



# HEMEL HEMPSTEAD TOWN FOOTBALL CLUB

*2025/26 Media Sponsorship Brochure*

HEMELFC.COM



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**FOCUS**

RIGGING & SCAFFOLDING - MEDIA INDUSTRY SPECIALISTS



OUR *CLUB* | YOUR *CLUB*

# Digital Media *PARTNERSHIP*

**More than a marketing strategy.**

As non-league football following grows bigger than ever, **Hemel Hempstead Town FC** are able to offer your brand/business the opportunity to partner with an innovative, influential and forward thinking football club which appeals to a wide audience of over **35,000 social followers**.

**We produce content that gets us noticed, over 500K views annually across our social channels. Through your sponsorship, your brand/business can share this stage and become an integral part of this historic club.**

Football sponsorship is more than just a marketing strategy. It is also a chance for your brand/business to make a real change within the local community.

A sponsorship with **Hemel Hempstead Football Club** is a sponsorship for the **future**.



## ALL EYES ON YOU

Elevate your brand with media sponsorship, featuring exposure across our **website, social media and match day programme**. Connect with our fanbase and be prominently displayed in our media coverage or sponsor key matchday graphics, such as **team sheets** or **full-time visuals**, to gain targeted visibility. Your brand will stand out during crucial game moments, engaging fans, players and media.

All of our partnership, sponsorship or advertising offerings are focused on **driving engagement** within our fanbase and finding your target audience within this. With a wide range of opportunities, at varying price points, and a variety of exposure types - we are confident you will find a beneficial option for you and your brand/business.



**146.8k website hits** annually  
**74.5k unique visitors**  
**27.5k views** on web articles



**83.7k annual views**  
**3.3k hours watched** annually  
**+316 subscribers** throughout 24/25



**13.5M annual impressions**  
**157.3K annual profile visits**  
**433.9k annual engagements**



**1.6M views** in just 3 months  
**39.8K interactions** in just 3 months  
**+814 followers** in 3 months

## **35K+ combined social media followers.**

### **Reaching wide audiences:**

Up to **8.7k** views on Starting XI

Up to **27.6k** views on Full-Time

Up to **10.4k** views on Match Gallery

(Across X, Facebook & Instagram)



**236k annual views**  
**11k annual likes**  
**500+ followers** throughout 24/25



**1.3M views** in just 3 months  
**16.5K interactions** in 3 months  
Followers up **37% and growing**



## Main Media Sponsor:

- Logo on Hemel Hempstead Town FC Media Suite in a ground with over 21K seasonal footfall, plus additional daily audience from pitch rentals and Tudor Tavern patrons. Also feature in photo and video content throughout the season with the potential to be featured by official National League and DAZN social media channels.

- Page in the official match day programme, 23 programmes produced a season and 100+ sold every home fixture (with a chance to be featured in specialised programmes for FA Cup and FA Trophy)

- Promoted to 35K+ social media followers across our social channels with a dedicated post once a month.

- Direct link to your website via our Linktree, accessible on all of our social channels and the club website.

- Logo on all of our video intro/outros

**£5000+VAT per season or £7500+VAT for a two season commitment**



## Social Media Channel Sponsor:

- Your social media handle in our channels bio
- Your brand/business logo on that channels cover/banner (if applicable)
- Monthly promotional post on your chosen platform.

### Youtube:

1.42K Subs | 83.9K Views Annually | 3.3K Watch Hours Annually -

**£2000+VAT per season**

### X/Twitter:

16.7K Followers | 13.5M Views Annually | 156.9K Engagements Annually

**£1500+VAT per season**

### Instagram:

8.3K Followers | 6.5M Views Annually | 160.8K Engagements Annually

**£1000+VAT per season**

### Facebook:

5.8K Followers | 5.3M Views Annually | 67.7K Engagements Annually

**£750+VAT per season**



## Media Kit Sponsor

Showcase your business live on the pitch - seen by 22,000 footfall at home last season + plus away exposure in 23 different football grounds around the country.

This prime placement offers amazing visibility and exposure of your brand to thousands in foot traffic and thousands more online, in the form of match footage and social posting.

**£750+VAT per season**



## Specific Post Sponsors:

**Starting XI** - Up to 8.7K+ views per post | 46+ posts per season\*

**£1500+VAT per season**

**Full Time** - Up to 27.6K+ views per post | 46+ posts per season\*

**£1000+VAT per season**

**Match Gallery** - Up to 10.4K+ views per post | 46+ posts per season\*

**£750+VAT per season**

**Monthly Fixtures** - Up to 8.7K+ views per post | 8 posts a season.

**£750+VAT per season**

## Video Specific Sponsors:

**Multi-Cam Highlights** - Up to 28.2K+ impressions | 1.6k+ views | 46+ posts per season\*

**£750+VAT per season**

**Post-Match Interview** - Up to 18.5k impressions | Up to 2.1k+ views | 46+ posts per season\*

**£750+VAT per season**

46 league posts + FA Cup, FA Trophy, Herts FA fixture posts – as well as any other competitions the first team take part in.

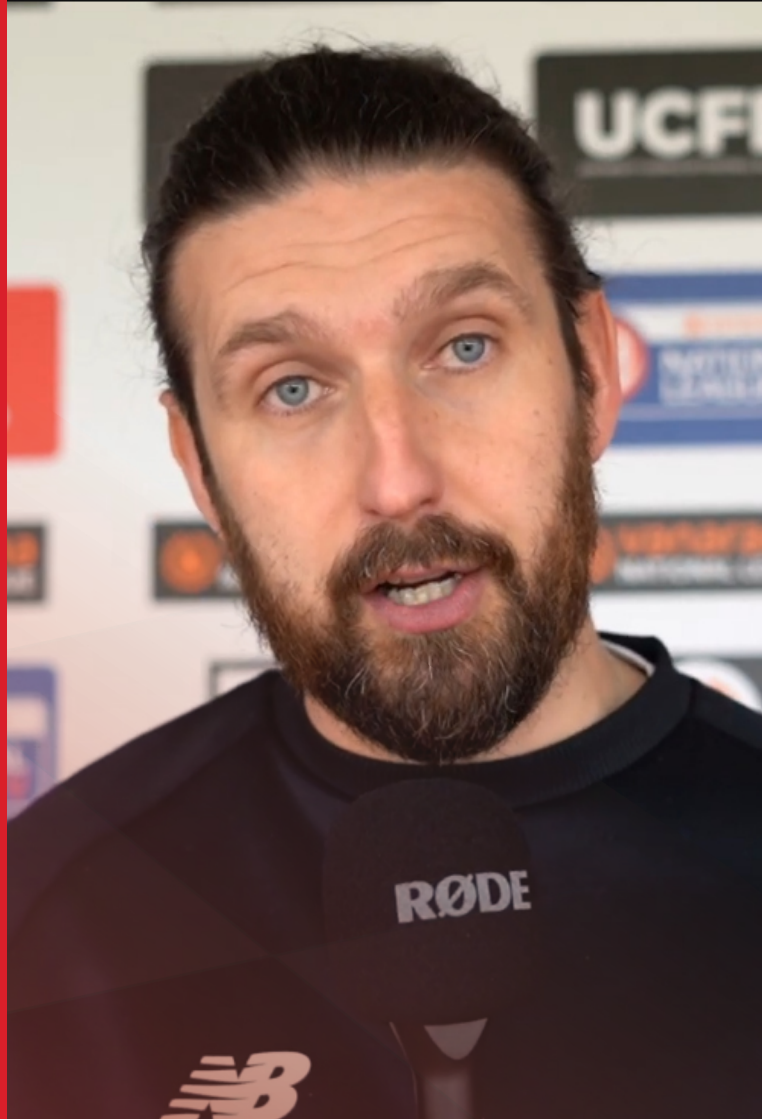
A run in the FA Cup would also attract the attention of the BBC, Sky Sports and other broadcast media.

Sponsors are an essential part of our football club and we appreciate all of our sponsors and partners as they help us raise the football club up.

In return for your support, Hemel Hempstead Town Football Club will ensure you receive continuous promotion all season long. As we grow, so does our reach – and we invite you to be part of our journey, as well as reap the benefits of working together to achieve our mutual goals.

Should you wish to discuss any of the above sponsorship options, or prefer a bespoke approach to collaboration, please get in touch via [media@hemelfc.com](mailto:media@hemelfc.com)

#COYT





Sponsored by *YOU.*