



CORPORATE OPPORTUNITIES **2019/2020**

An authentic football experience on your doorstep





**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 vision is to be an outstanding supporter-owned club, playing football at the highest sustainable level. We offer the perfect platform to promote your business, engage with customers, reward employees and meet your corporate social responsibilities.

Support the club at the heart of your community

WE'VE GOT IT COVERED

International, National, Regional & Local Exposure



National & International Coverage



National and global exposure for less than **£2,000 per season**.



Match highlights sold to **204 countries** every week and seen by a million homes globally.



The **third most watched** sporting league in the world.



1.75 million people watched our most recent live league game.



The replay of the 3rd round of the Emirates FA Cup in 2016 against Liverpool was shown live on BBC and on BT Sport. Both games were broadcast around the world. **BBC viewing figures were just under 7 million.**

Regional Exposure



If your customers and employees live and work in the South West, our **perimeter boards** are one of the most cost-effective ways to reach them.



Thanks to BBC Spotlight and ITV, around **2 million people** across the south west watch our televised match highlights every week.

Local Exposure



Almost **100,000 tickets** are sold for our games over the course of a season.



Matchdays are covered weekly by the **Express & Echo** and **Western Morning News**.



Perimeter Billboard Advertising

Our perimeter billboard advertising is seen by 100,000 visitors in a season, whether that's people attending matches, events, meetings or conferences. Perimeter advertising gives you the chance to get your brand on TV for a live game or match highlights, and with our new LED screens we can offer you even greater opportunities. Prices start from as little as **£850**. See rate card for full price details.

Programme Advertising

Our matchday programme has won 25 national and regional awards and is read by an average of 4,000 home and away fans, corporate guests and club directors. Programme adverts start from just **£300**. See rate card for full price details.

WHY ADVERTISE WITH US?

We offer you the exposure you need to satisfy your expectations in terms of advertising or corporate development.

Digital Marketing Opportunities

Every season we grow our online presence and engagement on our digital channels. We have a huge variety of digital marketing opportunities available at Exeter City, guaranteed to get your brand in front of an engaged audience.

 **WEBSITE**
2.4 Million page views per year* 400k unique users (mobile and desktop)

 **FACEBOOK**
50,000 followers

 **TWITTER**
67,400 followers

 **YOUTUBE**
6,250 subscriptions
1 million video views overall

 **LINKEDIN**
4,400 followers

 **INSTAGRAM**
21,900 followers

 **E-NEWSLETTER**
23,800 subscriptions

Prices start from **£2,000**, come and chat to us about how we can help you raise your brand's profile. See rate card for full price details.

Call us now on **01392 411243** or email commercial@ecfc.co.uk



ENTERTAIN YOUR CLIENTS AT EXETER CITY FOOTBALL CLUB

Thank existing customers, entertain
prospective ones and reward employees



With our hospitality packages, sponsorships and advertising spaces, we offer a wide range of benefits for your company and your brand. Reward or incentivise employees, develop networking opportunities and grow customer loyalty. You'll even get priority for big events like FA Cup games.

“ 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



FANCY WATCHING CITY IN STYLE?

Whether for business or personal use, our matchday hospitality is one of the best ways to enjoy the ECFC matchday experience.

Welcome to the Heritage Lounge

All of our match day opportunities take place in the Heritage Lounge, offering fabulous views of all the action and the perfect environment to enjoy the company of your guests. The Heritage Lounge is self-contained with its own VIP access, toilets, plasma TV screens, PA System, bar and host, all of which are designed to the high specification you would expect when entertaining your clients and making a new network of friends and contacts. Enjoy a delicious meal, a choice of wines, refreshments from the lounge bar and quality hospitality and time with your guests. Membership numbers are limited, resulting in a relaxed but exclusive environment.

The lounge is also available for non-matchday hire and is perfect for your meetings, conferences, presentations, staff planning and training sessions.

For details about becoming a partner of the Heritage Lounge please call us on **01392 411243** or email **commercial@ecfc.co.uk**



Match Day Sponsorship

Match day at Exeter City is a lively, fun and vibrant experience and thanks to our sponsorship options, you can be part of it. All our match day sponsorship guests are welcomed to the RGB Building Supplies Legends lounge, the perfect environment to entertain your guests. We offer three levels of match day sponsorship, Platinum, Associate and Match ball, starting from **£995+VAT**. See our rate card for more details.



THE PERFECT VENUE FOR YOUR BUSINESS EVENTS

Events, meetings and hospitality



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 a corporate team building, business showcasing, conference or a good old party. 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.

Day Delegate Rate: £23.95 + VAT

Booking the delegate package at St James Park includes:

- Use of the conference room of choice
- Superfast WIFI, use of projector, screen and flip chart
- Tea, coffee and biscuits on arrival, mid-morning and mid-afternoon
- Buffet lunch (working or at leisure)
- Complimentary break out spaces*
- On site Car Parking (available with prior agreement)

*Subject to availability

Half Day Delegate Rate: £15.95 + VAT

Everything as above, but skip the lunch and a serving of tea & coffee

Hire Charges

	EXECUTIVE BOX	EXECUTIVE BOARDROOM	THE PARK	RGB SUITE	SUPPORTERS TRUST SUITE	HERITAGE SUITE	MUSEUM
HALF DAY £50	HALF DAY £75	HALF DAY £125	HALF DAY £100	HALF DAY £125	HALF DAY £150	HALF DAY £75	
FULL DAY £100	FULL DAY £150	FULL DAY £250	FULL DAY £200	FULL DAY £250	FULL DAY £300	FULL DAY £100	
Suitable for 12 delegates	Suitable for 14 delegates	Suitable for 200 delegates	Suitable for 40 delegates	Suitable for 200 delegates	Suitable for 60 delegates	Suitable for 14 delegates	

All prices shown are excluding VAT
AV equipment is available on request

PARTY HIRE, WEDDINGS AND GALA DINNERS

St James Park Stadium has a wide range of unique venues to choose from and our function rooms can cater for a small gathering of a few guests to a grand party for up to 200 people.

Live music, fabulous drink receptions and award-winning dining, coupled with your vision and our experienced party planners guarantees an event that everyone will be proud of. Prices from **£19.95+VAT**

Weddings

Exeter City could be your perfect wedding reception venue as we cater for a wide range of weddings across all denominations.

Our wedding party team understands that your wedding day is one of the most important days of your life and here at Exeter City, we have a dedicated team of wedding party specialists who will provide you with a special day to remember.

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

 01392 411243

 conferencing@ecfc.co.uk

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



OUTSTANDING MATCH DAY EXPERIENCES

Our Corporate Match Day Experience brings the ultimate in entertainment – Exeter City style.

Enter the stadium through the VIP entrance and make your way to our Supporters' Trust suite, which is exclusively yours for the day. The package includes 100 match day tickets, complimentary programmes, team sheets and premium seats in the IP Office Main Stand. You and your guests can enjoy a two course meal served to your table and a bottle of red and white wine per table. You and your guests will revel in our special touches, including player interviews and photo opportunities.

It also brings excellent promotional opportunities for your company, including advertising on our LED screens, a full page in the match day programme and your company's branding on pre and post-match social media exposure. We can also arrange additional entertainment for you, including celebrity speakers, comedians, casino tables, horse racing or Exeter City players joining you at your event after the game.
Price: from £4,900+VAT.

Call us now on **01392 411243** or email **commercial@ecfc.co.uk**



THE ACADEMY

Exeter City Academy - the next generation



Exeter City Academy, which is based at the club's Cliff Hill training ground, has a growing reputation for not only producing talented footballers but, importantly, well-rounded young men. The academy's ethos 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. In recent years we have seen players like Ethan Ampadu and Ollie Watkins come through our academy and go on to play amazing football at the highest levels.

Scholars in our under-18 team compete in the Youth Alliance League and the FA Youth Cup. Our under-16s play in an EFL competitive league programme, along with friendlies which mirror the under-18s fixture list.

There are a number of sponsorship opportunities available through the academy, which bring a huge range of benefits. This is your chance to play a part in supporting the next generation of Exeter City players. Opportunities start from just **£250**, see our rate card for more information.



SUPPORTERS' TRUST

We own our football club

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 Supporters' Trust. Individual and corporate memberships welcomed.

At Exeter City we are proud to be a supporter-owned football club. Since the Club's relegation from the Football League at the end of the 2002-03 season, when the Supporters' Trust took control, through to 2008 when we regained our football league status, and to today, we have gone from strength-to-strength. A hugely successful academy, Wembley play-off finals (of mixed fortunes!), promotions and of course, the long-awaited development of St James Park.

Success in football is about winning games, of that there is no doubt, but there are other measures. The Trust is very proud to promote an ethos that is community-centred, focusing on our contribution to the local area and offering opportunities for people to engage more closely with the Club than probably any other in the EFL. Our volunteers contribute the equivalent of £250k in work effort.

“ We would encourage any business with an interest in professional football to take a good look at joining the Trust. ”

Adrian Sewell Corporate member
Metalwork Solutions Ltd & Direct Assembly Solutions Ltd.

Over the past two years the Supporters' Trust has offered a Corporate Membership scheme. It costs just £150 to become a member. For this we offer:

- Corporate specific forums – an opportunity to network whilst getting closer and learning more about the club
- Your logo on our monthly newsletters and on our website
- A feature in a match-day programme
- A vote in Trust elections and major club decisions.
- Sponsorship opportunities
- The chance to use the Trust seats in the club's Heritage Lounge
- Silver priority status for tickets.

For details contact enquiries@weownexetercityfc.co.uk
or our corporate membership trustee and club board director
Elaine Davis eadavis5@hotmail.com



CITY COMMUNITY TRUST

Leading the way in health and wellbeing

MUNICIPALITY TRUST

Building strong communities

CITY Community Trust is Exeter's leading health and wellbeing charity, working in partnership with Exeter City Football Club.

The organisation's inspiring and inclusive health, education, wellbeing and physical activity programmes reach more than 45,000 people each year. Its staff spend around 22,000 hours delivering in the community every year, striving to improve the life chances of all. The charity has won two Exeter Living Awards (charity of the year and health and wellbeing categories) and is honoured to be the Lord Mayor of Exeter's chosen charity for 2019-20.

From football sessions for homeless people to mass participation running events, 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.



CITY COMMUNITY TRUST

How to get involved

As a charity, CITY Community Trust relies on income generation, education funding and grants to fund much of our work. A growing number of businesses are joining together to support the charity's work, whether through donations, charity initiatives, event participation or programme/project/event sponsorship. CITY Community Trust will work with you to create bespoke sponsorship programmes and packages to suit your budget, business needs and improve your CSR impact.

Contact **Stacey Hedge** for an informal discussion about how you or your company can benefit from working with CITY Community Trust. Email stacey.hedge@ecfc.co.uk or call **01392 255611**



“ We’re always looking forward to the future and looking for improvements. We’re never going to stand still in any way, we want this club to go on improving. We strive for success, on and off the field, be a part of Exeter City ”

Matt Taylor, Exeter City FC Manager



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

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