



**TRAINING
GROUND**



**TRAINING
FACILITY**

www.afcb.co.uk

Commercial Team AFC Bournemouth Seward Stadium Dean Court Bournemouth BH7 7AF
Telephone: 0844 576 1910 Email: commercial@afcb.co.uk



**PRINCIPLE PARTNER
& NAMING RIGHTS
OPPORTUNITY**

WELCOME

AFC Bournemouth is giving your business the opportunity to raise your profile, benefit from media awareness, as well as engage with Cherries' supporters and the wider community.

AFC Bournemouth is a family and corporate friendly club and is truly at the heart of the community. The Club is building a team on and off the pitch for a future in the newpower Football League Championship, which is the fourth highest viewed football league in Europe. This is your time to be part of our future and join us on the road to success.

The Club's Seward Stadium at Dean Court offers unrivalled facilities in a prime location with the highest levels of excellence and service. Annually we welcome over 185,000 visitors, ranging from national blue chip companies and local organisations for business events, as well as individuals and supporters for private parties and functions.

The Club also has a huge commitment to the local community through AFC Bournemouth's Community Sports Trust. The Trust has been awarded Silver Status by The Football League for their excellent work in the community, including social inclusion projects, healthy living initiatives and programmes for people with disabilities.

AFC BOURNEMOUTH'S TRAINING GROUND

As part of AFC Bournemouth's improvements to the Club's facilities, a new training ground is under development next to the Seward Stadium at Kings Park. The Training Ground will be ready in time for pre-season on 1st July 2012 and will include two full size pitches, as well as two 5-a-side 3G pitches.

The Training Ground will be used by AFC Bournemouth's First Team Squad and the 3G pitches will be used by AFCB's Community Sports Trust, as well as 5-a-side organisations and teams throughout the week.

AFC Bournemouth is offering businesses the opportunity to be the Naming Rights Partner at the new Training Ground which will provide you with a considerable opportunity to:

- ♥ Increase the profile of your brand to a wider audience
- ♥ Enhance relations with customers, employees and the community, whilst creating business opportunities through networking events
- ♥ Gain regional and national exposure from TV and media coverage
- ♥ Promote your brand effectively and cost efficiently
- ♥ Flexible to tailor-make a sponsorship package that best serves your company's business objectives and ambitions.



AFCB'S NEW TRAINING FACILITY

REBOUND BOARDS



3D MATS



BRANDED DUG OUTS





WELCOME SIGN



PHOTO BOARD



WHY SPORT SPONSORSHIP & AFC BOURNEMOUTH?

Brands are increasing their investment in sponsorship and the market has remained buoyant in the past year, despite the difficult economic environment. The increasing popularity of football is a major factor stimulating investment as the number of those participating in and watching the game grows.

AFC Bournemouth is the only professional football club in Dorset, as well as one of the most recognised brands in the region.



UNIQUE POSITION

- ♥ Average matchday attendances have increased from 4,900 Season 2008/09 to over 6,000 supporters Season 2011/12
- ♥ The Club has over 3,000 season ticket holders
- ♥ AFC Bournemouth featured in five live matches during Season 2010/11, with the largest viewed game attracting an average audience of 813,000 (Second Leg of the Play-Off Semi Final against Huddersfield United on Sky)
- ♥ Our database of 59,000 covers both individual supporters and corporate members. This is made up of: Individual supporters = 48,200 + Corporate members = 10,800
- ♥ AFC Bournemouth can boast a 36% A/B and 47% C1 audience
- ♥ Bournemouth supporters (in FL survey) tend to be male aged 25-44, white, married/living with partner and earning on average £40,881 pa
- ♥ Steady support for the Club from partner companies including: Focal Point, Seward, JD Sports, Thomas Cook, Coca Cola, Heineken, Daily Echo, BBC.



INDOOR WARM UP AREA & GYMNASIUM

AFC Bournemouth's players have access to an indoor warm up area at the Seward Stadium every home matchday which includes a 3G surface. The Training Ground Partner has an opportunity to brand this area, along with the Gymnasium at the Stadium where the players workout using the weight machines and cardiovascular equipment.



CLUB MEDIA CHANNELS

- ♥ AFC Bournemouth's website www.afcb.co.uk attracts an average of 55,000 unique users per month
- ♥ The Club's e-newsletter reaches over 10,500 subscribers each week
- ♥ The Cherries' Matchday Programme is bought by an average of 1,750 people per match
- ♥ AFC Bournemouth has recently invested in a radio station and re-launched it under the name Hot Radio (formally The Bay). The community station broadcasts across Poole and Bournemouth and has over 30,000 listeners per week. (Independent research conducted July/August 2010).

TRAINING GROUND PARTNERSHIP OPPORTUNITIES

AFC Bournemouth is looking for a headline sponsor for the new training facilities at Kings Park. A commercial package can be tailor-made to meet your business's objectives and ambitions. As well as exposure and advertising at the Training Ground, the headline sponsor will receive access to rights within AFC Bournemouth's Seward Stadium.

The package can include the following commercial benefits:

Training Ground Brand Exposure

- ♥ Naming Rights
- ♥ Training Ground welcome sign*
- ♥ Four 3D mats*
- ♥ Branded interview backdrop board used for press calls*
- ♥ Eight advertising boards around the two 5-a-side 3G pitches*
- ♥ Two branded dug-outs*
- ♥ Eight branded corner flags*
- ♥ Branding in AFC Bournemouth's gymnasium
- ♥ Branding in AFC Bournemouth's internal warm-up area

Other Benefits

- ♥ Access to play on the 5-a-side 3G pitch on two occasions per season
- ♥ Access to watch a first team training session and join the playing squad for lunch on one occasion per season

COMMERCIAL PARTNERSHIPS HAVE BEEN FORMED WITH LOCAL AND NATIONAL MEDIA GROUPS INCLUDING:



the south's best variety of hits

AFC Bournemouth Exposure

- ♥ One TV Facing perimeter board*
- ♥ Advertising on the giant digital screen
- ♥ Advertising, advertorial and hyperlink on AFC Bournemouth's club website and e-newsletters
- ♥ 20 poster sites to advertise your business
- ♥ Full page advertising in AFC Bournemouth's Matchday Programme for each home game

Corporate Hospitality & Match Tickets

- ♥ Seasonal matchday hospitality and tickets for four people at five league matches per season
- ♥ Table of 10 at an AFCB Sportsmans Dinner each season
- ♥ Priority booking for other AFCB events

Merchandise

- ♥ The right to receive merchandise signed by the first team, plus 10% off Cherries merchandise

AFC Business

- ♥ Access to networking events to meet with other like-minded business people

The package fee is a minimum £15,000* per season, but is dependent on the commercial rights offered to the headline sponsor. The term is a minimum 2 years. *Signage production cost included in the fee.

Other Opportunities

AFC Bournemouth is also looking for advertisers to promote themselves on the rebound boards surrounding the 5-a-side 3G pitches.

Contact Details

If you are interested in finding out more about this headline sponsorship opportunity for the new Training Ground, please contact a member of the commercial team.

Commercial Team

AFC Bournemouth
Seward Stadium
Dean Court
Bournemouth
BH7 7AF
Telephone: 0844 576 1910
Email: commercial@afcb.co.uk

Rob Mitchell

Commercial Director
Telephone: 01202 726322
Email: rob.mitchell@afcb.co.uk



Make the Cherries your First Love. We hope to see you at the Seward Stadium soon.