also hosts the Sponsors' Man of the Match presentation, giving you the chance to meet one of your Spireites stars after the game.



## SPONSORSHIP PACKAGES INCLUDE:

VIP Hospitality for each of your guests  
*(Additional guests may be added to suit your group size in any of our matchday packages)*

Dedicated hosts to welcome you to the SBK IT Solutions Spires Restaurant

Matchday programme for each guest

Three-course meal in the  
SBK IT Solutions Spires Restaurant

Reserved VIP padded seating in The Van Yard Stand

VIP car parking pass with reserved parking place  
(one per four guests)

Half-time refreshments

Pay bar facility

Post-match, you will take centre stage as a member of your party will be presented with exclusive signed Chesterfield memorabilia presented to you by the Man of the Match or Spireites Legend.

## YOUR ADVERTISING INCLUDES:

Company recognition on the stadium's giant LED video screen

Advert in matchday programme

Announcement of match association via stadium tannoy

Presentation picture in next available match programme

Company logo on the matchday menu in executive lounges





## OTHER OFFICIAL SPONSORSHIP OPPORTUNITIES INCLUDE:

- Stadium Sponsorship
- Shirt Sponsorship
- Stand Sponsorship
- Back of Shirt Sponsorship
- Match Shorts Sponsorship
- Stadium Hire
- Digital Opportunities
- Training Kit Sponsorship
- Website Sponsorship
- Website Advertising
- Concourse TV Advertising
- Stadium Car Park Hire
- 1866 Sport Radio

PRICES AVAILABLE ON REQUEST





## MATCHDAY VIP HOSPITALITY

Overlooking the pitch, the SBK IT Solutions Spires Restaurant located in The Van Yard (West) Stand provides the most luxurious of VIP Hospitality offerings.

An ideal setting for hosting clients, celebrating special occasions or simply wanting an upgrade for a game, you can join like-minded supporters and enjoy first-class catering plus private bar facilities.

Guests will enjoy an outstanding pre-match three-course meal before taking in all the footballing action from reserved padded seats directly outside the lounge.

The SBK IT Solutions Spires Restaurant also hosts the Man of the Match presentation, giving you the chance to meet one of your Spireites stars during your visit.

### PACKAGE INCLUDES:

Dedicated hosts to welcome you to the SBK IT Solutions Spires Restaurant

VIP Hospitality for each of your guest

Matchday programme for each guest

Three-course meal in the SBK IT Solutions Spires Restaurant

Team News and Quiz/Game

Reserved VIP padded seating in The Van Yard Stand

VIP car parking pass with reserved parking place (one per four guests)

Half-time refreshments

Pay bar facility

Post-match Man of the Match presentation.



### MATCHDAY VIP HOSPITALITY

	ADULT	UNDER 16	UNDER 12
B	£60 + VAT	£45 + VAT	£30 + VAT
A	£70 + VAT	£55 + VAT	£35 + VAT

\*Season ticket holders can upgrade to VIP Matchday Hospitality for a 10% discount on the above rate. Certain high profile games will be charged at a premium rate.



**NOTE: SEASON TICKETS ARE AVAILABLE FOR THIS LOUNGE, PLEASE ASK FOR FURTHER DETAILS.**

# National Windscreens Vice Presidents Suite

## MEMBERSHIP

The National Windscreens Vice Presidents Suite Membership is an exclusive members-only lounge that offers the perfect venue to entertain and be entertained whilst enjoying fine dining in intimate surroundings overlooking the pitch.

Membership is limited (issued on a first come, first served basis) with a small number of matchday places available for members to purchase on special occasions when you have additional guests you would like to entertain. Members will have the opportunity to renew their Vice Presidents season ticket before they go on general sale.

## PACKAGE INCLUDES:

Three course table d'hôte menu available to order for each game

Directors box seating on the halfway line

Half-time & post-match refreshments

Reserved parking (one per member)

Dedicated hostess

Dedicated waitress service

Matchday programme

Matchday team sheet



# 1866 BRAMPTON BREWERY LOUNGE

## MEMBERSHIP

The Brampton Brewery 1866 Lounge offers an informal relaxed atmosphere where you can soak up all the pre-match atmosphere with views overlooking the pitch, whilst keeping up to date with the rest of the day's football action on Sky Sports and BT Sports channels.

All guests will receive a matchday programme, teams-sheet hot off the press and will benefit from padded stadium seats. Guests can enjoy complimentary half-time tea/coffee, whilst a pay bar facility is available offering a full range of beverages and high quality snacks.

Members will be able to renew their Brampton Brewery 1866 Lounge season ticket before they go on general sale.

## PACKAGE INCLUDES:

Dedicated lounge host

Private pay bar facility

Casual bar environment

Reserved padded seats

Food available to purchase

Half-time refreshments

Reserved parking (one per two memberships)

Matchday team sheet and programme

**Dress Code** - Smart Casual (*no trainers or replica tops*)



# ADVERTISING

## STADIUM ADVERTISING

For local companies, the SMH Group Stadium presents a fantastic opportunity to increase brand recognition within the local community.

Around 200,000 visitors pass through the stadium every season and a good number of our boards are on view from our hospitality lounges daily when we host Corporate Events, Charity Dinners, Weddings, Christmas Parties, Sporting Dinners, Proms and Concerts, so your company name will be seen by the local people you are aiming to reach, over and over again.

Businesses looking to reach the widest possible audience would benefit from a camera-facing board. Not only will you be increasing your brand awareness locally, you will also be extending your potential reach nationally, with live TV coverage from BT Sport's goals highlight programmes as well as being available through Chesterfield FC's YouTube platform.

Alongside photographs in local and national newspapers, an advertising board can potentially put a company's name in front of an audience of millions. They offer one of the most cost effective branding opportunities at the football club whilst reaching a large captive audience.







## BIG SCREEN ADVERTS

The impressive LED screen takes centre stage on a matchday, providing the most flexible advertising opportunity at the stadium with options for animations, static, video and audio adverts to be shown. The screen enables you to be creative with your advertising to capture attention.

The big screen provides the most flexible advertising opportunity at the stadium with options for animations, static, video and audio adverts to be shown. The screen enables you to be creative with your advertising to capture fan's attention.

Whether you are targeting a specific game or season-long coverage, our packages are flexible and your advert can be changed from game to game to keep it fresh and unique.

Pre-match and half time loop or in-play sponsorship is available on the big screen, where your company logo/advert can be shown for maximum impact.



## MATCHDAY PROGRAMMES

Our superb matchday programme remains a cost effective vehicle through which to promote your business for the 2023/24 season. The programme is an integral part of the fans' matchday experience, with thousands of programmes sold every season.

Each hospitality guest receives a complimentary matchday programme as part of their matchday experience, making it a great way to target business owners and decision makers.

Programme advertising is a great way to target both home and away fans; it is distributed on matchdays and available at other times in the Club Superstore.

Unlike newspapers, matchday programmes are a collectable item and have a longer shelf life as they are read many times over and often passed amongst friends.

Advertising space in the programme is limited and your advert will be surrounded by lively and relevant copy. We're flexible, so you can change your adverts throughout the season to suit your own campaign

You can take a full, half or quarter page advert or maybe sponsor one of our regular features in the programme. Your business name, logo, website and/or contact details will appear on your chosen page for every game of the season.





**100,000+**  
followers



**100,000+**  
followers



**120,000**  
monthly visitors



**33,000+**  
followers



**11,000+**  
subscribers

**10,089** CAPACITY

**4**

UNIQUE HOSPITALITY SUITES

**400+**

CORPORATE GUESTS

**600+**

COMMERCIAL CLIENTS



**2.1 million+**

TESCO EXTRA CUSTOMERS PASS THE STADIUM PER YEAR

**246,000**

ALDI CUSTOMERS VISIT THEIR  
STORE OPPOSITE THE SOUTH  
STAND PER YEAR

**20,000+**

CARS  
PASS THE STADIUM  
DAILY

**2020**  
COMPLETED TAKEOVER  
OF CHESTERFIELD FC



**Chesterfield FC  
COMMUNITY  
TRUST**



**220,000**

PARTICIPANT  
SESSIONS PER YEAR

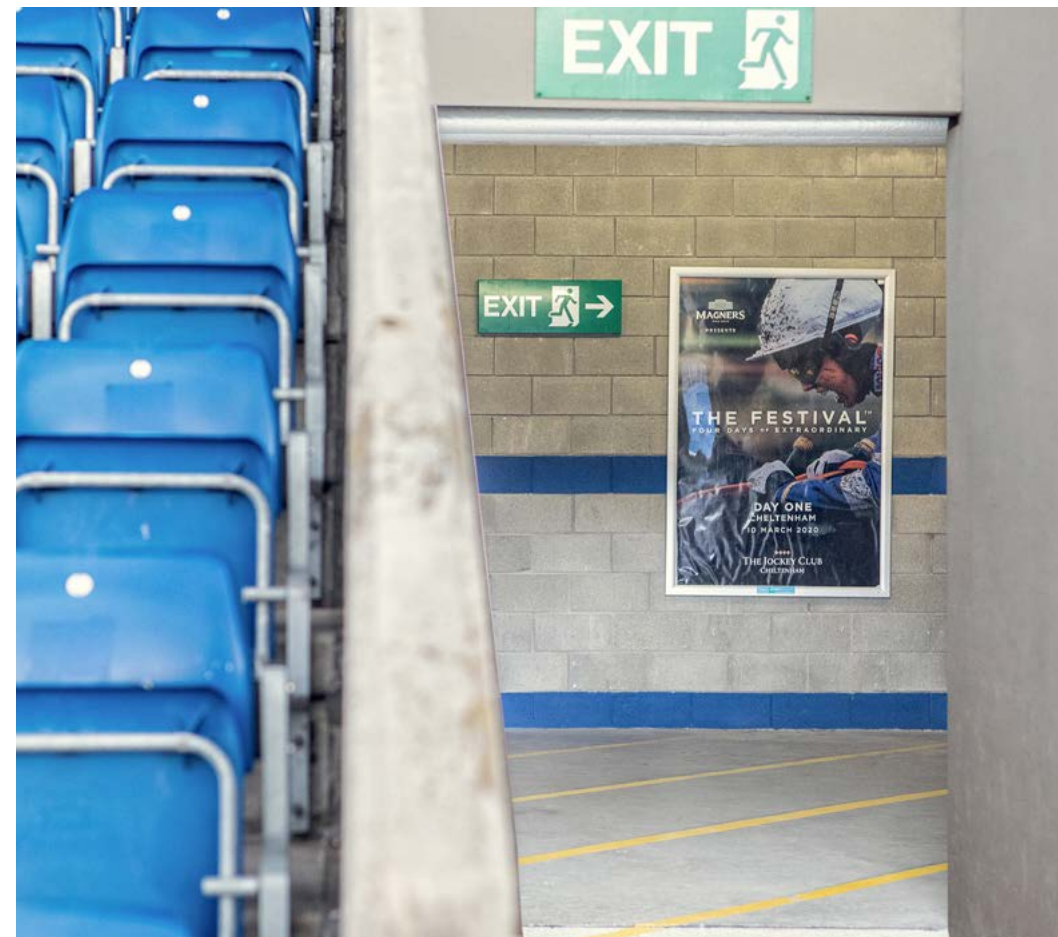


**25**

SCHOOLS ENGAGING  
WITH THE TRUST

**WIDE RANGING EXTENSIVE  
COMMUNITY PROGRAMME**

WITH SCHOOLS, EDUCATION PROVISION, RECOVERY PROGRAMMES,  
COMMUNITY LINKING & OTHER PROJECTS  
WITH WIDESPREAD MEDIA INTEREST



## CONCOURSE & TOILET POSTER ADVERTISING

Poster advertisement spaces are now available  
around the stadium.

Our concourse and toilet posters are seen every  
match day as supporters gather and use the  
facilities before and during the match. The SMH  
Group Stadium also hosts daily business activity,  
social gatherings, community based projects and  
educational platforms, providing a larger footfall  
audience through the week.

PRICES AVAILABLE ON REQUEST





## PLAYER SPONSORSHIP

Always very popular and well supported, player shirt sponsorship is an ideal opportunity for companies or fans to show their support for the club and their favourite player by sponsoring his home or away shirt for the season.

### BENEFITS INCLUDE:

Name/logo in every home matchday programme

Name/logo by player's picture on the stadium's big screen and official club website

You will also receive a letter of thanks from the team manager and receive the player's match worn shirt at the end of the season.



## GOAL SPONSORSHIP

The sponsored goals scheme is a fun and popular way for fans to show their support.

### HOW IT WORKS

You decide how much you would like to sponsor a goal for (minimum of 50p) for each of the League & Cup goals that the Spireites score throughout the season. Sponsorship amounts are payable in at the end of the season when all the goals have been counted.

### WHAT YOU GET

As a goal sponsor, your name will appear in each edition of our matchday programme





Local radio in north Derbyshire is BACK and brought to you by your favourite football team!

Serving the community, supporting local businesses and supporting the Spireites.

**Reaching an average of 25-30,000 listeners per week.**

The only place to hear full match commentary of every Chesterfield FC game.

**Available on:**

Stream via [chesterfield-fc.co.uk](http://chesterfield-fc.co.uk)  
Apple and Android App  
Amazon Alexa

**Current sponsorship opportunities:**

Breakfast  
Sports Update  
Showbiz Update  
Weekends  
The Events Guide  
View from the Kop with Jon Chubb



**FULL MATCH COMMENTARY**

The only place to hear full match commentary of every Chesterfield FC game.

Sponsored by National Windscreens, our match commentary with Phil Tooley provides coverage of every match home and away.



sponsored by **National Windscreens**





## ***LOCAL RADIO IS BACK!***

### **THE STATS**

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Average Weekly Listeners:

**25,000 to 30,000**

Maximum EVER Weekly Listeners:

**50,000**

**20-minute** average listening time per listener,  
more than many other commercial radio stations!

The **ONLY** place listeners can hear  
Chesterfield FC commentary home and away

**75%** of listeners tune in via the Google/Apple App.  
This can feature your logo and website details

**94%** UK listeners, **6%** international

**1866 Sport is by Chesterfield FC and for Chesterfield.**





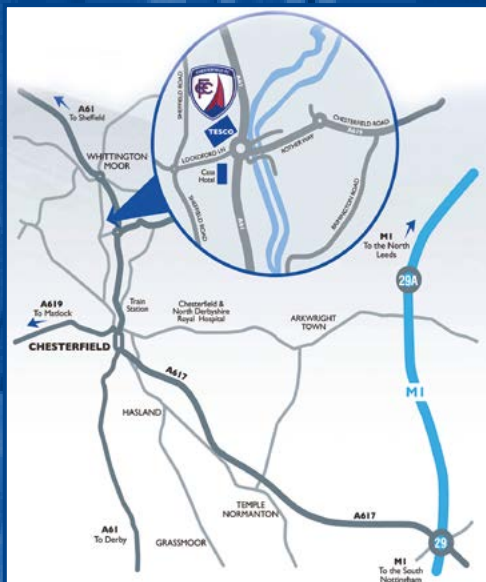
# SMH Group

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## STADIUM







**CHESTERFIELD FC**  
SMH Group Stadium  
1866 Sheffield Road,  
Chesterfield, Derbyshire, S41 8NZ  
(for older sat navs, please use S41 8LF)

**T: 01246 269300**  
**[www.chesterfield-fc.co.uk](http://www.chesterfield-fc.co.uk)**

Leengate  
Valves

SMH Group

THE  
VAN YARD

KAREN  
CHILD

motan  
colortronic

Auto  
Windscreens

Chesterfield FC  
COMMUNITY  
TRUST

BRAMPTON  
BREWERY

s/k  
BUILDINGS

25

National  
Windscreens

Brett  
Martin

CRYTEC  
POWER

PUMA

TINA JENNER  
photography

citytaxi

Stoneacre  
Rear Group

JASON  
ELLIOTT

OKIA

Triangle Kia  
Chesterfield