



COMMERCIAL OPPORTUNITIES

SEASON 2023/24



Redditch United enjoyed one of our best seasons in 2022/3 with the team achieving joint 7th place in a very competitive league with some excellent results along the way, notably against some of our local rivals. We reached the final of the Worcestershire Senior Cup and enjoyed success in the Birmingham Senior cup beating League clubs, Burton Albion and Birmingham City along the way to a memorable quarter final clash v West Bromwich Albion.

Our Academy and junior section continue to flourish, our work in the local community has seen us forge links with many more local schools and we've developed our partnership onsite with The Heart of Birmingham Vocational College working with them to educate local children, the Special Educational Needs & Disability (SEND) programme has gone from strength to strength increasing in numbers and just as importantly giving the participants skills and development that will stand them in good stead for life.

"We seek new partners to the football club as we prepare for the 2023/4 season, as a football club intrinsically linked to the community we serve, we are looking for long term partners who share our values and work hand in hand with us for a mutually beneficial partnership. We have an incredibly proactive off the field team with years of experience to drive reciprocal business and a mutually beneficial long-term relationship.

Up the Reds!

David Faulkner, Chairman





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REDDITCH UNITED

IN NUMBERS 2022/23



48% FOLLOWER INCREASE
AVERAGE ACROSS ALL CHANNELS



+42%

FOLLOWERS UP FROM 2021/22



+87%

FOLLOWERS UP FROM 2021/22



+17%

FOLLOWERS UP FROM 2021/22



75,000

profile visits

150,000

reach



185,000

pages views
each year

120,200

unique visitors
each year



10,200

followers

9.5M

reach



6050

followers

62,000

profile visits



1070

followers

THE MOST
FOLLOWED
CLUB
IN OUR
LEAGUE



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Partnerships

Redditch United represents a fantastic opportunity to increase brand recognition within the local community with in excess of 250,000 visitors to the stadium every season. As well as increasing brand awareness locally, online content is produced across the club's digital platforms.



THERE ARE MANY MORE WAYS TO GENERATE EXPOSURE IN AND AROUND THE STADIUM. CONTACT OUR COMMERCIAL MANAGER FOR A DISCUSSION ON HOW WE CAN HELP YOU ACHIEVE YOUR GOALS.

STAND SPONSORSHIP

Sponsoring one of the stands at the stadium forges a significant partnership and profile with Redditch United, offering huge visibility and great exposure.



FROM
£2000
+VAT + PRODUCTION

PITCHSIDE ADVERTISING BOARDS

With 250,000 visitors a season, pitchside advertising boards are a tremendous way to showcase your company.



FROM
£500
+VAT + PRODUCTION

PROGRAMME ADVERTISING

There are many more ways to generate exposure in and around the stadium, contact our commercial manager for a discussion on how we can help you achieve your goals.



FROM
£1000
+VAT + PRODUCTION

FROM
£250
+VAT

ROOM SPONSORSHIP

Your company can promote itself in one of our busy indoor spaces, used heavily on matchdays and during the week.



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Partnerships

Redditch United generate significant exposure through a range of different mediums.

The Club can provide bespoke partnerships that are tailored to each individual organisations needs and objectives. Whether you are a business seeking brand visibility or a company looking to engage with a local audience there is a partnership opportunity to suit you.

To explore what partnership opportunities are available please contact our Commercial Manager by calling 07496 595 262 or email commercial@redditchunited.co.uk

All of our sponsors benefit from social media support and a press release through the Clubs website and media channels.



Men's 1st Team

The Men's 1st Team are competing in the Southern League Premier Central Division (Step Three of Non-League). Our matchday photographers capture some stunning photos as our team travel throughout the UK and images are used in local and national press plus on multiple online sites too.

- First team home shirt
- First team away shirt
- Back of first team home shirt
- Back of first team away shirt
- Shirt sleeves
- Shorts
- Tracksuits
- Warm up jackets
- Away Transport Sponsor
- Medical Sponsor

✉ commercial@redditchunited.co.uk



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Women's 1st Team

The development of our Women's and Girls teams has been one of the biggest successes for Redditch United. Before the Covid-19 outbreak that abruptly ended the 2019/20 season our Women's team were top of the table and on track to gain their place in the National League to challenge teams including Wolverhampton Wanderers and Burton Albion. Our Women's team are in need of sponsorship to assist with team costs including training, equipment, registration fees and referees costs.

We are seeking commercial support to help our Women's team for the 2023/4 season and you can assist our women in the following ways :

- **Shirt Sponsorship** (shirt, shorts, sleeves)
- **Match Day Hospitality**
- **Season Long Match Ball Sponsor**
- **Women's Player Sponsorship**
- **Bench Coats**
- **Training Wear**

commercial@redditchunited.co.uk



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Sponsor your favourite player

Sponsor your favourite player:

- Recognition in the matchday programme
- Stadium announcements
- Company logo displayed on player profile photo
- Recognition on club social media
- Free invitation to player event
- Exclusive offers on hospitality and club merchandise

£200
+VAT

 commercial@redditchunited.co.uk



Enquiries:
commercial@redditchunited.co.uk



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Business Club Membership

Be part of an exclusive group of businesses to support Redditch United.

We have created a superb package that combines various facets of individual sponsorship. It's a great value for money option and in return your business will receive maximum exposure for supporting your community club. The club is always willing to be flexible and adjust a package to be suitable for the specific needs of the member.

Member benefits can be chosen from the below :

- Redditch United framed shirt
- Press release through club's website and social media to announce partnership
- A half page colour advert in our match day programme all season
- 2x Redditch United Season Tickets with season ticket member benefits
- Hospitality for 6 at a fixture of choice
- 1 free room hire of the Club's function room – perfect for a company party or fundraising event
- Business details on the United Business Club Members section of club website with company Logo on the carousel on the front page of website
- Enhanced social media and web support throughout the season
- Pitch side advertising board*
- 1 solus email to the clubs database
- 1 Player Sponsorship
- Opportunity for a 5 minute presentation at a business club meeting

* Client will pay for production of advertising board through the clubs nominated supplier.



THERE IS AN OPTION TO PAY MONTHLY BY DIRECT DEBIT.



Community & Academy

- We have a mainstream Football & Education programme with Virtual Learning UK, one of the longest running programmes in the local area. This has seen huge growth in the past 3 years especially. Near to 60 students set to enrol for September 2023.
- Every half term we host Holiday Camps and council run initiatives to tackle local poverty and increase exercise and activity in kids.
- Our Foundation sessions are open to all abilities twice weekly, usually see's around 40 kids attend each week.
- We currently work with 12 Schools on a weekly basis across Redditch, Bromsgrove and Droitwich providing extra-curricular activities during lunchtime and after school clubs to around 215 pupils.
- We are partnering with local Grassroots Clubs to help develop their coaches and players, using our standing as a Step 3 Non-League side.
- Every Monday we host 'Girls Skills Centre' sessions which are free introductory sessions for Girls only sessions.
- Our Youth sides have also been invited to a series of tournaments and fixtures at local professional Clubs including Birmingham City, West Bromwich Albion, Leicester City and Shrewsbury Town.
- As a Club we host local school cup finals which a number of our own players tend to compete in as well as tournaments which are usually a sell out during Easter, Christmas and Summer holidays.



WE RUN A UNIQUE SEND SPORTS & EDUCATION PROGRAMME WITH HEART OF BIRMINGHAM VOCATIONAL COLLEGE, THE ONLY REGISTERED ONE IN THE MIDLANDS. THIS HAS BEEN A HUGE SUCCESS IN ITS FIRST TWO YEARS INCREASING IN SIZE BY A THIRD IN 12 MONTHS.



EVERY HALF TERM WE HOST HOLIDAY CAMPS AND COUNCIL RUN INITIATIVES TO TACKLE LOCAL POVERTY AND INCREASE EXERCISE AND ACTIVITY IN KIDS (HIDE THE HUNGER BEING OUR CURRENT ONE)



OVER 45 REGISTERED SIDES FROM U7S > U19S ACROSS BOYS AND GIRLS/MALE/FEMALE & DISABILITY.



REDDITCH UNITED WILL HOST FULL TIME EDUCATION PROGRAMME FOR OVER 100 LEARNERS IN 2023 AND HOST THE COUNTRY'S ONLY SEND PROVISION PROGRAMME BASED AT A FOOTBALL CLUBS' MAIN STADIUM.



Testimonials



→ PROTEX



"In partnership with Protex Fasteners Redditch United deliver regular recreational and competitive football sessions for those with additional needs. This group regularly take part in football tournaments across the region playing against other local teams including Birmingham City and West Bromwich Albion."



"It has been a pleasure to have partnered with Redditch United for a 3rd season. Since working with Redditch United, we have forged a strong connection with the club, the local community and expanded our business network, seeing our profile and service grow and giving us opportunities that we couldn't have dreamed of."

The club have always gone above and beyond to help us push our service and brand, Iain Wain (the commercial manager) has proved time and time again his willingness to assist us with our goals and has always shown a high level of skill and professionalism.



I have nothing but positives to say in working with Redditch United and look forward to continuing our waste partnership for the 4th season."

→ HR GROUP



"At HR Employment Group, we have regularly enjoyed hospitality at Redditch United, the food and service are second to none, the football club goes above and beyond to ensure our clients can enjoy their day in a relaxed informal environment. We've entertained numerous business associates at the stadium and have enjoyed excellent feedback from them regards the day"

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Conference & Events

Welcome to the home of Redditch United Football Club. The stadium has a range of function rooms designed with comfort and versatility in mind to ensure maximum client satisfaction.

The Stadium can also be easily accessed by road and rail, the stadium is just a few miles from M42 J4 and is walking distance from the cross city rail line that runs from Lichfield to Birmingham terminating at Redditch train station.

In recent times, refurbishment works have been carried out at the ground and within the corporate areas to enhance the experience for users on matchday and non-matchday alike with our 1891 lounge the largest area we offer for Conferencing and Hospitality.

Whether hosting your event for business or personal use, our attention to detail, good facilities and in house chef make the stadium the perfect venue whatever the occasion.

We look forward to welcoming you to the stadium and to ensuring your events are enjoyable, memorable and successful.

 commercial@redditchunited.co.uk



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The 1891 Lounge

Situated on the first floor, the 1891 has recently undergone refurbishment to offer clients extensive conference facilities.

The 1891 Lounge is the largest of our function rooms and provides a great setting for any event. The suite is ideal for conferences, exhibitions and trade events whilst still offering a relaxed and ambient environment for parties and dinners.

Benefits from:

- Lift access
- Natural daylight
- Wheelchair user access and toilet facilities
- Modern design
- Air Conditioning
- Guest WIFI
- Pitchside view
- Complimentary car parking

✉ commercial@redditchunited.co.uk



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The Boardroom

The boardroom is located on the first floor of the main stand and offers a great venue for stylish receptions, dinners and company meetings. The boardroom has seen extensive improvements in recent years and it's walls are adorned with memorabilia from the clubs history.

Benefits from:

- Lift access
- Natural daylight
- Wheelchair user access and toilet facilities
- Modern design
- Air Conditioning
- Guest WIFI
- Private kitchen area
- Pitcheside view (The Sponsor Suite only)
- Complimentary car parking

The Sponsor Suite

Situated on the first floor in the main stand, adjoining the 1891 suite, the sponsor suite is an ideal breakout room. The room can be utilised for interviews or small meetings overlooking the pitch it provides a private area offering convenience and comfort.

✉ commercial@redditchunited.co.uk



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Parties & Events

We have an exciting programme of events throughout the year at The Trico Stadium, from Christmas Parties, to Stadium Tours and Mother's Day Lunches, we have something to suit all tastes and budgets.

Events:

- Mother's Day Carvery
- Father's Day Carvery
- Christmas Parties
- Tribute Acts
- Comedy Nights
- Sporting Events
- Pitch Hire

No matter what the occasion, here at The Trico Stadium we will ensure that you have a wonderful time celebrating. We are the perfect venue for your event, with award-winning catering, exquisitely decorated suites, private bar facilities and ample free parking.

Celebrations we can cater for include: Birthdays, Christenings, Engagemnets, Retirements, Anniversaries and many more.

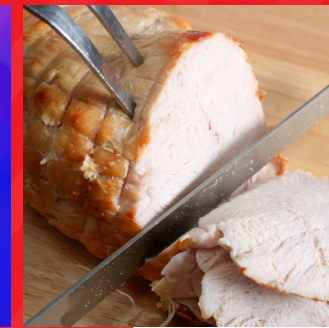
✉ commercial@redditchunited.co.uk



Christmas

This Christmas we are offering our most diverse range of party packages ever - from tribute nights to family orientated stadium tours, glamorous VIP parties to lavish private celebrations. We have a Christmas events to suit every taste and budget.

For more information on our Christmas Events programme pick up one of our special Christmas Event Brochures, visit redditchunited.co.uk or call 07496 595 262



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Matchday Hospitality

Redditch United Football Club offers a unique way to spend your day whilst catering for a variety of needs. You may be a business professional seeking a distinctive method of entertaining and impressing prospective clients or a manager offering incentives to employees and rewarding performance or maybe looking to improve morale and team bonding. Get yourselves noticed with one of our exclusive matchday packages, Main match Sponsorship and Boardroom options. Matchday sponsorship offers companies the perfect environment to entertain their colleagues and clients in one of our exclusive lounges. It also enables you to advertise and promote your brand to our corporate guests and supporter base.



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Hospitality Packages



THE CLUB WILL ALWAYS LOOK AT BESPOKE OPTIONS TO MAKE YOUR EXPERIENCE TRULY MEMORABLE.

TO ENQUIRE EMAIL COMMERCIAL@REDDITCHUNITED.CO.UK OR CALL 01527 62450

DIRECTORS PACKAGE

- Up to 12 VIP matchday tickets
- Meet in the Boardroom
- Hostess
- Table Service
- Pre match meal
- Complimentary drink
- Name Man of the Match
- Director's box seating
- Company logo on front page of the matchday programme
- Complimentary team sheets
- Enjoy a warm and friendly atmosphere in which you can entertain your clients, guests and friends
- Links through social media accounts



FROM
£400
+VAT

MATCHDAY SPONSOR

- Up to 12 VIP matchday tickets
- Meet in the Boardroom
- Pre match meal
- Complimentary drink.
- Name Man of the Match
- Director's box seating
- Recognition of sponsorship over the PA system
- Company logo on front page of the matchday programme
- Complimentary team sheets
- Enjoy a warm and friendly atmosphere in which you can entertain your clients, guests and friends
- Links through social media accounts
- Signed framed shirt presented by a player
- Corporate gift



FROM
£500
+VAT



OTHER OPTIONS AVAILABLE FOR SMALLER PARTIES

FROM JUST
£200
+VAT

CALL 07496 595 262 TO CREATE YOUR PERFECT DAY

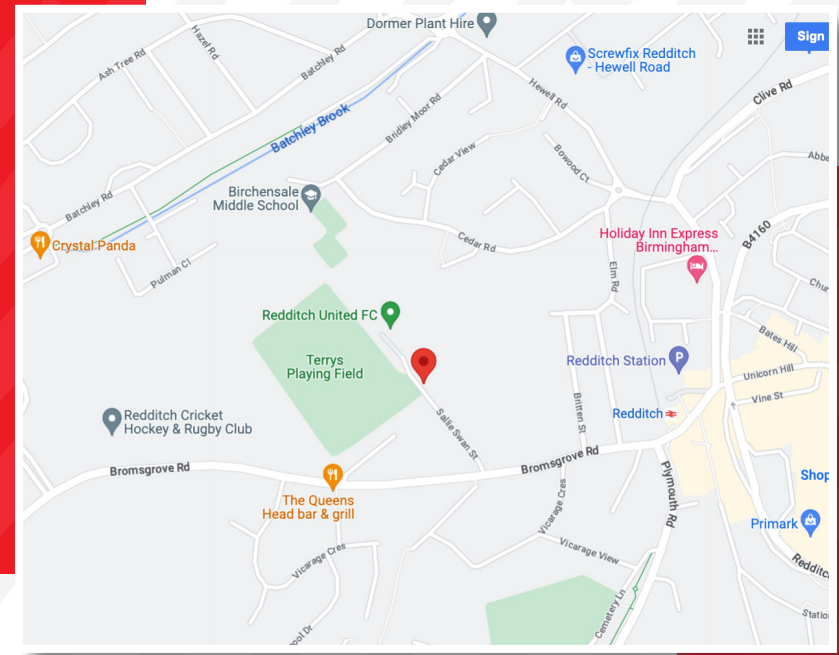
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Contact Us.....

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COMMERCIAL OPPORTUNITIES

SEASON 2023/24

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