



# COMMERCIAL OPPORTUNITIES

2024 / 25

# WELCOME TO AFC WIMBLEDON

Welcome to AFC Wimbledon and the 2023/24 season. With the club now proudly re-established back in Wimbledon at The Cherry Red Records Stadium we invite you to our uniquely fan-owned club. **A club with a rich-history, passionate fanbase and a promising future.**

We provide commercial and promotional opportunities for companies, large and small. We pride ourselves on **building long-standing partnerships** – testament to that is Football Manager – which we believe to be the longest running front-of-shirt sponsorship in professional football in the UK.

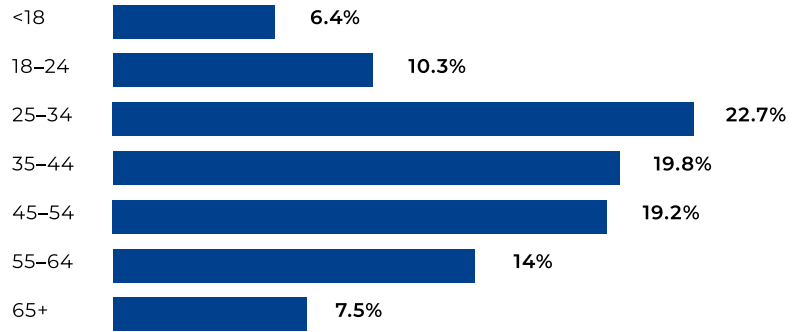
**Our first-class facilities** prove popular not just on matchdays but throughout the year. Whether you are looking for the perfect venue for a Gala Dinner or host a meeting we can provide bespoke packages to meet your requirements and budgets. As the leading South-West London venue we are perfectly located to various Underground and mainline train stations. With on-site parking and state-of-the-art audio-visual equipment **why not consider hosting your next event with the back-drop of our pitch?**

We hope to welcome you soon either as a commercial partner, taking in an action-packed game or at one of our many events – AFC Wimbledon is a unique club whose story past and present could fill many documentaries!

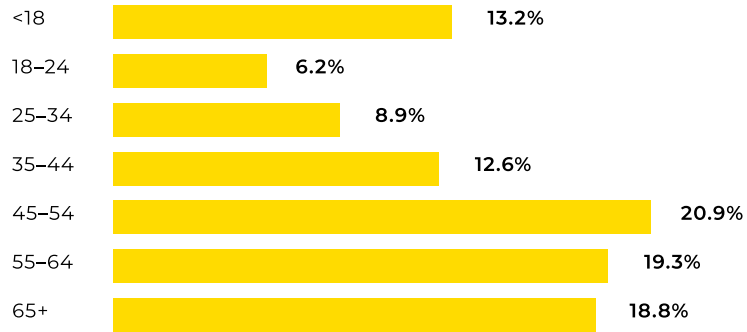


# OUR MATCHDAY DEMOGRAPHIC

## MATCH BY MATCH



## SEASON TICKET HOLDERS



**88%** of population in Wimbledon and surrounding areas are ABC1 demographic



## OUR SOCIAL AUDIENCE

# 1,250,000

ANNUAL WEBSITE VISITORS

# 231,000

SOCIAL MEDIA FOLLOWERS

# 45,000

EMAIL DATABASE SIZE



## HOSPITALITY EXPERIENCES

Entertain family, friends, colleagues or clients at The Cherry Red Records Stadium. With our new sparkling stadium we proudly welcome over 10,000 hospitality guests a season.

We cater for all needs with a wide-range of packages to suit all budgets and occasions. If you're looking for an informal pre-game meal before taking in the atmosphere from your padded-seat then our Viticult Lounge provides the perfect venue. For those looking for a true fine-dining experience (it is Wimbledon after all!) then our Omnia and Centre Court Lounges offer a showstopping meal followed by centrally located seats offering some of the best views in town.

If intimacy is your preference our 2nd floor executive boxes provide the perfect combination of a fork-buffet meal paired with a range of drink packages before taking your adjacent seats to cheer on the Dons. Whatever package suits we offer options for each game or multi-game / seasonal packages. Our hospitality guests are also given access to our ever-popular Networking Lounge pre and post-game.

Our guests attend for various reasons – some to inspire & reward loyalty of their staff members, others to spend quality time with clients & business associates away from the 9-5 and others to simply enjoy and create memorable moments with family and friends.

Our dedicated sales and hospitality teams will ensure you and your guests are looked after from the moment you enquire right up until that postgame drink. We also provide upgrade options for guests who already have their match tickets – the perfect way to celebrate an occasion or to just to create a day to relax.



# PARTNERSHIP BENEFITS



Engagement with fanbase



National TV coverage



Association with world-respected club



Product placement



National reach



Staff rewards



Matchday experiences



Social media exposure



Entertaining clients



Business development



Player access



Brand exposure



Community engagement



Building local business network

“Back in 2002, we saw a lot of similarities between ourselves and the vision those passionate supporters had to start a fan-owned, fan-driven club. It showed the power of communities to pull together and that football remained the people’s game. That was what pushed us to get involved with the initial sponsorship deal and it’s been a no-brainer for us to remain part of their incredible journey. Here’s to the next 21 years and beyond!”

**FOOTBALL  
MANAGER**

“For over 16 years we have enjoyed a very successful partnership with AFC Wimbledon, being part of this very special club has been a true pleasure. The staff, volunteers and fans at the club have always made us feel very welcome and valued.”



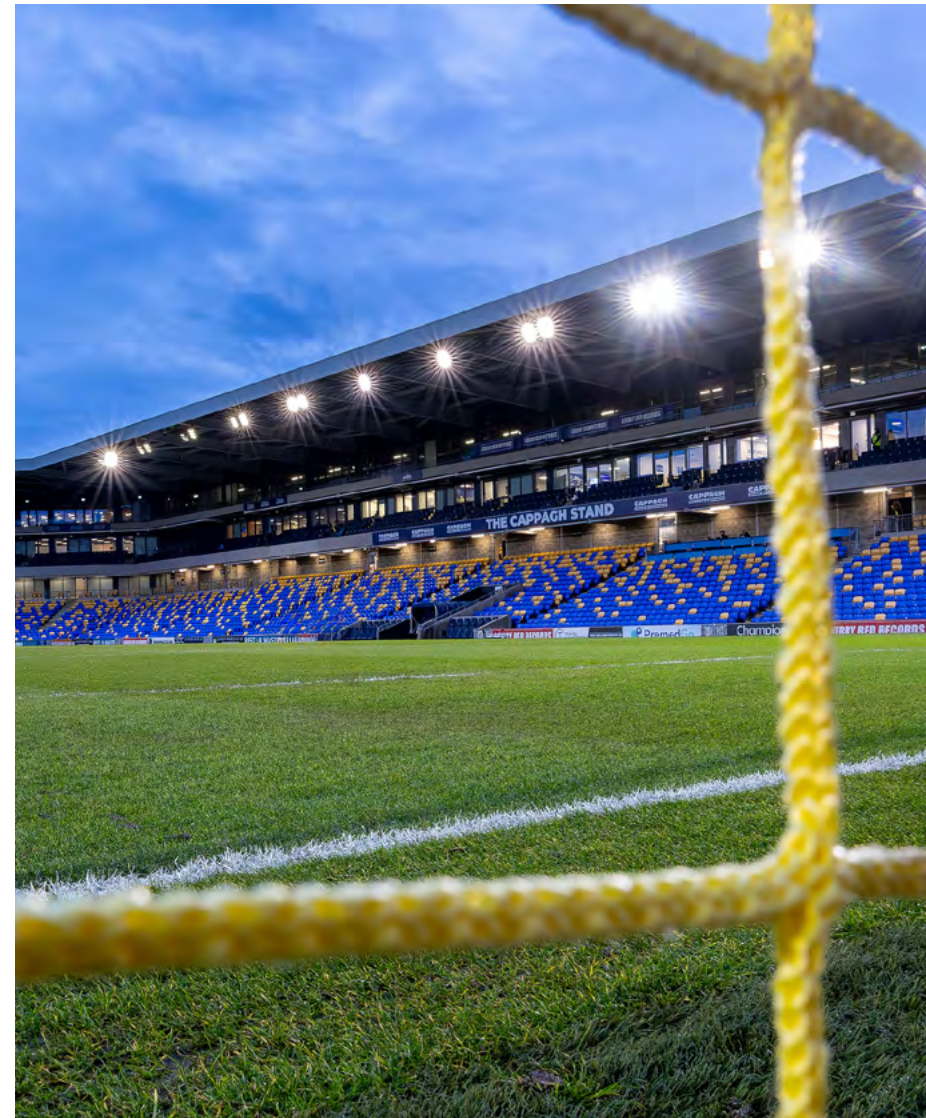
# PRINCIPAL PARTNER

## PRINCIPAL PARTNER PACKAGE INCLUDES:

- 4 minutes of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- Branding on the scoreboard LED at each match
- 4 social media posts per season (Covering Twitter, Facebook, Instagram & LinkedIn)
- 2 opportunities for email newsletters to our database
- 2 full days of usage of the function room
- Your logo on the footer of the official AFC Wimbledon website
- Logo and hyperlink on website
- Press release on launch
- 1 mascot package
- 20 Hospitality tickets per season - to be in the Omnia Lounge
- 20 General Admission ticket per season
- 1 opportunity to activate partnership on a match days
- 1 membership of the AFC Wimbledon Business Club
- 1 signed shirt
- 1 signed football
- Images of Advertising

## PACKAGES START FROM:

£ 30,000 +VAT



## OFFICIAL PARTNER

### OFFICIAL PARTNER PACKAGE INCLUDES:

- 2 minutes of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- Branding on the scoreboard LED at each match
- 2 social media posts per season (Covering Twitter, Facebook, Instagram & LinkedIn)
- 1 opportunity for email newsletters to our database
- 1 full day usage of the function room
- Logo and hyperlink on website
- 10 Hospitality tickets per season - to be in the Omnia Lounge
- 10 General Admission ticket per season
- 1 signed shirt
- 1 membership of the AFC Wimbledon Business Club
- Images of Advertising

### PACKAGES START FROM:

£ 15,000 +VAT





## PARTNER

### PARTNER PACKAGE INCLUDES:

- 1 minute of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- Branding on the scoreboard LED at each match
- Logo and hyperlink on website
- 4 Hospitality tickets per season - to be in the Omnia Lounge
- 4 General Admission ticket per season
- 1 signed football
- 1 membership of the AFC Wimbledon Business Club
- Images of Advertising

### PACKAGES START FROM:

£ 5,000 +VAT



# AWAY STAND SPONSORSHIP

## AWAY STAND PACKAGE INCLUDES:

- Naming rights for Away End
- Branding sites across Away End
- Branding on all Away tickets and Stadium maps
- Mentions on all comms related to stand
- 2 minutes of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- Branding on the scoreboard LED at each match
- 2 social media posts per season (Covering Twitter, Facebook, Instagram & LinkedIn)
- 1 opportunity for email newsletters to our database
- 1 full day usage of the function room
- Logo and hyperlink on website
- 10 Hospitality tickets per season - to be in the Omnia Lounge
- 10 General Admission ticket per season
- 1 signed shirt
- 1 membership of the AFC Wimbledon Business Club
- Images of Advertising

## PACKAGES START FROM:

£ 35,000 +VAT



# PLAYER OF THE MONTH SPONSORSHIP

Enjoy season round coverage with our new Player of the Month Sponsorship. At the start of every month we will present voting options online and via our popular social media channels for fans to pick their favourite. These posts will include references to your brand, social handles and website.

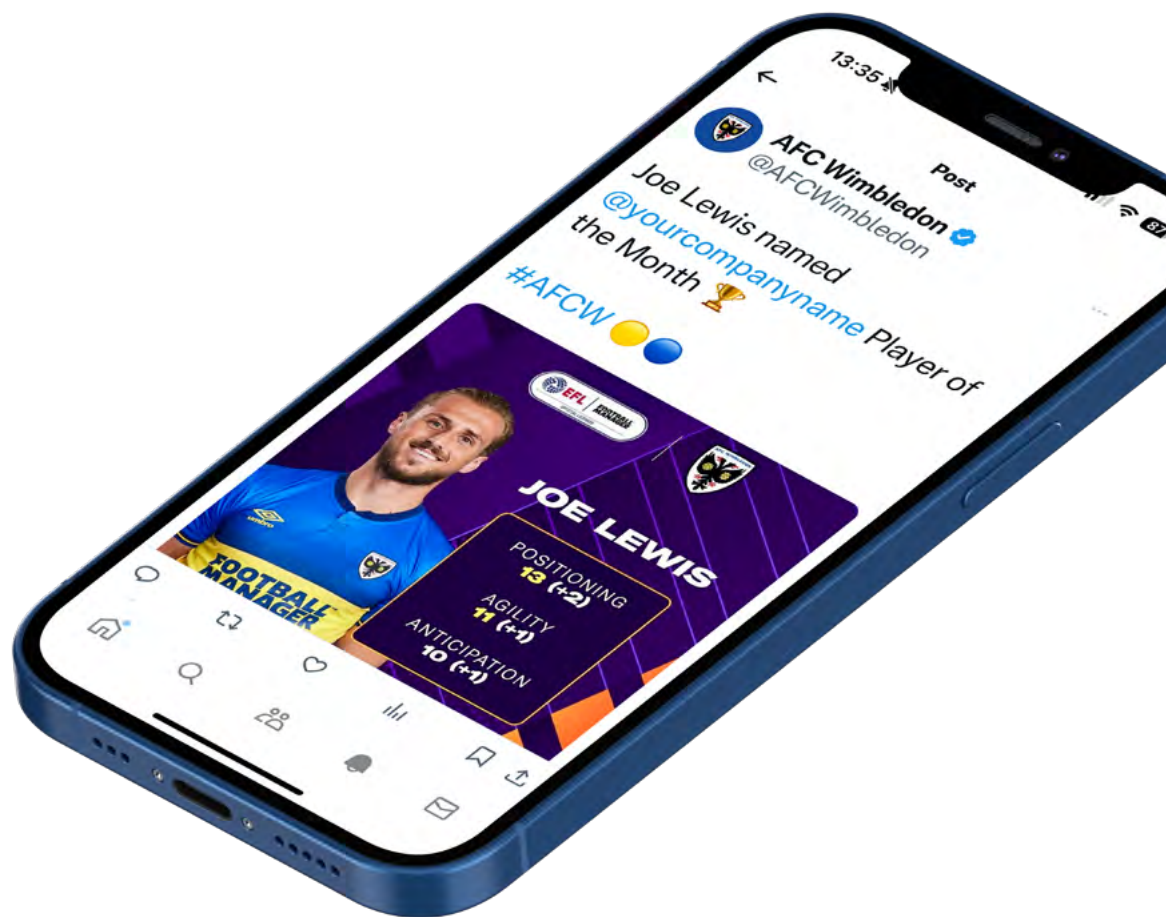
Furthermore, we will repeat those key references when we announce the winner online and pitch-side just before the start of the next home game – the perfect opportunity to regularly entertain your clients or prospective clients whilst gaining regular brand coverage – a package to suit.

## PLAYER OF THE MONTH PACKAGE INCLUDES:

- Branding on all trophies
- Naming rights for all web & social comms (x18)
- Opportunity to present award (x3)
- Logo and hyperlink on website
- 4 Hospitality tickets per season - to be in the Omnia Lounge
- 4 General Admission ticket per season
- 1 signed football
- 1 membership of the AFC Wimbledon Business Club
- Images of Advertising

## PACKAGES START FROM:

£ 15,000 +VAT



# DUGOUT SPONSORSHIP

## DUGOUT PACKAGE INCLUDES:

- Branding on all x28 seat heads in the Home & Away dugout
- Large visible floor branding on both the Home & Away dugout
- Interview content on our popular social media channels shot in the branded dugout a minimum of x3 times a season. Posts will include references to your brand with social handles included.
- 2 minutes of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- Branding on the scoreboard LED at each match
- 1 opportunity for email newsletters to our database
- 1 full day usage of the function room
- Logo and hyperlink on website
- 10 Hospitality tickets per season - to be in the Omnia Lounge
- 10 General Admission ticket per season
- 1 signed shirt
- 1 membership of the AFC Wimbledon Business Club
- Images of Advertising

## PACKAGES START FROM:

£ 25,000 +VAT



# CENTRE CIRCLE SPONSORSHIP

## CENTRE CIRCLE PACKAGE INCLUDES:

- Branding on centre circle mat before all matches (excludes live televised games)
- 2 minutes of pitch side LED advertising per match
- 1 minute per match on the large ground entrance LED screen
- Branding on the scoreboard LED at each match
- 2 social media posts per season (Covering Twitter, Facebook, Instagram & LinkedIn)
- 1 opportunity for email newsletters to our database
- 1 full day usage of the function room
- Logo and hyperlink on website
- 10 Hospitality tickets per season - to be in the Omnia Lounge
- 10 General Admission ticket per season
- 1 signed shirt
- 1 membership of the AFC Wimbledon Business Club
- Images of Advertising

## PACKAGES START FROM:

£ 25,000 +VAT





## CONTACT

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