




Burscough FC

2024/25 Commercial Brochure

BE PART OF OUR
FUTURE, TODAY







Burscough FC is an ambitious club, and we invite local businesses to partner with us as official sponsors. Together, we can achieve great things and support our community.

“It’s not about the number on the back of the shirt, it’s about the badge on the front”

Neil Wilson - Commercial Director

Welcome

Established in 1946, Burscough FC has built a legacy steeped in history and pride within the football community. Currently competing in the North West Counties Premier Division, we continue to uphold our tradition of excellence on the pitch.

Our club's journey is marked by memorable milestones, including the unforgettable 2003 FA Trophy success at Villa Park, where we triumphed in front of almost 15,000 spectators. This momentous achievement represents the spirit and resilience of Burscough FC.

As we embark on a new chapter, we invite you to join us in celebrating our heritage and embracing our ambitious vision for the future. Welcome to Burscough FC, where history meets ambition.

Over the past two years, Burscough FC has undergone a remarkable transformation. Significant investments have been made in both the club's infrastructure and the surrounding community area. This period has also witnessed a newfound stability on the pitch, contributing to the club's overall progress.

Continued

Looking ahead to the 2024/25 season, there are exciting developments in store. The upcoming year will mark the delivery of a new seated stand/area for spectators, enhancing their matchday experience. Alongside the existing fully-licensed bar, there will be further improvements to refreshment facilities, ensuring fans have access to top-quality amenities.

These enhancements represent a continuation of the club's commitment to growth and development. With each passing year, Burscough FC aims to build upon its successes and further strengthen its bond with the community.



Club Ambition

Burscough FC is committed to climbing the football league ladder and rekindling past successes. After enduring two challenging seasons, the club has regrouped and is now poised to continue its upward trajectory.

Ambition

Our primary ambition is to rise through the football leagues, striving to achieve the high standards and successes of previous years.

Goals

- **Competitive Performance:** To compete at the top end of the table for the 24/25 season.
- **Team Development:** To cultivate a strong, cohesive team capable of achieving consistent results.
- **Community Engagement:** To strengthen ties with our supporters and the local community, fostering a sense of pride and loyalty.

Vision

Burscough FC envisions a future where the club not only thrives on the pitch but also serves as a cornerstone of the community. By building on our past and focusing on our ambitions, we aim to create a sustainable and successful future for Burscough FC.

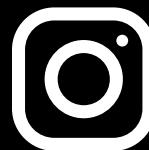
Under the guidance of our management team, we are confident in our ability to achieve these goals and bring glory back to Burscough FC. Together, we look forward to a promising 24/25 season and beyond.



Support us on social media



@Burscough Football Club



@burscoughfootballclub1946



@burscoughFC1946



@BFCTV



BFC TV

Community Club

Burscough FC is committed to making a positive impact both on and off the pitch, continuously striving to engage with and support our community in meaningful ways. We are dedicated to supporting our local community through various initiatives.

The food bank provides essential supplies to those in need, ensuring that families facing hardship have access to nutritious food and other necessary items. We offer numerous opportunities for young players to develop their football skills through our youth teams. We are particularly excited about the introduction of new girls' teams for the 2024/25 season, which will provide a platform for young female athletes to thrive.

Our collaboration with local schools includes organising school tournaments and sports days, promoting physical activity and fostering a love for football among students. Additionally, we regularly host charitable events aimed at raising funds and awareness for various causes, bringing our community together in a spirit of unity and support.

The club's mascot programme gives children the unique experience of walking onto the pitch with their football heroes, creating unforgettable memories and inspiring the next generation of players. Furthermore, our pitch serves as a versatile venue for events hosted by the armed forces and Lancashire Police, strengthening the bond between our club and the wider community.



The Community Ground



At Burscough FC Community Ground, we're more than just a place to play football. With an annual footfall of 200,000, our venue is a vibrant community hub, attracting local and nationwide businesses seeking to connect with a diverse audience.

Our FIFA-certified 3G pitch is renowned for its quality and hosts regular matches for both Burscough FC and Skelmersdale United FC, ensuring exposure to a wide audience every week. Additionally, we take pride in our 37 youth teams, including 7 girls' teams, reflecting our dedication to inclusivity and providing opportunities for players of all backgrounds and genders to develop their skills.

Whether you're a local team, business, or group looking to enjoy the facilities, our pitch is available for booking. Join us at Burscough FC Community Ground for an experience that goes beyond football, where community, inclusivity, and quality come together on the pitch.

The Community Ground Naming Rights

£12,500 Per Season

To Include the full naming rights to the Community Ground which will be referred to as ...The 'Your Company' ...Community Ground. Logo & Signage to the main building entrance and car park and high visibility signage to the rear of the Main Stand. The Ground name incorporating your company name will receive significant social media and online coverage from the social media channels of Burscough FC and those of the North West Counties Football League in relation to match results pages and general Burscough FC information pages.

- Reserved table at each game in bar/1946 Lounge
- Complimentary drink for 4 at each home game upon arrival
- Premium position 8ft x 2ft pitch side perimeter advertising board
- Extensive website promotion
- 4 x season tickets
- Full page advert in every matchday program
- Reserved parking space in the Officials and Sponsor Car Park



Stand Sponsorships

Main Stand £ 2,500 Full Season

To Include the naming rights of the Main Stand. This will also be considered as a main sponsorship partner and will include:

- Sponsorship signage to the Main Stand of your company name
- Perimeter advertising board
- 4 x season tickets
- Access to the VIP viewing terrace during the match for 4 people
- Full page advert in the match day programme for every fixture
- Website partner promotion
- Reserved parking space in the Officials and Sponsor Car Park

New Stand £ 2,500 Full Season

To Include the naming rights of the New Stand. This will also be considered as a main sponsorship partner and will include:

- Sponsorship signage to the New Stand of your company name
- Perimeter advertising board
- 4 x season tickets
- Access to the VIP viewing terrace during the match for 4 people
- Full page advert in the match day programme for every fixture
- Website partner promotion
- Reserved parking space in the Officials and Sponsor Car Park

Perimeter Pitch Advertising

£295 Per Season

Perimeter pitch advertising offers 7 days per week exposure to around 4000 people visiting the facility each week. As a pitch advertiser of Burscough FC we also offer the added benefit for no extra cost whatsoever, of exposure to the fans of our ground sharing tenants Skelmersdale Utd. During the season this arrangement almost certainly guarantees a minimum of 1 first team fixture every week and very often 2 matches and provides an incredible 2 for the price of 1 advertising opportunity.

Last season alone there were over 50 first team fixtures played at the Community Ground between the two clubs. In addition to this, with pitch hires on our beautiful 3G surface and a huge and continuous throughput of junior leagues, we can guarantee consistent visibility of your business name.

The premium placement positions remain attractive as they encompass most of the in-game photographic opportunities that are very likely to be seen in the local or even national press and of course across social media.

Premium placement is available at no extra cost: (corner flag, either side / in front of Main Stand and viewing terrace / between dugouts / behind goals)

This is on a first come first served basis and has no price difference.

£ 295 for 1 board or £ 500 for 2 boards

(Payment plans are available)

Second Year advertising will be £50 less per board if there are no artwork changes to the advertising boards.



Your Logo

VIP Viewing Terrace

£1,750 Per Season

Sponsorship and naming rights of our unique first floor level viewing terrace overlooking the pitch includes:

- Your logo on the glass partitions on all 3 sides of the terrace.
- Reserved table for 6 people on the terrace to watch every match.
- 6 x season tickets.
- 1/2 page advert in every matchday programme.
- Website partner promotion.
- Reserved parking space in the Officials and Sponsor Car Park



**YOUR LOGO
HERE**

Score Board & Subs Boards

£2,000 Per Season

Upon securing a new sponsor, Burscough FC will invest in a new digital scoreboard for the 24/25 season. This is arguably the most prominent advertising opportunity across the entire ground as without question, most eyes are on the scoreboard throughout the entire game. The package includes.

- Your logo and business name will be prominently promoted on the scoreboard.
- 4 x free season tickets.
- Access to the VIP viewing terrace during the match for 4 people.
- 1/2-page advert in every matchday programme.
- Website partner promotion.
- Your logo and business name on the electronic substitute boards.
- Reserved parking space in the Officials and Sponsor Car Park

VIP Hospitality Suite Naming Rights

£1,000 Per Season

Brand new for the 24/25 season is our VIP Hospitality Suite which is positioned Pitch side and gives a completely unique experience for supporters or businesses that would like their own premium space to enjoy the game whatever the weather. We are offering the opportunity to have this VIP suite sponsored and named by your business. The package includes:

- Prominent signage on the Hospitality Suite promoting your business.
- 2 x free season tickets.
- Access to the VIP viewing terrace during the match for 2 people.
- Full page advert in every matchday programme.
- Website partner promotion.
- Complimentary parking in the Officials and Sponsor Car Park

VIP Hospitality Suite Matchday Experience

£30 per person (minimum 6 people)

Our new Hospitality Suite offers a unique match day experience with indoor and outdoor space to enjoy the game. A designated viewing zone is allocated to watch the match and if the weather does turn sour the glass fronted suite offers indoor cover to ensure you still enjoy the day and don't miss a kick. The package includes:

- Pre-Match food for you and your guests served in the Hospitality Suite.
- Complimentary drink upon arrival served in the Hospitality Suite.
- Further drinks can be purchased and served in the Hospitality Suite as required.
- Match ticket for you and your guests.
- Designated viewing zone in front of Hospitality Suite.
- Complimentary parking in the Officials and Sponsor Car Park

Matchday Sponsor

£150 per match

This is an opportunity for your business to be a matchday sponsor for either a single fixture or by selecting a number or multiple fixtures. The package includes.

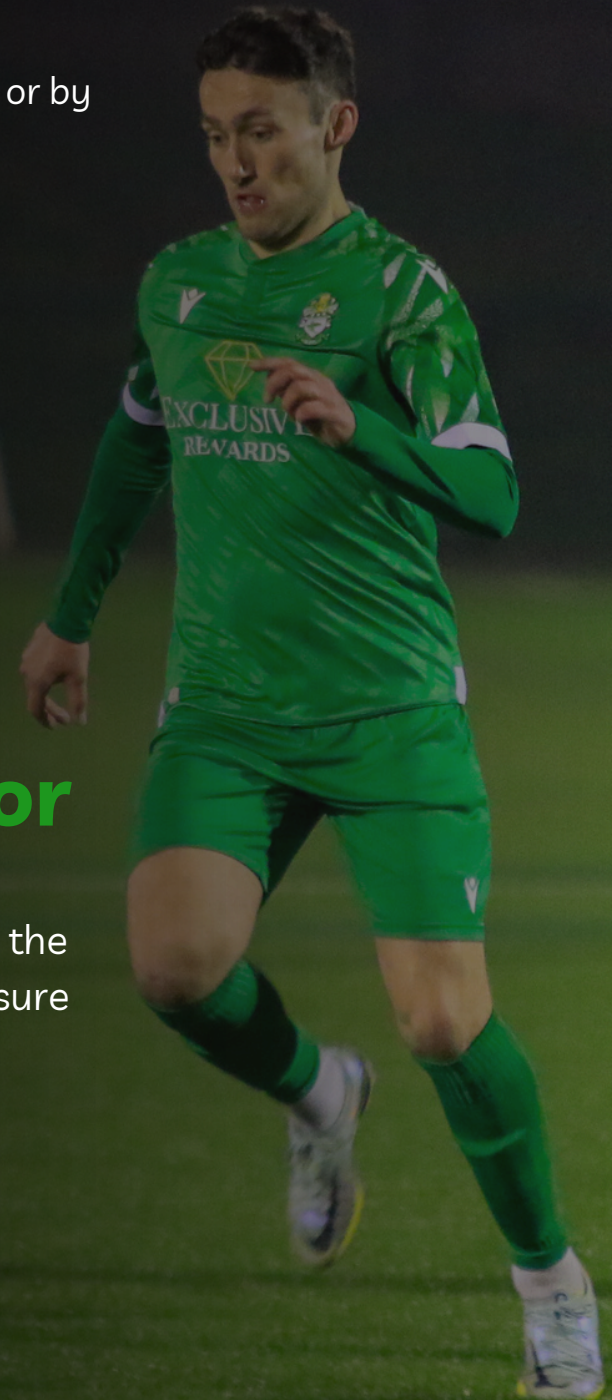
- Programme advertising as the official match sponsor.
- Regular tannoy announcements using your company name.
- Opportunity to erect up to three pop up promotional banners.
- 6 x free match tickets.
- Reserved sponsor Table in the 1946 Lounge.
- Access to the VIP terrace to view the match.
- Selection of & presentation to, the Player of The Match.
- Promotion across all BFC social media channels.
- Signed football on your table upon arrival.
- Complimentary parking in the Officials and Sponsor Car Park.

Match Ball Plinth Sponsor

£300 per season

The match ball plinth will be on the pitch for the period before every game and when the teams are entering the pitch affording fantastic photographic and social media exposure for your business. The package includes.

- The match ball plinth will be fully sponsored with your company logo and name.
- ½ page advert in every match day program.
- Website partner promotion.
- Access to the VIP terrace to view the match.



Team Sheet Sponsor

£150 per season

Team sheets are printed off prior to each game and distributed around the hospitality areas and to the main stand areas upon request. The package includes.

- Your business logo will be on all printed team sheets at each home fixture.
- ½ page advert in every match day program.
- Website partner promotion.
- Access to the VIP terrace to view the match.

Program Main Sponsor

£250 per season

As our main program sponsor your company logo and name will be on the front cover of every home fixture match day program. The package includes.

- Your business name and logo on the front cover of every BFC match day program
- ½ page advert in every match day program.
- Website partner promotion.
- Access to the VIP terrace to view the match.

Matchday Program Advertising

- ¼ page advert **£ 75 full season**
- ½ page advert **£100 full season**
- Full page **£150 full season**

We are also delighted to offer all of our sponsors and match day program advertisers completely **FREE** advertising across Burscough FC Rewards and all of the reward platforms operated by our main shirt sponsors Exclusive Rewards. This will give your business both regional and national exposure. In addition, Exclusive Rewards are happy to provide free Diamond Club membership for you and for all your employees to Burscough FC Rewards which can save each of them hundreds of pounds per year whilst also raising valuable revenue for the club. Each membership is normally £19.99 per person per year.

burscoughfc.exclusiverewards.co.uk

BURSCOUGH
FOOTBALL CLUB

VS

SKELMERSDALE UNITED F.C.
FOUNDED 1882

THE COMMUNITY GROUND
TUESDAY 26TH DECEMBER
3:00PM KO

The North West Counties
Football League
PREMIER DIVISION

LH Design EXCLUSIVE REWARDS Birkdale Insurance Group

The graphic features a central image of a player in a green kit dribbling a ball on a football pitch. The background is dark with stadium lights. The text is in white and green, matching the club's colors. The logos for Burscough F.C. and Skelmersdale United F.C. are positioned above the player. The match details and league information are in a white box below the player. The bottom of the graphic contains logos for the sponsors: LH Design, Exclusive Rewards, and Birkdale Insurance Group.

1946 Lounge and Viewing Terrace

Completed during the 2023/24 season, the Burscough FC 1946 Lounge and viewing terrace offers a premier experience for spectators. Guests can enjoy matches from the terrace while indulging in drinks from the fully stocked, licensed bar, which boasts an exceptional selection. The function suite, with a capacity of up to 80 people, is available for private hire, making it an ideal venue for a variety of events, including:

- - Matchdays
- - Award evenings
- - Networking events
- - Birthday parties
- - Funerals
- - Weddings
- - Christenings

The suite includes free on-site parking. For any event or celebration, quotes are available upon request.



Contact Us

Sponsorship Contact:

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Telephone: 07809 226 112

Pitch / Function Room hire:

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Telephone: 07718 770 350 / 01704 335506

www.burscoughfc.com

