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AFC Bournemouth
Dean Court, Kings Park
Bournemouth
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Telephone: 01202 726300
www.afcb.co.uk

AFC Bournemouth
WELCOME TO DEAN COURT



Welcome /

FROM ROB MITCHELL
Commercial Manager, AFC Bournemouth

"AFC BOURNEMOUTH AND OUR DEAN COURT STADIUM HAVE PROVED SUCCESSFUL FOR COMPANIES WISHING TO RAISE THEIR PROFILE AND ENGAGE WITH THE LOCAL COMMUNITY!"



WELCOME TO AFC BOURNEMOUTH AND TO WHAT PROMISES TO BE AN EXCITING SEASON AHEAD.

AFC Bournemouth, also known as the Cherries, is a family and corporate friendly Club offering a range of opportunities.

Our aim this season is to push for promotion to Coca-Cola League One and secure as much support from local businesses, commercial sponsors and supporters of the Club.

AFC Bournemouth and our Dean Court Stadium have proved successful for companies wishing to raise their profile and engage with the local community. The first class facilities and hospitality provide a fantastic opportunity to entertain guests either while watching the Cherries or using the Stadium for non-matchday events.

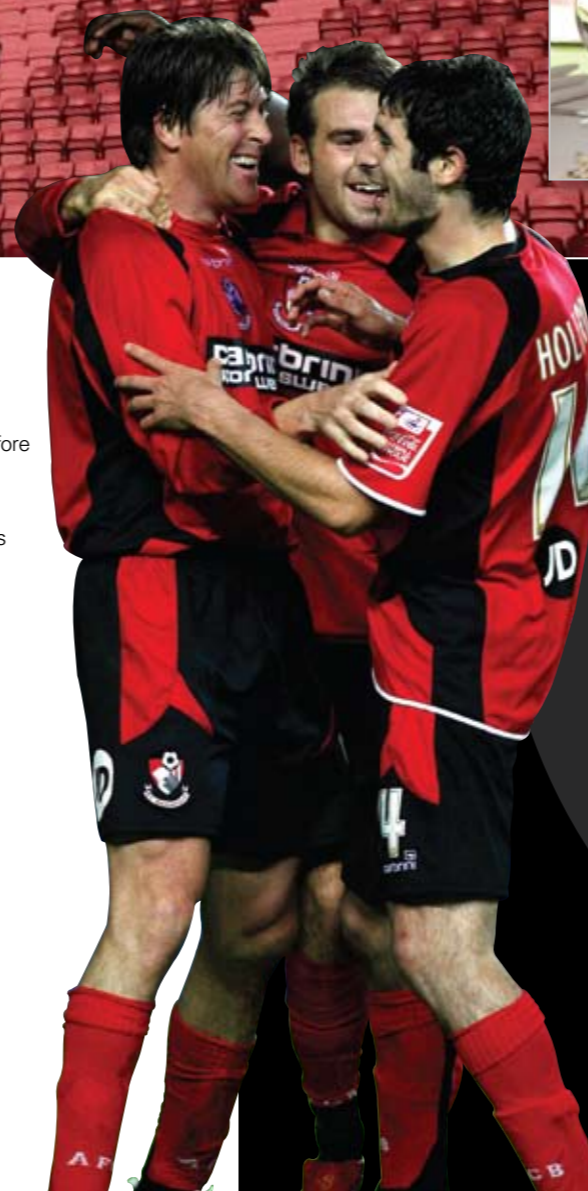
Exciting times and a great future are ahead with The Murry Foundation proposing a to build a multi-million pound Sports Academy next to Dean Court Stadium at Kings Park.

This new development makes it a greater time than ever before to become commercially involved with AFC Bournemouth.

You can find out more about our commercial packages in this brochure. Our Commercial Team will be delighted to discuss packages with you that meet your interests and budget.

Thank you again for your support and we hope to see you at Dean Court very soon.

Rob Mitchell
Commercial Manager
AFC Bournemouth



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Matchday Hospitality / ENJOY THE MATCHDAY ATMOSPHERE



Matchday Hospitality is popular amongst supporters and businesses alike. The modern and unique Dean Court Stadium offers a perfect venue to entertain clients, friends or families on matchdays.

You can enjoy the outstanding service, entertainment and excellent food with a hospitality package that meets your requirements and budget.

OUR EXCELLENT HOSPITALITY PACKAGE INCLUDES THE FOLLOWING:

Pre-Match

- Delicious three course meal with coffee and superb hospitality in the Top Floor Restaurant
- Entertainment from the Matchday Host
- Cash bar facility
- Complimentary programme and team sheet per guest

- See a player interview in the Restaurant before the game
- Car parking (subject to availability)

During the Game

- Executive Seating in the Main Stand
- Half-time tea, coffee and cakes in the Top Floor Restaurant

After the Game

- Opportunity to view all the post-match presentations, including the man of the match

**ONLY
£55***

+ If you are a Season Ticket Holder upgrade to Matchday Hospitality for just £26!*

Reduced concession prices available.

You too can enjoy the match in comfort and style at Dean Court!



Executive Boxes / ENJOY PANORAMIC VIEWS OF THE STADIUM AND FIRST CLASS HOSPITALITY



Dean Court has a total of 13 Executive Boxes, each holding up to 10 guests and offering panoramic views of the pitch and superior balcony seats to enjoy the match.

Boxes can be booked on a match-by-match basis or for the season and offer you the choice of including hospitality or hiring the box facility only. Executive Boxes are perfect for hosting an informal buffet or fine dining occasion to entertain clients, staff, friends or families on matchdays.

Boxes are also available for hire on non-matchdays for meetings and seminars and other private functions. Seasonal box purchase include non-matchday usage.

ALL EXECUTIVE BOX PACKAGES INCLUDE:

- Luxurious private box for up to 10 guests
- Superior balcony seats outside the box to watch the game
- Complimentary programme and team sheet per guest
- Fully stocked fridge (cash bar)
- Car parking available
- SkyTV

"The flexibility offered by the Club has enabled us to tailor the hospitality experience to suit our specific requirements. We use both our Executive Box and the Restaurant and find both offer a first class standard of food and service."

Wayne Moore, Operations Director, Sunseeker

Meal Package	One Match	Seasonal 2009-10
Half-time tea, coffee & cakes	£375* for Box	£9,000*
Pre-match buffet	£495* for Box	£12,750*
Pre-match three course meal	£675* for Box	£17,500*

*+ VAT per person



Matchday Sponsorship / RAISE YOUR COMPANY'S PROFILE

This is the ultimate package which puts your business as the headline sponsor for a chosen match. The package offers outstanding VIP hospitality in the Top Floor Restaurant and high profile branding and advertising to thousands of AFC Bournemouth supporters and the wider community.



THE PACKAGE INCLUDES THE FOLLOWING BENEFITS:

Pre-Match

- Champagne reception on arrival
- Delicious three course meal and VIP hospitality for 10 guests in our Top Floor Restaurant including complimentary wines, beers and soft drinks prior to kick off
- Car parking for 3 vehicles
- Complimentary programme and team sheet per guest
- See a player interview in the Restaurant before the game
- Pitchside photo with a player
- Entertainment from the Matchday Host
- Sky TV

During the Game

- Executive Seating in the Main Stand
- Half-time tea, coffee and cakes
- Select the Man of the Match before the final whistle is blown

After the Game

- Present Champagne to the Man of the Match
- The Man of the Match will present you with a framed shirt signed by all of the First Team
- Photographs of your experience forwarded to you after the day of the game

Advertising & Exposure

- Company logo on the front cover and back cover of the Matchday Programme
- Full page colour advertisement in the Matchday Programme to promote your sponsorship
- Company name displayed on the matchday tickets and team sheets
- PA announcements and scoreboard message
- Company name and logo will be featured on Cherry TV throughout the day
- Presentation photograph will appear on the website and in the following issue of the Matchday Programme

This exclusive package is just £895*

*+VAT per person

Match Ball, Match Programme & Match Shirt Sponsorship / AN EXCITING ALTERNATIVE TO ENJOY HOSPITALITY AND CREATE AWARENESS



GREAT EXPOSURE
FOR YOUR BUSINESS

FROM ONLY
£550*



These sponsorships boast novelty and exciting alternatives to the standard hospitality. Whether you are celebrating an occasion with friends and family or seeking the opportunity to raise your profile and impress business associates, these packages are ideal and memorable.

THE MATCH BALL, MATCH PROGRAMME & MATCH SHIRT SPONSORSHIP PACKAGES INCLUDE:

Pre Match

- Champagne reception on arrival
- Delicious three course meal and VIP hospitality for 6 guests in our Top Floor Restaurant including complimentary wines, beers and soft drinks prior to kick off
- Car parking for 2 vehicles
- Complimentary programme and team sheet per guest
- See a player interview in the Restaurant before the game
- Pitchside photo with a player
- Entertainment from the Matchday Host
- Sky TV

During the Game

- Executive Seating in the Main Stand
- Half-time tea, coffee and cakes

After the Game

- The Man of the Match will present you with your commemorative gift signed by all of the First Team
- Match Ball Sponsor - Signed Ball

- Match Programme Sponsor - Framed Signed Programme
- Match Shirt Sponsor - Signed Shirt
- Photographs of your experience forwarded to you after the day of the game

Advertising & Exposure

- Company logo on the front cover and back cover of the Matchday Programme
- Half page colour advertisement in the Matchday Programme to promote your sponsorship
- Company name featured on the team sheets
- PA announcements and scoreboard message
- Company name and logo will be featured on Cherry TV throughout the day
- Presentation photograph will appear on the website and in the following issue of the Matchday Programme

These exclusive packages are just £550*

"Match Sponsorship provides us with the chance to utilise a number of advertising opportunities to target supporters and corporate guests on a matchday, as well as experiencing the ultimate matchday hospitality package."

Claire Morris, Promotions Manager, Daily Echo

*+VAT per person

Mascot Packages /

THE ULTIMATE EXPERIENCE FOR EVERY YOUNG CHERRIES FAN

ONLY
£50! *



Designed for youngsters, our mascot package is a perfect way for a child to celebrate a special occasion with friends and family and to feel part of the First Team Squad for the day.

OUR PACKAGE INCLUDES:

- Visit the home team dressing room and get autographs from the players on a matchday programme
- Kick about on the pitch prior to kick off
- Lead the team out onto the pitch and have a photograph taken with the captains and the match officials
- Individual photograph with one of their favourite players
- Photograph and acknowledgement in the following matchday programme

AFC Bournemouth replica kit is available from the Club Shop.

CLUB SHOP 01202 726 325



* Includes VAT

Player Kit Sponsorship /

SHOW YOUR SUPPORT OF A CHERRIES PLAYER

This is an ideal opportunity for you or your company to be associated with your favourite player and attend a special Sponsors Evening with him, his playing colleagues and the Management Team.

"Player Sponsorship is a great way for Platinum Software to be associated with a First Team player for the season and to enjoy a number of exclusive benefits. Having our company name with the player on the Player Sponsors page in the programme is an effective way to advertise our company in front of thousands of Cherries fans. We also enjoy being able to join the player and the rest of the squad at the End of Season Awards Dinner"

Kate Schofield, Director, Platinum Software

ALL KIT AND PLAYER SPONSORSHIP PACKAGES INCLUDE:

- Your name or company name featured alongside your player in every home Matchday Programme and on the website for the 2009-10 Season
- A special evening with the Manager and Player for yourself and a guest
- Signed photograph with First Team Players
- A feature profile about you or your company in a Matchday Programme

PLAYER KIT SPONSORSHIP PRICES:

£375*
HOME KIT SPONSORSHIP

for 2009/10 Season

£325*
AWAY KIT SPONSORSHIP

for 2009/10 Season

£600*
HOME + AWAY KIT SPONSORSHIP

for 2009/10 Season



Seasonal & Matchday Advertising / REACH A CAPTIVE AUDIENCE

PRICES START FROM **£35***

As well as sponsorship packages, we also offer a wide range of seasonal and match-by-match advertising opportunities.

These include:

Media Advertising

Our Matchday Programme provides a superb opportunity to advertise your business in a highly collectable and often re-read publication. The Club sells up to 3,000 copies per match with circulation figures of up to 9,000 per match.

Website

The official Cherries Website www.afcb.co.uk constantly gives fans up-to-date news on the Club 24-7.

Unique users have increased to over 50,000 per month, with over 400,000 page impressions per month.

THE WEBSITE OFFERS:

- High impact advertising with measurable results
- Engaging, highly interactive form of marketing
- Permanently accessible advertising not restricted to matchdays and events



MATCHDAY PROGRAMME ADVERTISING OPTIONS INCLUDE:

Advertising Space	1 Issue	3 Issues	5 Issues	10 Issues	Season 2009/10
Strap Line (size)	£35	£100	£155	£325	£550
Quarter Page	£50	£140	£225	£450	£750
Half Page	£90	£250	£425	£850	£1,250
Full Page	£150	£425	£700	£1,400	£1,750

*All prices are subject to VAT and production costs

WEBSITE ADVERTISING OPTIONS INCLUDE:

Advertising Space	2 weeks	1 month	3 months	1 year
Banner / Tower Advertising (non exclusive)	£250	£450	£1,300	£2,950

* Includes VAT

Pitchside Advertising Boards /



PRICES START FROM **£20*** PER GAME

Pitchside Advertising Boards

Perimeter Board advertising achieves extensive media coverage and puts your brand in front of thousands of AFC Bournemouth fans, as well as nation wide audiences. Standard boards are 20 feet x 2 feet 2 inches (610cm x 67cm).

PITCHSIDE ADVERTISING OPTIONS INCLUDE:

Advertising Site	2009/10 Season
Crowd Facing	£450
Pitch Facing	£800
TV Facing	£1,450
Secondary Row TV Facing	£1,250

*All prices are subject to VAT and production costs

Larger and more prominent positions are also available and can be discussed with The Commercial Team.



Stadium Advertising /

DIGITAL BIG SCREEN, CHERRYTV, CONCOURSE AND RESTROOM ADVERTISING



Digital Big Screen Advertising

The Club has a 12m² screen at the end of the Main Stand and TV monitors in the hospitality suites and concourses showing CherryTV. This screen ensures that your message and advert is eye catching and reaches a captive audience across the whole stadium.

Concourse & Restroom Advertising

Dean Court has over 50 sites around the stadium available for poster advertising. The concourse and restroom areas provide the perfect environment for advertising which is eye catching and has impact in front of a captive audience.

DIGITAL BIG SCREEN

Advertising	1 Match	3 Matches	5 Matches	10 Matches	Seasonal
Stadium Big Screen Pre-Match & Half-time Message on Stadium Big Screen	£100	£275	£450	£900	£1,800

CHERRYTV

Transmissions	Duration	Package	Broadcast	Cost
Min 15 Mins Transmissions	20 Seconds	Match	1pm – 6pm	£140
Min 15 Mins Transmissions	20 Seconds	3 Matches	1pm – 6pm	£400
Min 15 Mins Transmissions	20 Seconds	5 Matches	1pm – 6pm	£675
Min 15 Mins Transmissions	20 Seconds	10 Matches	1pm – 6pm	£1,200

CONCOURSE & RESTROOM ADVERTISING

Advertising Sites	1 Match	3 Matches	5 Matches	10 Matches	Seasonal
10 Poster Sites	£95	£270	£425	£850	£1,250
20 Poster Sites	£180	£520	£795	£1,250	£1,750
30 Poster Sites	£275	£825	£995	£1,450	£1,950
50 Poster Sites	£425	£1,150	£1,450	£1,750	£2,450

Black Label Events /

NON-MATCHDAY CONFERENCE & EVENTS



AFC Bournemouth is one of the most unique and versatile venues in Dorset and offers some of the best equipped conference facilities and hospitality suites at unbeatable rates.

Along with extensive car parking and disabled facilities, there are seven main suites and 13 smaller rooms for exclusive hire that can be used for social occasions or corporate events. Whether you are bringing together 2 or 500 people, is the ideal venue to enjoy magnificent views

of the stadium for breakfast meetings, training sessions, exhibitions, product launches, banquets, conferences, interviews, weddings or Christmas parties.

Our highly skilled catering and conferencing team will ensure that your experience with us is second to none.

Together with our sales team that understands the importance of detail, your satisfaction is assured as we aim to create your perfect event and are able to cater for any special dietary requirements.

Dean Court is the perfect venue for business or pleasure.

Layout plans & capacity charts																	
Room	Dimensions				Adjacent Syndicates	Capacities				Reception	Dinner Dance	Board Room	Lighting	Power	Misc.		
	Level	Width	Length	M ²		Theatre Style	Cabaret Style	Classroom Style	U shape						Natural Daylight	13 Amp Sockets	Wireless
Top Floor Restaurant	2	13.5	15.1	203.85	Y	250	160	60	40	250	160	N/A	•	•	•	•	•
Balfour Suite	1	13.11	20.4	267.44	Y	300	250	100	30	400	240	N/A	•	•	•	•	•
Executive Suite	2	7.0	14.3	100.1	Y	80	60	35	25	90	50	30	•	•	•	•	•
VIP Suite	2	6.9	4.4	30.36	Y	20	N/A	N/A	10	20	N/A	14	•	•	•	•	•
Boardroom	1	8.0	6.8	54.4	Y	30	30	12	14	60	N/A	14	•	•	•	•	•
MacAlister Suite	1	6.75	11.2	75.60	Y	60	50	32	20	80	40	30	•	•	•	•	•
Ambassador Suite	1	6.4	17	108.8	Y	80	80	40	15	100	40	30	•	•	•	•	•
Hospitality Boxes	2	3.3	4.4	14.52	Y	N/A	N/A	N/A	N/A	10	N/A	6	•	•	•	•	•
The Cherry Tree	G	12.6	15	189	N	150	80	40	30	150	80	30	•	•	•	•	•

All the above information is provided for guide purpose only.

Vice President Package / SEASON 2009-10



Become an AFC Bournemouth Vice President and enjoy hospitality in a private lounge and premium match seats!

You can become a Vice President of AFC Bournemouth and enjoy our first class hospitality in a luxury private lounge, meet players and watch the match from your own premium seat in the Executive Area at Dean Court.

THERE ARE A NUMBER OF BENEFITS OF BECOMING AN AFC BOURNEMOUTH VICE PRESIDENT, INCLUDING:

- Access to a private lounge (MacAlister Suite)
- Exclusive Vice President membership card
- Reserved Executive Seating on the halfway line (existing VP's can renew their seat/s)
- A delicious one course meal with coffee
- Halftime tea, coffee, sandwiches and soup
- Matchday programme and team sheet at each game
- View our player interview in the MacAlister Suite before each game

- Parking permit for one car per VP in the main car park
- Two guest tickets at a 50% discount to use this season – league matches only (£22.50 + VAT per person instead of £45 + VAT per person)
- 10% off official club merchandise, plus other benefits offered to season ticket holders
- Discounted guest tickets
- Ex AFC Bournemouth players to visit the MacAlister Suite at selected games during the season
- SkyTV
- Exclusive access to monthly competitions
- Private cash bar

Package Price:

£1,200 + VAT (£1,380 inc. VAT) per person including all home Coca Cola League 2 matches for Season 2009-10 and up to four home cup matches.

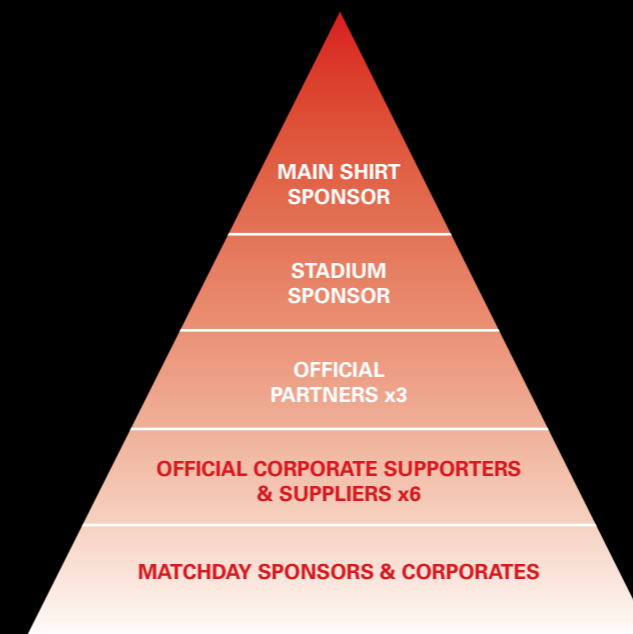
For further information or to book, please contact the Commercial Team on 01202 726322 or email sales@afcb.co.uk

Introducing AFC Bournemouth's Partnership Programme /

The Cherries Partnership Programme offers businesses of all sizes an opportunity to engage with Cherries supporters, both locally and nationally. In addition, networking and other business to business events enable those associated with the Club to meet on a social level.

AFC Bournemouth can offer your business a fully integrated sponsorship programme offering high profile advertising and brand awareness, as well as sales promotion opportunities and corporate hospitality.

The Cherries Partnership Programme is made up of five levels, each developed to maximise your brands exposure, whilst recognising the differing needs and budget requirements of your business.



What AFC Bournemouth offers your Business

- Access to a range of unique rights and benefits that can raise your company profile and help you connect with the community and other business people
- The opportunity to associate your company with one of the biggest brands in Dorset – AFC Bournemouth
- Access to tailored hospitality and sponsorship packages which meet your company objectives
- The opportunity to put your business in front of thousands of people and the wider community
- The opportunity to enhance relations with customers, employees and the community
- The opportunity to gain regional and national exposure from TV and media coverage

Sponsorship Packages / MAIN SHIRT SPONSOR / STADIUM SPONSOR



Tier 1 Main Shirt Sponsor

AFC Bournemouth's Shirt Sponsor is with the UK's leading sports fashion retailer, JD Sports. The deal sees AFC Bournemouth's playing and training kit carry the logo of one of JD's exclusive youth brands, Carbrini Sportswear. The three year partnership allows JD Sports to utilise the Club's communication channels and sponsorship inventory to develop the JD Sports and Carbrini Sportswear brands in the region.



Tier 2 Stadium Sponsor

Stadium Naming Rights gives a brand an exclusive opportunity to be the headline sponsor of AFC Bournemouth's Football Stadium. The package can be tailored to meet business objectives and offers extensive brand benefits for a minimum three years.

Basic package £75,000 per season
(based on Coca-Cola Football League Two)

"Seward have been a sponsor of AFC Bournemouth for a number of years and benefit from using a local venue and the excellent corporate hospitality, alongside effective advertising and branding. Our partnership with the Club has increased brand awareness across the area and given us the opportunity to entertain customers and clients in a relaxed and unique setting."

John Saunders
Managing Director, Seward



Sponsorship Packages / OFFICIAL PARTNERS / OFFICIAL SUPPORTERS & SUPPLIERS / MATCHDAY CORPORATE SPONSORS



Tier 3 Official Partners

The Club offers an exceptional opportunity for three companies to become an 'Official Partner' of AFC Bournemouth. Official Partners will enjoy a range of exclusive and unique sponsorship rights over a three year period.

Opportunities include:

- Centre of Excellence Partner
- Community Sports Trust Partner
- Pouring Rights Partner

Other categories available which can be discussed with the Commercial Team

Basic package £50,000 per season
(based on Coca Football League Two)

Current Partners include:

Seward - Official Motor Retail Partner

Tier 4 Official Corporate Supporters & Suppliers

Official Corporate Supporters & Suppliers make up the third tier of the Cherries Partnership Programme. These valued Supporters and Suppliers receive access to a number of high profile opportunities and a range of benefits over two years.

Opportunities include:

- Snacks Supplier
- Communications Partner
- Travel Partner
- Legal Partner

Other categories available which can be discussed with the Commercial Team

Basic package £25,000 per season (based on Coca Football League Two)

Current Partners Include:

heart Heart FM - Commercial Radio Partner

BBC Radio Solent - Broadcast Partner

DAILY ECHO Daily Echo -
Newspaper of AFC Bournemouth

Cedar Group -
Matchday Programme Print Supplier

Tier 5 Matchday Sponsors & Corporates

Matchday Sponsors and Corporates have the opportunity to promote their company via a range of exciting advertising and branding opportunities. Partners at this level can also enjoy a range of matchday hospitality packages to entertain customers, staff and clients.

Prices vary depending on advertising / hospitality packages. See previous sections in this brochure.

To discuss any of these partnership opportunities, please contact the Commercial Team on or email sales@afcb.co.uk

“J.P. Morgan is delighted to support AFC Bournemouth’s Community Sports Trust. Football really engages with the community and supporting local projects ensures we hit our corporate social responsibility objectives.”

James Oakley, JP Morgan



AFC Bournemouth in the Community / SUPPORTED BY THE MURRY FOUNDATION



AFC Bournemouth's Community Sports Trust was established as a charitable trust (Charity Number: 1122693) in 2007. The Club's community scheme reaches over 100,000 children and families across Dorset and Hampshire each year, offering football and educational based projects.

AFC Bournemouth Community Sports Trust has now been awarded Silver Status by The Football League Trust for their excellent work in the community. This valuable work is funded by public and private funding, enabling partners to demonstrate their commitment to the community, reach a diverse audience and hit corporate and social responsibility objectives.

The Community Sports Trust motivates and engages people of all ages, backgrounds and abilities towards common goals of building self esteem, personal development and inspire a thriving community.

Football is a powerful vehicle which raises standards in education. Some examples of AFC Bournemouth's Community Sports Trust Projects include:

- Curriculum based physical education
- Holiday Soccer Schools
- Football and educational linked projects - School Health Initiative, Anti-Smoking, Kick Out Racism
- Social inclusion projects:
 - Friday nights at Boscombe Gardens
 - Strouden Police Project
 - Estates school holiday courses
- Saturday Clubs
- Disability Programme

Junior Cherries

Junior Cherries is a membership scheme for children up to the age of 16. The Scheme encourages children to support AFC Bournemouth, where members receive a number of exclusive benefits and offers.

There is a target to reach 1,000 Junior Cherry members by the end of Season 2009-10.

“Siemens VAI are proud to have supported AFC Bournemouth’s Community Sports Trust and a social inclusion project. This project enabled Siemens VAI to have a positive impact in the local community and encourage young people to engage in healthy and structured activities. Siemens VAI also benefited from the associated positive publicity generated from the project.” Siemens VAI

AFC Bournemouth's Commitment to the Community /



AFC Bournemouth is strengthening its ties with the local community by helping a different charity at each and every home game during Season 2009 -10.

This fantastic work increases fund raising and enables charities to raise their profile and awareness via the Club's communication channels.



Youth Cancer Trust

The Youth Cancer Trust was presented with a cheque for £15,000 which will provide an amazing 37 holidays for the brave children and adults who are suffering with cancer.

The Youth Cancer Trust provides free activity based holidays for young people between the ages of 14 and 30 who are living in the United Kingdom and Irish Republic.

The Charity was first established in 1997 by Brenda Clark, who had recently lost her only child through cancer.

The youngsters come from all over the UK and Ireland to stay at Tracy Ann House in Bournemouth.

Bournemouth Food Bank

The Bournemouth Food Bank works in the Club's locality to support people who are in crisis. The Charity was launched in December 2007 and provides up to 3 days of emergency food for those in need.

AFC Bournemouth has installed two permanent collection bins for the Bournemouth Food Bank at Dean Court. One is located in the Club Shop for people to donate food during the week.

For further information on how to get involved with AFC Bournemouth's charitable work, please write to Adam Murry, AFC Bournemouth, Dean Court, Bournemouth, BH7 7AF or call 01202 726337.



Supporter Facts & Figures /

- Dean Court has a catchment area of over 400,000 people across the Bournemouth & Poole area
- High ABC1 population in Bournemouth and the surrounding area
- Average household income over £30k pa – a substantial increase on the 39% FAPL average*
- 43% hold management or executive positions, 21% hold skilled positions, 17% are retired or students and 16% hold manual or semi-skilled positions
- The Club has a database of over 50,000, which is continually increasing
- Commercial partnerships have been formed with local and national media groups including: Sky Sports, BBC, ITV, Bournemouth Daily Echo and Heart FM
- Annual investment in sponsorship in the UK now exceeds £1 billion and continues to grow



Club History & Heritage /

AFC Bournemouth can trace its roots as far back as 1890 (Boscombe St. Johns Institute Football Club). They disbanded in 1899 and from the remains of that Club, Boscombe FC were formed at a meeting under the streetlights in Gladstone Road, Boscombe.

In 1910, the Club were granted a long lease for some wasteland next to Kings Park. The ground was named Dean Court after the benefactor Mr. J.E. Cooper-Dean.

After three years in the Southern League, Boscombe FC's application was accepted for the Third Division (South) in the 1923-24 season.

1924 the Club decided it would change its name to Bournemouth and Boscombe Athletic Football Club.



The Cherries finally hit the headlines in the 1956-57 season after a fabulous run in the FA Cup losing to Manchester United 2-1 in front of a record 28,799 crowd at Dean Court (through a goal that was offside).

Club legend Ted 'SuperMac' MacDougall scored 49 goals in the 1970-71 season and in the following campaign, he put nine past Margate in the 11-0 FA Cup win.

In 1972 the Club changed its name again to AFC Bournemouth.



In 1983 Harry Redknapp was brought in as assistant to David Webb.

Redknapp then took over the reigns the following season. His and our finest hour came when FA Cup holders Manchester United were beaten by Bournemouth in the Third Round of the FA Cup on the 7th January 1984.

12th place was gained in the 1988-89 season, the Club's best ever, and the Club also reached the Fifth Round of The FA Cup.

Financial worries came to a head in early 1997 but thanks to supporters who rallied, a trust fund was set up which saved the Club from going out of business.

1997-98 season turned out to be an incredible one. The play offs were just missed and Wembley was reached in the Auto Windscreens Shield. 34,000 Bournemouth supporters travelled to Wembley.



Record appearance maker Sean O'Driscoll took over as First Team Manager in 2000. Sean led the Team to promotion to the First Division culminating in a terrific 5-2 victory over Lincoln City at The Millennium Stadium in the 2002-2003 Season.



The Club came out of administration at the start of the 2008-09 season with new Manager Eddie Howe leading the fight against a 17 points deduction to stay in the Football League.

In July 2009 The Murry Consortisum completed the purchase of The Club and now working extremely hard to take the club forward on and off the field.



Contact us /

Directions from London

Leave M25 at junction 12, exit onto M3 towards Southampton. At junction 13, exit toward Bournemouth Merge onto M3. Merge onto M27. Continue on A31 Exit onto A338 toward Three Legged Cross/Verwood/Christchurch/Bournemouth/Ashley Heath/Horton Slight left to stay on A338. Take the exit toward Boscombe. At the roundabout, take the 2nd exit onto King's Park Drive. Destination will be on the left.

Directions from Midlands

Head South bound on M42 towards London/Warwick/M40/Solihull. At junction 3a, exit onto M40 toward London/Warwick/Stratford. At junction 9, take the A41/A34 exit. At Wendlebury Interchange, take the 3rd exit

onto A34 heading to Oxford/Newbury. At the roundabout, take the 3rd exit onto the M3 ramp to Portsmouth/Bournemouth/Southampton. Merge onto M3. At junction 13, exit toward Bournemouth. Merge onto M3. Merge onto M27. Continue on A31. Exit onto A338 toward Three Legged Cross/Verwood/Christchurch/Bournemouth/Ashley Heath/Horton. Slight left to stay on A338. Take the exit toward Boscombe. At the roundabout, take the 2nd exit onto King's Park Drive. Destination will be on the left.



Address:

AFC Bournemouth
Dean Court, Kings Park
Bournemouth
Dorset, BH7 7AF

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