



Rochdale AFC

PARTNERSHIPS 2022/23





YOUR TOWN, YOUR TEAM, YOUR CLUB.

Bring your brand to the forefront of the matchday experience by showcasing on one of our stands or entertain colleagues and clients as one of our matchday sponsors.

Whatever you choose, we'll guarantee you enjoy all the benefits that come with being one of our trusted and valued partners.

Commercial investment is an Integral part of our football club, and we are proud to work with some fantastic local businesses giving them a national platform.

There are so many ways to be part of The Dale football story with several exciting on-and-off the pitch commercial opportunities.

From seasonal hospitality packages to our prestigious corporate boxes, there is something to suit all budgets and requirements.

Whether you are looking for brand exposure, corporate entertainment or just a great day out, we can tailor any package to suit your needs.

MATCH DAY HOSPITALITY

Watch all Rochdale AFC home fixtures in the comfort of our hospitality suites. We have a great range of packages available, suitable for all occasions and budgets. From ground tours and photo opportunities, to dedicated matchday hosts and player interviews.

Whether you're entertaining clients or seeking entertainment for yourself, the Crown Oil Arena offers a great, unique experience for your matchday entertainment. Matchday package includes:

- VIP treatment from our Corporate Hospitality Team.
- Delicious three course meal served in our 1907 Lounge before kick-off.
- Ticket to watch the game from our luxury seating in the Main Stand.
- Matchday programme & team sheet.
- Half time cake & refreshment.
- Access to private bar.
- Invitation to attend the Man of the Match presentation.
- Opportunity to meet the players / directors after the game.
- Pre-match interviews.
- Stadium tour on request.
- Dedicated matchday host.

HOSPITALITY PER GAME BASIS

Adults (18+): £65 (season ticket holders £50)

Junior (Under 18): £45 (season ticket holders £40)

THE 100 CLUB - HOSPITALITY SEASON CARD HOLDERS

As part of the 100 Club, you will receive VIP hospitality for all 23 league games plus priority booking to all cup fixtures.

23 league games Adult (18+) £1,100

23 league games Junior (Under 18) £800



EXECUTIVE BOX HIRE

PRICE ON APPLICATION

Our Executive Boxes boast fantastic views of the pitch and provide a wonderful private dining experience.

Watch the game from the comfort and luxury of your private box and enjoy a delicious pre-match meal served by our corporate hospitality team. Choose from either a luxury buffet or a three course meal.

Our executive boxes can accommodate numbers from six up to 30 people.

Package includes the following:

- Executive Box Hire.
- VIP treatment from our Corporate Hospitality Team.
- Private box overlooking the pitch.
- Luxury buffet or three course meal served before kick-off.
- Match day programme & team sheet for every guest.
- Half time cake & refreshment.
- Invitation to attend the Man of the Match presentation.
- Opportunity to meet the players / directors after the game.

SEASONAL CORPORATE BOX

PRICE ON APPLICATION

Located in our Main Stand with stunning views of the pitch, our Seasonal Corporate Boxes are the perfect way to entertain clients, reward staff or enjoy with friends and family in the comfort of your own private area.

Package includes the following:

- Your own private box for every league home game for up to 12 guests.
- VIP entrance via our main reception.
- 2 car park spaces.
- Table service to your box for food and drink orders.
- Matchday programme and team sheet for every guest.
- Half time cake & refreshment.
- Private access to our Crown Bar available for Boxholders and VIP guests only.

COMPANY BOARDROOM EXPERIENCE

£300 TABLE FOR 2 PEOPLE

- Dine in luxury before kick-off in our private boardroom.
- Enjoy a delicious two course meal in the company of the RAFC and away team directors.
- Enjoy unlimited drinks from our complimentary bar.
- Sit in the best seats in the house to watch the game from the Home Directors Box.
- Half-time cakes and refreshments.
- Matchday programme & team sheet for every guest.
- Post-match drinks and assessment of the game with the directors.



MATCH BALL SPONSORSHIP

£1,000 +VAT

Our Match Ball Sponsorship package is the perfect opportunity to experience a memorable day at Rochdale AFC whilst elevating your company brand or celebrating a special occasion.

- VIP treatment from our Corporate Hospitality Team.
- Table for 12 guests in our 1907 Lounge.
- Delicious three course meal served before kick-off.
- Ticket to watch the game from our luxury seating in the Main Stand.
- Matchday programme & team sheet for every guest.
- Half-time cake & refreshment.
- Editorial in the matchday programme.
- Company logo on TV screens throughout the Crown Oil Arena.
- Signed football presented by the Man of the Match.
- On pitch presentation of the match ball & photo opportunities.
- 4 parking spaces.



OFFICIAL MATCH SPONSORSHIP

£1,500 +VAT

Our prestigious Official Match Sponsorship package will provide you with an unforgettable matchday experience of the highest standard and the maximum brand exposure.

- VIP treatment from our Corporate Hospitality Team.
- Private box for up to 12 guests overlooking the pitch.
- Delicious three course meal served in your private box before kick-off.
- Table service to your box.
- Matchday programme & team sheet for every guest.
- Half-time cake & refreshment.
- Editorial in the matchday programme.
- Tannoy announcement.
- Company logo on TV screens throughout the Crown Oil Arena.
- Company logo displayed on all e-tickets and opportunity to provide an exclusive e-marketing campaign to our supporters.
- Company name / logo on the official website, live match centre (www.rochdaleafc.co.uk) and link to your homepage.
- Selection of the Man of the Match and presentation.
- Commemorative gift & photograph presented by the Man of the Match.
- 4 car park spaces.

DIGITAL ADVERTISING AROUND THE GROUND

New for 2022, we are pleased to offer digital matchday advertising on our digital screens located in the RAFC Club Shop, all corporate boxes and on the digital score board.

Ensure your brand is noticed by high volume of supporters on a matchday with this eye-catching new digital advertising platform.

Prices are £150 plus VAT per day (matchday) or £25 plus VAT per day (non-matchday).

Discounted to £2,000 for the full season.

DIGITAL MATCHDAY ADVERTISING

We are pleased to offer digital matchday advertising on our digital screens/scoreboard located in and around the Crown Oil Arena.

Ensure your brand is noticed by high volume of supporters on a match day with this eye-catching new digital advertising platform.

Prices are £100 plus VAT per day (matchday) or £25 plus VAT per day (non matchday).

Our social media coverage averages around 4.5m impressions per month with Twitter and Instagram continuing to be our fastest growing social media platforms.

We can help increase your followers or extend your audience reach by promoting your business via our social media platforms. A single post costs £25 plus VAT or we can offer discounts on multiple social deals.

We also offer box adverts on our official site: www.rochdaleafc.co.uk for £500 plus VAT per month.

STADIUM ADVERTISING

The Crown Oil Arena is in the heart of the Rochdale community and has a capacity of over 10,000 spectators.

We offer a range of stadium advertising packages to provide fantastic brand exposure for your business from pitchside advertising boards, stand sponsorship packages, roadside advertising opportunities and Stadium TV advertising exposure.

We regularly feature on the BBC, ITV, Channel 5, Sky Sports and BT Sports. With advertising boards positioned on the TV camera arc, we can ensure your brand is spotted by millions of football viewers.

Tuesday night games are also streamed live on iFollow to allow fans who can't attend the game to watch online.

Our pitchside and stadium advertising boards are guaranteed for all 23 League Two home games during the season.

All advertising boards are supplied and installed by Rochdale AFC, but quality artwork must be provided by the client.

All the packages will include:

- Scoreboard advert for a game of your choice.
- Appear in the team photo.
- Hospitality for 4 people on a game of your choice (subject to availability).

PACKAGES

STAND NAMING RIGHT

PRICE ON APPLICATION

Have your very own branded stand here at Rochdale AFC. The opportunity to have the full naming rights to 3 of our stands are currently available. With the EFL's new broadcasting deal in place with ITV, highlights from all our home games will have a prime-time slot on ITV giving your brand a whole new audience of over 1 million viewers.

PITCHSIDE PERIMETER ADVERTISING BOARD

£1,500 +VAT

Crowd facing (6096mm x 760mm)

PITCHSIDE PERIMETER ADVERTISING BOARD

£2,000 +VAT

TV exposure (6096mm x 760mm)

BILLBOARD ADVERTISING BOARD

£5,000 +VAT

Sandy Lane (6100mm x 3100mm)

ROADSIDE ADVERTISING BOARD

£1,500 +VAT

6096mm x 1219mm (bespoke sizes available)

SOCIAL MEDIA ADVERTISING

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A single posting costs £25 plus VAT or we can offer discounts on multiple social deals.

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PROGRAMME ADVERTISING

Our award-winning matchday programme The Voice of Spotland (TVOS) is produced at every home game.

One in three people attending will purchase a match day programme.

A full-page colour advert (148mm x 210mm) costs £250 plus VAT for the season.

High quality artwork must be supplied by the client. All artworks must be received at least one week prior to the fixture dates.

TRAINING KIT & BOOTS SPONSORSHIP

We have some very special sponsorship opportunities for the ultimate Dale fan.

For £75 you can sponsor your chosen player's Training Kit and receive the following:

- Chosen players signed training kit at the end of the season.
- Your name underneath the player's photograph on the Players Sponsor's page of every edition of The Voice of Spotland matchday programme and the on the Players Sponsor's page on the official website www.rochdaleafc.co.uk.
- Signed photo from your chosen player.
- Opportunity for a photo with your chosen player on the pitch before a home game.

For just £30 you can sponsor your favourite player's Boots and receive the following:

- Signed photo from your chosen player.
- Your name underneath the player's photograph on the Players Sponsor's page of every edition of The Voice of Spotland matchday programme and the on the Players Sponsor's page on the official website www.rochdaleafc.co.uk.
- Opportunity for a photo with your chosen player on the pitch before a home game.

This makes for a superb birthday gift or treat.

PLAYER SPONSORSHIP PACKAGES

£500 +VAT

Our player sponsorship packages are a great way to affiliate your business with Rochdale AFC and one of our First Team players.

Player sponsorship packages are available for the players home and away kit.

Package includes:

- Players signed match worn shirt presented to you at the end of the season.
- Your company logo underneath the player's photograph on the Players Sponsor's page of every edition of The Voice of Spotland matchday programme.
- Company name & logo on the players sponsors page on the official website www.rochdaleafc.co.uk and link to home page.
- 2 x Meal & Match Tickets to a game(s) of choice during the season. Subject to availability.
- Appear on social media and scoreboard, during team announcements.



UNIQUE SPONSORSHIP OPPORTUNITY

If you are looking for a unique sponsorship opportunity, we can offer a range of kit deals to proudly affiliate your company with Rochdale AFC.

All of our kit sponsorship packages are bespoke & designed to meet your budget and requirements.

- Shorts
- Socks
- Training Kit
- Bibs
- Walk Out Jackets
- Managers Coats
- Ball Persons Tracksuits
- RAFC Youth Team
- RAFC Academy
- RAFC Ladies
- Player sponsorship

Please contact our Commercial Team to discuss in more detail.

CONFERENCE & EVENT ROOM HIRE

The Crown Oil Arena is the perfect location for your meeting or event. From intimate micro meetings to large scale exhibitions, conferences and events, we have a room to suit your requirements. Our dedicated events team will be on hand to deliver precisely what you want, when you want it.

RATCLIFFE BARS

Dale Bar £180 per day, Ratcliffe Suite £300 per day,
Both bars £400 per day

The Ratcliffe Bars are available for all occasions from wedding & private parties, to conferences, exhibitions and presentation evenings. The rooms can be split into the Dale Bar and Ratcliffe suite or hired as one event space holding up to 400 guests/delegates.

1907 LOUNGE

£180 per day.

Our newly refurbished 1907 Lounge can hold up to 150 guests. It has a private bar facility and additional space if required for a breakout/catering area.

BAMFORD SUITE

£120 per day.

Our Bamford Suite offers stunning views of the pitch and can accommodate up to 60 guests. It is perfect for meetings and training courses. This room is complete with a 72" digital screen.

BOARD ROOM

£90 per day.

Our Board Room is a more intimate setting and ideal for private, smaller functions. It has a private bar and can accommodate up to 30 guests.

BOXES

£60 per day.

We also have several smaller boxes available to hire which are perfect for interviews, micro meetings, or to hire as office space.

Free parking and wifi is available in all our event spaces and we can provide catering, stationery, AV equipment and room dressing to suit your requirements. Get in touch for more information.

**For all commercial enquiries, please contact
our Head of Commercial - Adrian Hunt.**

Tel: 07903 744 412

Email: commercial@rochdaleafc.co.uk

www.rochdaleafc.co.uk

Crown Oil Arena, Sandy Lane, Rochdale, OL11 5DR



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