Exeter City Football Club brings you history, heritage and tradition—a truly authentic football experience in the heart of the city of Exeter and the County of Devon and at the centre of the community it serves.

Our history is matched only by the excitement of the here and now. In the past 12 years the Club has been to Wembley four times, played host to Liverpool and featured in live matches broadcast to millions on Sky, BT Sport and BBC TV.

Our vision is to be an outstanding community-owned club playing football at the highest sustainable level. We’re proud to play our part in the world’s most watched and played sport. We provide the perfect platform to promote your business, engage with customers, reward employees and meet your corporate social responsibilities.
NATIONAL AND INTERNATIONAL COVERAGE

If your business stretches beyond the region we can give your brand national and global exposure for less than £2,000 per season.

Exeter City plays in the third most watched sporting league in the world.

Highlights of our matches feature on Quest sold to 204 countries each week and seen by a million homes globally.

Viewing figures for the most recent live league game we played were 1.75 million. For the play-off final at Wembley Stadium in May 2018, Exeter City featured on Sky Sports with average viewing figures of 417,000, peaking at 636,000. Over 16,000 Exeter City fans were in attendance.

For the 4th round of the Emirates FA Cup in 2016, the tie against Liverpool was shown live on BBC and on BT Sport for the replay at Anfield. Both games were also broadcast around the world. BBC viewing figures alone were just under 7 Million.

REGIONAL EXPOSURE

If your customers and employees live and work in the South West, putting your brand on one of our perimeter boards is the most cost-effective way to reach them.

• Thanks to BBC Spotlight and ITV circa 2 million people across the South West watch our televised match highlights every week.

LOCAL EXPOSURE

If your customers or suppliers are Exeter City supporters this is your opportunity to reach them when they are most engaged and most passionate! Put your brand next to the brand they love the most.

• Almost 100,000 fans attend our home games over the course of the season
• Matchdays are covered weekly by the Express & Echo and Western Morning News.

Company branding can improve your chance of a better return on investment at Exeter City Football Club.

WHY ADVERTISE WITH US?

• Massive exposure (matchday highlights, live TV, social media/website, programmes)
• Brand awareness
• Brand recognition
• Brand association
• Brand image
• Corporate social responsibility
• Impactful advertising
• Reach a target audience
• Strong return on investment
• Incredible value for money
• Invitation to our networking events
• Opportunity to market your company or brand on matchdays through giveaways or competitions
• Opportunity to build your consumer/prospect database

By joining us, we can offer you exposure or the platform you need to satisfy your expectation in terms of advertising or corporate development.

Call us now on 01392 411243 / 07966 144430 or email Mark Jenkins on mark.jenkins@ecfc.co.uk

we’ve got it covered...

BUSINESS SENSE
PERIMETER BILLBOARD ADVERTISING

Seen by 100,000 visitors in a season

- People coming for matchdays, local events, meetings, conferences and much more
- Be in the sight of the TV camera for live TV game or match highlights

A £1,950.00 [Penalty box/corner to corner]
B £1,650.00 [Stagecoach Stand/pitch facing]
C £1,350.00 [IP Office Main Stand/pitch facing]
D £850.00 [Crowd facing]

All boards are 10’ x 3’ and need to be supplied by you.

PROGRAMME ADVERTISING

25 national and regional awards

- A minimum of 23 editions per year
- Read by an average of 4,000 home and away fans, corporate guests and club directors
- 25,000 printed editions per year
- Opportunity to change the advert for each edition
- Best way to reach a local audience
- Investment of 3p per view

Centre Spread £3,000 +VAT
Outside Back Cover £2,000 +VAT
Inside Front Cover £2,000 +VAT
Inside Back Cover £2,000 +VAT
Full Page £1,650 +VAT

Half Page £995 +VAT
Quarter Page £550 +VAT
Credit Card size £300 +VAT
Page Sponsor £400 +VAT

ONLINE/DIGITAL

Thanks to our supporters/sponsors, we now have a large number of followers on our digital channels. Increasing our online presence is a main objective at Exeter City in order to inform and entertain our supporters.

WEBSITE 2.4 MILLION PAGE VIEWS PER YEAR*

400k unique users (over mobile and desktop)

FACEBOOK 47,000 FOLLOWERS

TWITTER 60,800 FOLLOWERS

YOUTUBE 4,400 SUBSCRIPTIONS

LINKEDIN 4,400 FOLLOWERS

INSTAGRAM 11,300 FOLLOWERS

E-NEWSLETTER 13,800 SUBSCRIPTIONS

PUT YOUR BRAND NEXT TO
the brand they love the most

All figures correct at time of print

*Jan 17-Jan 18

Thanks to our supporters/sponsors, we now have a large number of followers on our digital channels. Increasing our online presence is a main objective at Exeter City in order to inform and entertain our supporters.
RAISING ASPIRATIONS
and providing opportunities

DIGITAL MARKETING OPPORTUNITIES

**SJP 360 Sponsor Value £5,000 +VAT**
Option to either appear at the beginning or end of the 360 video or have your logo on screen throughout the video. 360 video is seen by 8-10k people after each home game.

**Goal of the Month and Goal of the Season Sponsor Value £2,500+VAT**
- Sponsor Goal of the Month. Logo appears on the highlights video showing the goals as well as any PR.
- Opportunity for photo with the winner each month with 2 tickets at that match.
- Opportunity to supply a prize.
- Present Goal of the Season at End of Season Gala Ball.

**Player of the Month Sponsor £2,500+VAT**
- Sponsor Player of the Month. Logo appears on the highlights video showing the player’s highlights as well as any PR.
- Opportunity for photo with the winner each month with 2 tickets at that match.
- Opportunity to supply a prize.
- Present Player of the season at End of Season Gala Ball.

**Player/Manager Interview Sponsor £3,000+VAT**
Option to either appear at the beginning or end of the 360 video or have logo on screen throughout the interviews that take place pre/post match.

**Goal Graphics Sponsor £3,000+VAT**
Sponsor the goal graphic pictures after each Exeter City goal. Your logo to appear beside a player’s photo each time a goal is scored for City.

**Website Sponsor £7,500+VAT**
Logo to appear on all pages throughout the website on the top bar as official website sponsor.

**Match Report Sponsor £2,000+VAT**
Logo with click through to website to appear on all match reports that are produced.

**Fixtures Sponsor £3,000+VAT**
- Logo to appear on the fixtures page of the website with click through and in programme.
- Logo to appear on all next match banners produced for Facebook, Twitter, email signatures.

**Online Shop Sponsor £5,000+VAT**
Logo to appear on all pages of the online club shop with link through to website and announced as official online club shop sponsor.

**E-Newsletter Sponsor £2,500+VAT**
Logo with click through to be on all e-newsletters sent out to appear at the top of the page which is sent to over 10k members before each home game.
THANK EXISTING CUSTOMERS, ENTERTAIN PROSPECTIVE ONES
and reward employees

How would your company benefit from entertaining clients at Exeter City Football Club?

With our hospitality packages, sponsorships and advertising spaces, we offer a wide range of benefits for your company and your brand.

Why choose hospitality or matchday sponsorship?

- Entertain your clients
- Incentive or reward for employees
- Brand awareness
- Brand association
- Networking opportunities
- Raise your company profile
- Fan engagement
- Strengthen customers’ loyalty
- Priority for big events (for example, the next big FA Cup tie)
- Market your company or brand on matchdays through giveaways or competitions
- Opportunity to build your consumer/prospect database

The atmosphere in the Heritage Lounge is one of the best I have experienced in sports ground hospitality. The service is personal, professional and sets the scene for the day. Nothing is too much trouble and whether it’s the chairman, bar staff or the stewards, the friendly culture is infectious and helps to make it a truly enjoyable experience. The Heritage lounge is popular with our clients and some have now joined the Heritage Lounge faithful as they enjoyed it so much. The events that are held at the club follow the same formulae and are well organised and enjoyed by the clients that have attended. Bigger clubs could learn a lot from how ECFC deliver their events as it’s the friendly, approachable culture that makes the difference.

AJ EATON
DIVISIONAL DIRECTOR, MI-SPACE

commercial@ecfc.co.uk
01392 411243
www.exetercityfc.co.uk
MATCHDAY SPONSORSHIP OPPORTUNITIES
Entertain your guests with the full matchday experience

Match Sponsor Package
Based on 10 guests in the RGB Building Supplies Legends Lounge

- Use of Paramount Personnel VIP entrance
- Entertain your clients in the luxury of the brand new lounge
- 10 premium seats in the IP Office Main Stand
- Complimentary matchday programmes and team sheets
- Three course meal served to your table
- Half-time teas and coffees
- Plasma screen TV with Sky/BT Sports
- Pre-match souvenir photographs (two guests on the pitch with team captains)
- Pre-match player interview
- Company logo on the front of the matchday programme
- Advert within the matchday programme
- PA acknowledgement
- Pre and post-match website and social media PR
- Nominate and present the Man of the Match Award
- Receive a signed Exeter City shirt
- Souvenir photographs of group with your Man of the Match
- Commercial host

Price: £995 +VAT

Associate Match Sponsor Package
Based on 10 guests in the RGB Building Supplies Legends Lounge

- Use of Paramount Personnel VIP entrance
- Entertain your clients in the luxury of the brand new lounge
- 10 premium seats in the IP Office Main Stand
- Complimentary matchday programmes and team sheets
- Three course meal served to your table
- Half-time teas and coffees
- Plasma screen TV with Sky/BT Sports
- Pre-match souvenir photographs (two guests on the pitch with team captains)
- Pre-match player interview
- Company logo on the front of the matchday programme
- Advert within the matchday programme
- PA acknowledgement
- Pre and post-match website and social media PR
- Receive a signed Exeter City shirt
- Souvenir photographs of group with the man of the match
- Commercial host

Price: £950 +VAT

Match Ball Sponsor Package
Based on 10 guests in the RGB Building Supplies Legends Lounge

- Use of Paramount Personnel VIP entrance
- 10 premium seats in the Main Stand
- Entertain your clients in the luxury of the brand new lounge
- Complimentary match day programmes and team sheets
- Three course meal served to you at your table
- Half-time teas and coffees
- Plasma screen TV with Sky/BT Sports
- Company logo on the front of the match day programme
- Advert within the matchday programme
- PA acknowledgement
- Pre and post-match website and social media PR
- Receive a signed Exeter City Football
- Souvenir photographs of group with the man of the match
- Commercial host

Standard game: £825 +VAT
MATCHDAY HOSPITALITY
Fancy watching City in style? Either for corporate matters or personal use, our matchday hospitality is one of the best ways to enjoy the ECFC matchday experience.

GOLD PACKAGE
- Reserved seat in IP Office Main Stand
- Reserved table in the Hospitality Suite
- Matchday programme and team sheet
- Programme signed by the cover star (one per booking)
- Two course meal with half-time teas and coffees
- Pre-match interview with a current or former player
- View the Man of the Match presentation
- Large screen TV showing Sky/BT Sports
- Use of the Executive Bar

Adult: £995 (Seasonal) £48 (Matchday)
Senior: £925 (Seasonal) £45 (Matchday)
Child: £650 (Seasonal) £30 (Matchday)

SILVER PACKAGE
- Reserved seat in the IP Office Main Stand
- Reserved table in the Hospitality Suite
- Matchday programme and team sheet
- One course meal with half time teas and coffees
- Pre-match interview with current or ex-player
- Use of the Executive Bar
- View Man of the Match presentation

Adult: £855 (Seasonal) £42 (Matchday)
Senior: £785 (Seasonal) £39 (Matchday)
Child: £650 (Seasonal) £24 (Matchday)

BRONZE PACKAGE
- Use of the Executive Bar
- Matchday programme and team sheets
- Reserved seat in the IP Office Main Stand
- Large screen TV showing Sky/BT Sports
- View the Man of the Match presentation

Adult: £625 (Seasonal) £30 (Matchday)
Senior: £580 (Seasonal) £27 (Matchday)
Child: £280 (Seasonal) £15 (Matchday)

All matchday hospitality prices are inclusive of VAT

THE HERITAGE LOUNGE: 2018/19
The Heritage Lounge offers fabulous views of matchday action and is completely self-contained with its own VIP access, toilets, plasma TV screens, PA System, bar and host. All of these are designed to the high specification you would expect when entertaining your clients and making a new network of friends and contacts.

Matchday catering is from our own kitchens, officially rated 5* for health and hygiene, with a wine list to suit both your budget and high standards. The lounge is available for non-matchday hire and is perfect for your meetings, conferences, presentations, staff planning and motivation sessions.

Membership numbers are limited with the emphasis on providing you with the chance to enjoy quality hospitality and time with your clients and friends. We offer a relaxed but exclusive environment, whilst also enlarging your business network.

For further details about becoming a partner of the Heritage Lounge please contact Mark Jenkins: mark.jenkins@ecfc.co.uk or phone 07966 144430.
CONFERENCE AND EVENTS

Set in the heart of Exeter, a cosmopolitan city steeped in history. Exeter City Football Club is just a five minute walk from the City Centre. It offers a tranquil setting and an environment that is both inspiring and practical for your event.

Whether it be corporate team building, business showcasing or conferencing, Exeter City brings an air of warmth and tradition to any event. You will be able to absorb the calming atmosphere, and of course sense the unrivalled buzz of a venue that has history and roots in the world of professional football.

With extensive conferencing experience, the team at Exeter City pride themselves on delivering exceptional customer service and greatly value our customer’s needs. Priority professional support is paramount during your visit.

We look forward to welcoming you to Exeter City.

HIRE CHARGES

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<thead>
<tr>
<th><strong>EXECUTIVE BOX</strong></th>
<th><strong>EXECUTIVE BOARDROOM</strong></th>
<th><strong>THE PARK</strong></th>
<th><strong>RGB SUITE</strong></th>
<th><strong>SUPPORTERS TRUST SUITE</strong></th>
<th><strong>HERITAGE SUITE</strong></th>
<th><strong>MUSEUM</strong></th>
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Suitable for 12 delegates

All prices shown are excluding VAT

AV equipment is available on request

HOSPITALITY CHARGES

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<tr>
<th><strong>BREAKFAST MEETINGS</strong></th>
<th><strong>BEVERAGES</strong></th>
<th><strong>LUNCH</strong></th>
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<tbody>
<tr>
<td>Bacon Roll: £6</td>
<td>Freshly brewed tea and coffee: £2.50</td>
<td>Sandwich luncheon with fruit platter: £6.50pp</td>
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<td>Toast &amp; Preserves: £4</td>
<td>Orange Juice: £5 a jug</td>
<td>Finger platter: £9.00pp</td>
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<td>Served with tea and coffee</td>
<td>Conference cold meats and salads: £12.95</td>
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<td>Conference hot meal: £15</td>
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</tbody>
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All prices shown are excluding VAT

DELEGATE RATE: minimum 30 delegates £23.95 + VAT

Booking the delegate package at St James Park includes:

- Use of the Conference Suite and a break out room
- Wi-Fi and use of projector/screen and presentation chart
- Tea, coffee and biscuits on arrival, mid-morning and mid-afternoon
- A buffet lunch with fruit juice.

DID YOU KNOW?

Exeter City also run a number of in-house events that are great for entertaining guests or networking with like-minded individuals from the local business community. These events include our B2B networking events, end of season gala ball, corporate golf day and sporting dinners.

For more information on these or to be added to our events mailing list please email events@ecfc.co.uk or call 01392 413958.

INTERESTED?

To find out more or to discuss bespoke packages please contact us on:

T 01392 411243
E conferencing@ecfc.co.uk

Exeter City Football Club,
St James Park,
Stadium Way,
Exeter EX4 6PX

@ecfcCommercial
Exeter City FC Commercial
Sponsorship/Branding Opportunities

ACADEMY MAIN SPONSOR PACKAGE
- The academy to be named the “Exeter City FC Academy sponsored by your company name”
- Company branding/logo on all printed & electronic materials, press releases.
- Company branding/Logo on all Academy staff kit.
- Company branding/logo on the back of all academy kits (Under 9’s - Under 18’s)
- Company branding/logo on the entrance to the Cliff Hill-Cat & Fiddle training ground.
- Company branding/logo with click through on the official Academy website.
- Company branding/logo with click through on the Academy page of the official ECFC website.
- Titled as sponsor for the Advanced Development Centres, Performance Centre.
- 10’ x 3’ advertising billboards on the 3G & main pitch.
- Included is website, e-newsletter, social media PR.
- Quarterly PR.
Rate Card: €10,000.00 + VAT

TEAM SPONSOR
- Company branding/logo on team shirts.
- Quarter page advert in the Official Club match day programme.
- Company branding/logo with click through on the official Academy website.
- Company logo as team sponsor in the Exeter City match day programme.
- 10’ x 3’ advertising billboard on the 3G pitch.
- 10’ x 3’ advertising board in non-TV range at St James Park.
- Invite to attend a training day at the Cliff Hill & Cat & Fiddle training ground.
- Receive a team shirt (This can be signed)
- Receive a team photo of the team with you in it.
- Invite for two people to attend a 1st team game in the 2018/2019 season.
- Included is website, e-newsletter, social media PR.
Rate Card: €2,000.00 + VAT

PLAYER SPONSOR
- Company branding/logo with click through on the official Academy website.
- Company logo as player sponsor in the Exeter City match day programme.
- Invite to attend a training day at the Cliff Hill & Cat & Fiddle training ground.
- Invite for two people to attend a 1st team game in the 2018/2019 season.
- Opportunity to watch all Academy games in the agreed period.
Rate Card: €250.00 + VAT

FACILITIES SPONSOR
- Company branding/logo in conjunction with the new mural on the academy buildings.
- Company branding/logo on all printed & electronic materials, press releases.
- Company branding/logo with click through on the official Academy website.
- Company branding/logo with click through on the Academy page of the official ECFC website.
- 10’ x 3’ advertising billboards behind each goal on the 3G pitch.
- Included is website, e-newsletter, social media PR.
Rate Card: €5,000.00 + VAT

BILLBOARD ADVERTISING
- 10’ x 3’ Advertising board (To be supplied)
  - Company branding/logo with click through on the official Academy website.
  - Board can either be situated on the 3G pitch or main pitch
Rate Card: €500.00 + VAT

DEAN MOXEY
After progressing through the ECFC Academy ranks, Dean Moxey made 176 appearances for the First Team, scoring 21 goals, and helped the club to win the Play-Off final at Wembley and secure promotion back to the EFL.

Dean had spells at Derby County, Crystal Palace and Bolton Wanderers, before returning to Exeter City for the start of the 2017/18 season.

We recognise that in order to continue to operate a successful youth system, we must always think to the future rather than the short term.

For all academy sponsorship/branding opportunities please contact Matthew Kimberley on matt.kimberley@ecfc.co.uk or call him on 07990078258

Our ethos at Exeter City is to look after the best interests of every young player in our care and to strive to have as many of our young players as possible become professional football players.

Sponsorship/Branding Opportunities

ACADEMY MAIN SPONSOR PACKAGE
- The academy to be named the “Exeter City FC Academy sponsored by your company name”
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- Company branding/logo on the back of all academy kits (Under 9’s - Under 18’s)
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- Company branding/logo with click through on the official Academy website.
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- Titled as sponsor for the Advanced Development Centres, Performance Centre.
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- Included is website, e-newsletter, social media PR.
Rate Card: €2,000.00 + VAT

PLAYER SPONSOR
- Company branding/logo with click through on the official Academy website.
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- Invite for two people to attend a 1st team game in the 2018/2019 season.
- Opportunity to watch all Academy games in the agreed period.
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FACILITIES SPONSOR
- Company branding/logo in conjunction with the new mural on the academy buildings.
- Company branding/logo on all printed & electronic materials, press releases.
- Company branding/logo with click through on the official Academy website.
- Company branding/logo with click through on the Academy page of the official ECFC website.
- 10’ x 3’ advertising billboards behind each goal on the 3G pitch.
- Included is website, e-newsletter, social media PR.
Rate Card: €5,000.00 + VAT

BILLBOARD ADVERTISING
- 10’ x 3’ Advertising board (To be supplied)
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Our ethos at Exeter City is to look after the best interests of every young player in our care and to strive to have as many of our young players as possible become professional football players.
MISSION

To provide inspiring sports and physical activity opportunities to our community through sport, education, health and wellbeing and inclusion programmes.

From our Exeter running events to our football for the homeless sessions, at CITY Community Trust we use physical activity to bring communities together and engage with people of all ages - from three to 83.

We work with some of the hardest to reach members of society - helping people to change their lives and building safer, stronger, more respectful communities.

THE JOURNEY SO FAR

CITY Community Trust is Exeter’s leading health and wellbeing charity, working in partnership with Exeter City Football Club. While football is our beating heart, our work in the community has grown to extend far beyond.

Our health, education, wellbeing and physical activity programmes reach more than 45,000 members of our community each year. Today, around 48 per cent of those programmes are not about football. The organisation employs a full-time staff of more than 30 and a casual staff of more than 70 who are delivering on the frontline daily, spending around 22,000 hours out in the community every year striving to improve the life chances of all.

As a charity, we take our responsibility of measuring our impact very seriously. Independent research has shown that for every £1 spent to deliver the charity’s programmes, over £10 is generated in cost savings.

AREAS WE WORK ACROSS...

Joining our local network of businesses is the easiest and most effective way to support the local community.

I chose to get involved because I love the club. I think Exeter’s a great city, and because I think the CITY Community Trust is an effective charity - it does things, it makes things happen.

It’s not just about football. It’s about promoting physical health and emotional wellbeing for everyone in and around Exeter. You don’t have to play football, or even like football to get involved. The charity is making a difference to the lives of people, young and old, every single day.

Ade Edmondson – Charity Patron
HOW TO GET INVOLVED

As a charity, CITY Community Trust relies on income generation, education funding and grants to fund much of our work. Joining our local network of businesses is the easiest and most effective way to support the local community.

We hope that you personally or your business will partner with us, in helping us grow and build on our impact in the community in the coming years. This can be gifted as a donation, targeted specifically at a programme or raised through charity initiatives.

“As one of our key local delivery partners, CITY Community Trust plays a hugely significant role in delivering a broad range of active lifestyles within the city and beyond. In 2017 CITY Community Trust had a real impact on the individuals and communities of Exeter from health and wellbeing projects such as City Fit Club and Active Workplaces, to social inclusion programmes for young people like Premier League Kicks and Ability Counts. They are an integral part of the local Active Exeter network, have a thirst for collaborating with partner organisations and a team of staff that go the extra mile to deliver quality opportunities for the residents of Exeter.”

James Bogue - Senior Development Manager, Active Devon

We have a number of different sponsorship packages, starting from just a few hundred pounds. Contact Craig Townsend for an informal discussion about how you or your company can benefit from working with CITY Community Trust.

Email craig.townsend@ecfc.co.uk or call 01392 255611
As a Supporter-Owned Club, we pride ourselves on being part of the wider community. Help us build our place in the city’s heart by joining the Trust. Individual and corporate memberships welcomed.

I’m very much looking forward to the relationship with the fans continuing and them getting behind the team week in week out. I’ll certainly need them from the word go, all the way through the season.”

Matt Taylor, Exeter City FC Manager

OUR TEAM,
MY CITY

weownexetercityfc.co.uk
@ecfcst

We Own Our Football Club

St James Park, Stadium Way,
Exeter, Devon EX4 6PX

T 01392 411243
F 01392 413959
E commercial@ecfc.co.uk
www.exetercityfc.co.uk
@OfficialECFC
Exeter City Football Club