



Gloucester City AFC

Commercial Opportunities

2011/12



At this exciting period in the Club's history, Gloucester City AFC are delighted to keep you updated with what's happening both on and off the pitch...



The Past

In July 2007, following the third and most devastating flood in a decade at Gloucester City's Meadow Park stadium in Hempsted, the Club had no option but to ground share with other local teams in the county.

Thanks to an incredibly loyal and supportive local business community and fanbase, the Club continued to thrive.

The Present

In 2009 Gloucester City won promotion to the Blue Square Football Conference - an incredible achievement considering the Club were playing home games outside of the City.

We are grateful to Cheltenham Town FC who allow us to share their excellent facilities at The Abbey Business Stadium, Whaddon Road, Cheltenham. As Cheltenham are currently competing in Npower Football League Division Two, the playing surface is second to none and, combined with award-winning catering and hospitality facilities, it all adds up to a fantastic match day atmosphere in a modern and welcoming Stadium.



The Future

We are finalising details of our Planning Application to build a new state-of-the-art Stadium back at Meadow Park in Hempsted, Gloucester, which will be completed imminently and it is our intention to be back playing in the City in readiness for the 2013/14 season. It will be an incredible, unique venue where you can relax and experience watching live sport whilst entertaining your clients, colleagues, family and friends.

We want you to be part of our journey home...



Award-winning catering and hospitality facilities where you can entertain clients, colleagues, family and friends...



Hospitality Boxes

- Private Hospitality Box for up to 6-8 guests
- Optional pre-match two course meal
- Fully stocked mini bar (chargeable)
- Refreshments at half-time (tea, coffee and biscuits)
- Balcony seats directly outside the box
- Complimentary Matchday Programme and Team sheets
- Reserved parking / SKY TV / Personal Host

Hospitality Rates (prices exc VAT)

Seasonal:

- Box for 6 guests without food - **£4,000 per season**
- Box for 6 guests including food - **£6,000 per season**
- Box for 8 guests without food - **£5,500 per season**
- Box for 8 guests including food - **£8,000 per season**

Match by Match:

- £35 per person** (without food)
- £50 per person** (including food)

Matchday Sponsorship

- Welcome drink on arrival
- Pre-match two course meal
- Stadium tour with pitchside group photograph
- Reserved seats in the main stand
- Refreshments at half time (tea, coffee and biscuits)
- Choose 'Man of the Match' - exclusive to matchday Sponsor
- Advertising in Matchday programme and regular PA announcements
- Meet the players after the game
- Reserved car parking / Personal Host
- Drinks at the bar are not included

£550 + VAT for 10 people



Matchball Sponsor



- Reserved seats in the main stand
- Photo presenting the matchball to the Referee
- Refreshments at half-time (tea, coffee and biscuits)
- Advertising in the Matchday programme
- Complimentary Matchday programme
- Announcement over PA system
- Meet the players after the game
- Drinks at the bar not included

£160 + VAT for 4 people

£35 + VAT per person for additional guests

Support us and the Club will prosper, the City will benefit and we will be proud to offer a fantastic new facility for you to promote your business at affordable prices...



Matchday Programme Advertising

Sponsor a page - banner line: **£100 + VAT per season**

Business Card: **£60 + VAT per season**

1/4 page b/w advert: **£100 + VAT per season**

1/4 page colour advert: **£125 + VAT per season**

1/2 page b/w advert: **£150 + VAT per season**

1/2 page colour advert: **£175 + VAT per season**

Full page b/w advert: **£250 + VAT per season**

Full page colour advert: **£300 + VAT per season**

Matchday Mascot

- A complete City replica kit to wear during the match
- An autographed Matchday programme
- Signed autographed photograph with favourite player
- Photograph in the Matchday programme
- Guided tour of the Stadium
- Lead the team out of the tunnel
- Warm up with the players before kick-off (subject to circumstances)
- Admission with two tickets for parents/guardians and one additional junior ticket
- A voucher for 10% discount in the Club Shop

£55

Player Sponsorship

- Company or individual name alongside the player in the Matchday programme
- Company or individual name alongside the player on the official club website
- Signed photo of your player
- 2 match tickets for a league game of your choice
- Match worn shirt, signed by your player at the end of the season (subject to availability)

Home Kit £100 Away Kit £100

Website Advertising

Banner advertisement: **£250 + VAT per season**

Side advertisement: **£150 + VAT per season**

Tigers Directory: **£25 + VAT per season**



Pitchside Advertising

8ft advertising board (inc production):

£500 + VAT per season



Contact Us

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Stadium Address

Gloucester City AFC, c/o Cheltenham Town FC, Whaddon Road,
Cheltenham, GL52 5NA

Correspondence Address

Gloucester City AFC, Arriva House, Sudmeadow Road,
Gloucester, GL2 5HS

Directions to the Stadium

From the North:

Leave the M5 at Junction 10 and take the A4019 towards Cheltenham. Keep straight on through traffic lights, until you come to a large roundabout (there is a McDonald's on the left), at which you turn left. Continue up this road going over a double mini-roundabout. Keep going for approx. 300 yards and then turn right into Swindon Lane. Go over the level crossing and straight over the next roundabout (signposted Prestbury) passing the race course on your left. Turn right into Albert Road (signposted Gloucestershire University) and at the bottom at the roundabout turn left into Prestbury Road (the ground is signposted from here). Go further down Prestbury Road, turning right into Whaddon Road and the ground is on the left hand side.

From the South:

Leave the M5 at Junction 11 turning right towards Cheltenham. Go over the first roundabout – GCHQ is on your left. Turn left at the next roundabout, into Princess Elizabeth Way. Go straight over the next roundabout (follow this road and you will get to a large roundabout where you will see a McDonald's on the corner). Go straight across this roundabout and along this road going over a double mini-roundabout. Continue as North directions above.



Home Fixtures - Season 2011/12

December

Saturday 3rd v Hinckley Town
Tuesday 6th v Nuneaton Town
Saturday 17th v Bishops Stortford

January

Sunday 1st v Worcester City
Saturday 7th v Solihull Motors
Tuesday 17th v Droylsden
Saturday 28th v Eastwood Town

February

Saturday 11th v Gainsborough Trinity
Saturday 18th v Vauxhall Motors

March

Saturday 10th v Guiseley
Saturday 31st v Boston United

April

Saturday 2nd v Nuneaton Town
Monday 9th v Histon
Saturday 21st v Stalybridge Celtic

