

2023



2024

**SPONSORSHIP, ADVERTISING, HOSPITALITY  
AND PARTNERSHIP OPPORTUNITIES**





# CLUB HISTORY

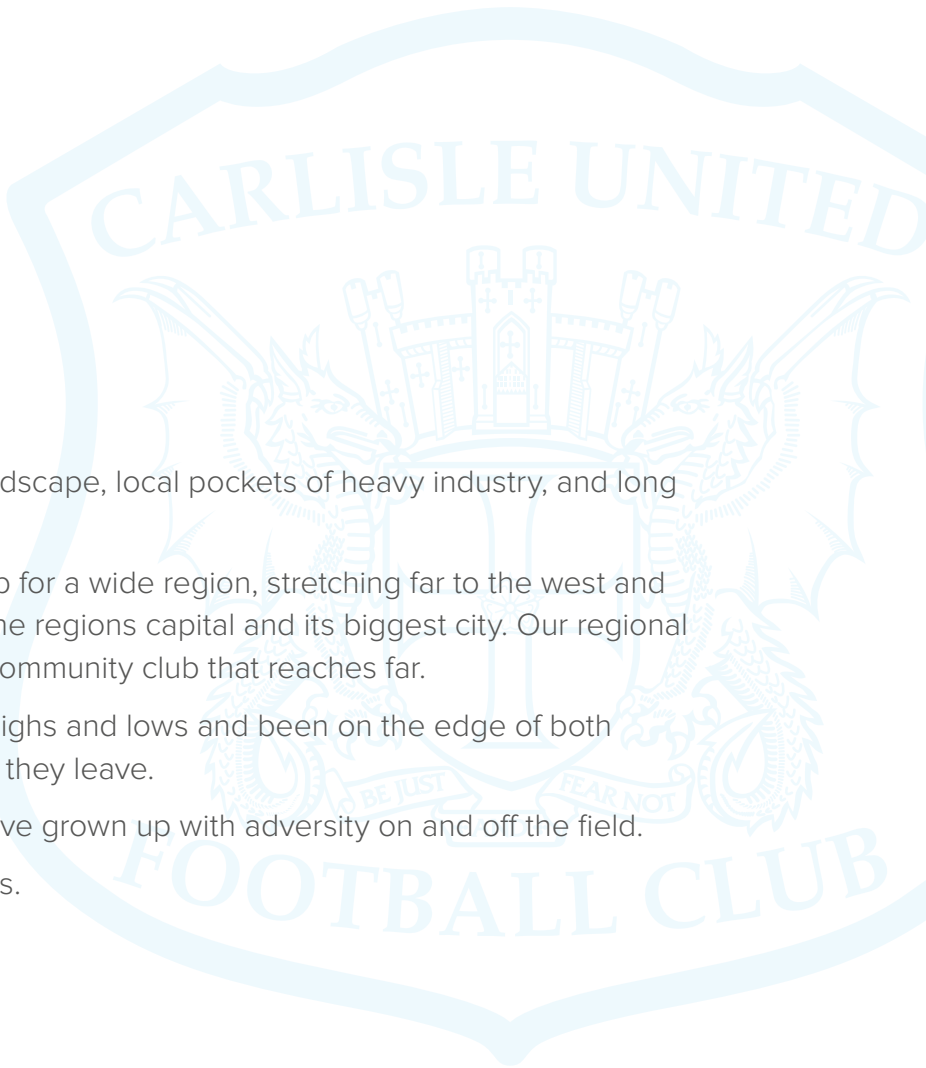
We are defined in part by our geography and also our history. Weather, rural landscape, local pockets of heavy industry, and long distances combine to make us unique.

As a club on the northern border of England, our location means we are the club for a wide region, stretching far to the west and to the south. The premier sporting organisation of Cumbria, we are the club of the regions capital and its biggest city. Our regional challenges demand a tough spirit where you have to fight hard. We are a local community club that reaches far.

Traditional and proud of our heritage, and with long memories, we are used to highs and lows and been on the edge of both success and adversity. We celebrate our past heroes and are not envious when they leave.

Our fans are fiercely proud and loyal. They are strong minded and vocal, and have grown up with adversity on and off the field.

Many come and go from our region, but they stay as Cumbrians and Carlisle fans.





**SOLD  
OUT**  
for Season  
23/24

# MATCH SPONSORSHIP

Match day sponsorship is a fantastic way to enjoy quality hospitality whilst promoting your business, entertaining your friends, family or colleagues.

As a match sponsor you will receive:

- An article announcing your sponsorship in the run up to the game on the club website.
- PR pictures taken with coaching staff and players at Brunton Park the week before the fixture to use across your own social media channels.
- Presence on the big screen
- Company name read out over the PA system
- Optional pre-match ground tour
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch
- Three-course hot menu and full-time pies
- Signed framed shirt presented pre-match by a player
- Team sheets
- Company name on the official team sheet
- Up to two parking spaces
- Private lounge and bar for up to 30 guests with exclusive use for the day

Prices and menu options differ per game – book early to secure the game of your choice.

For further information, contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)







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# ASSOCIATE MATCH SPONSORSHIP

Our associate sponsorship package provides an excellent opportunity for a group of dedicated fans or local businesses and companies to enjoy our match day experience.

Our match day associate sponsorship package includes:

- Table for 8 in Foxy’s Restaurant
- Three-course dining options
- Tickets for the west side stand
- Optional pre-match ground tour
- A signed shirt presented by a Carlisle United player
- An article announcing your sponsorship in the run up to the game on the club website
- Presence on the big screen
- Company name read out over the PA system
- Company name on the official team sheet
- Two car parking spaces
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch

Prices and menu options differ per game – book early to secure the game of your choice.

For further information, contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)



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## MATCH BALL SPONSORSHIP

Our match ball sponsorship package is another excellent way to raise the profile of your business or give that special person a day they will never forget.

Our match ball sponsorship package includes:

- Reserved space on a shared table for you and your guests in Foxy's Restaurant
- Three-course dining options
- Tickets for west side stand
- Optional pre-match ground tour
- Team sheets
- Signed ball presented by a Carlisle United player
- Name or official logo on the team sheet
- Announcement over PA system on the day of the game
- Social media coverage on the day of the game
- One car park space
- Opportunity for two representatives to appear in the pre-match line-up photograph on the pitch

Prices and menu options differ per game – book early to secure the game of your choice.

For further information, contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)





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## MATCH DAY HOSPITALITY

Make your match day an extra special experience with our great hospitality packages, perfect for entertaining clients, staff, customers, family or friends. Whether it's a birthday, anniversary, retirement, or any other special occasion, we can help to make it a memorable day.

Our Foxy's match day hospitality package includes:

- Reserved space on a shared table for you and your guests in Foxy's Restaurant
- Three-course dining options
- Match tickets (if required)
- Optional pre-match ground tour
- Team sheets
- Match day competitions
- Pre-match player visit
- Watch the Vesta Wealth man of the match presentation

Prices and menu options differ per game – book early to secure the game of your choice.

For further information, contact [commercial@carlisleunited.co.uk](mailto:commercial@carlisleunited.co.uk)





# KINGMOOR PARK LEGENDS LOUNGE

An executive match day private bar offer for businesses and associates to meet like-minded individuals engaging in the football club and wanting to do great things together.

The Kingmoor Park Legends Lounge is located in the west stand, opened for a limited number of executive ticket holders, with exclusive use of the private bar, and plenty of space to sit and socialise in comfort before kick-off, where guests will then be able to take their seat alongside other members in the stand above.

- Host for the day
- Access to the lounge pre-match, half-time and post-match.
- One course hot buffet pre-match and pies served at full-time in the lounge.
- Executive seating area in B Stand
- Complimentary matchday team sheet
- Ask about our memberships for the season or book on a match-by-match basis.

For details on Kingmoor Park Legends Lounge packages, and how to book, email [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)











# 74/75 LOUNGE

Make your match day an extra special experience with our great hospitality packages, perfect for entertaining clients, staff, customers, family or friends. Whether it's a birthday, anniversary, retirement, or any other special occasion, we can help to make it a memorable day.

Our 74/75 Lounge match day hospitality package includes:

- Reserved space on a shared table for you and your guests in the 74/75 Lounge
- Three-course dining options
- Match tickets (if required)
- Optional pre-match ground tour
- Team sheets
- Match day competitions
- Pre-match player visit
- Watch the Vesta Wealth man of the match presentation

Prices and menu options differ per game – book early to secure the game of your choice.

For further information, please contact [commercial@carlisleunited.co.uk](mailto:commercial@carlisleunited.co.uk)

Prices start from  
**£60pp**  
(including match ticket)







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Sponsorship, Advertising, Hospitality and Partnership Opportunities



# STAND SPONSORSHIP

Sponsoring a stand at Brunton Park includes:

- An official joint press release to announce the partnership
- Name of stand on match and season tickets
- Signage on your stand (at sponsors cost)
- Promotion on social media





## FAN ZONE SPONSORSHIP

The Fan Zone has become part of the match day experience for thousands of supporters. Building on the success of last season, we have expanded by adding another container bar at the start of the season, along with some additional local street food operators who join us on match days at Brunton Park.

Sponsorship opportunities are available on a match-by-match basis or for the full season.

For further information on Fan Zone Sponsorship, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)



## FAMILY ZONE SPONSORSHIP

Our Family Zone attracts hundreds of children and parents each season and provides a fantastic addition to the match day experience.

This is an excellent way for your company to show support for an exciting and community-based facility.

Your branding can be displayed throughout the Family Zone and will be extremely visible.

For further information on Family Zone Sponsorship, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)





## PLAYER/STAFF SPONSORSHIP

Player/staff sponsorship offers you a unique opportunity to sponsor your favourite player or member of coaching staff.

This package also includes:

- Receive relevant playing shirt at the end of the season
- Meet and greet opportunities with your player
- Feature on the relevant page on the official website
- Announcement over the tannoy when your player scores or is substituted
- Invitation to the team photo day
- company logo to appear on goal gifs posted on social media

For further information on Player/Staff Sponsorship, please contact [commercial@carlisleunited.co.uk](mailto:commercial@carlisleunited.co.uk)



Packages available from  
**£750**

Prices start from  
**£200**  
per game



## BIG SCREEN ADVERTISING

Whether you need visibility for just one game, or are running short, medium or long-term advertising campaigns, the Carlisle United big screen provides a fantastic way for you to share your messages, advertise your products and services, or raise awareness of your brand.

Situated at the Waterworks End of the stadium, our big screen allows you to get creative with graphics or short videos which can be viewed from all areas of the ground.

A season-long package would provide exposure to over 100,000 fans with a guaranteed 23 league games plus home cup games to consider.

We can offer a number of packages on a flexible basis.

For further information on Big Screen Advertising, please contact [commercial@carlisleunited.co.uk](mailto:commercial@carlisleunited.co.uk)



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## PITCHSIDE ADVERTISING

Our Pitchside Advertising Boards are a simple and effective way of increasing awareness and visibility for your company.

As interest in EFL fixtures continues to soar, you will see your Pitchside Advertising Board feature prominently both on national and local TV and in national and local newspapers.

Pitchside Advertising Boards are available on all sides of the pitch, both crowd and TV facing.

Boards will remain in place from time of installation through to the end of the season, including for any cup or play-off fixtures.

Prices do not include production of advertising boards.

For further information on Pitchside Advertising, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)



Prices start from  
**£300**  
per season



## POSTER ADVERTISING

Poster advertising spaces are now available inside and outside the stadium.

We have poster advertising slots inside the East Stand concourse as well as in a number of areas externally around the stadium.

With our hospitality and indoor sports venue (Neil Centre) used seven days a week, this opportunity offers excellent visibility for your company name and message.

Concourse posters are seen every match day as supporters gather before and during the match in our social areas.

For further information on Poster Advertising, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)



## SOCIAL MEDIA ADVERTISING

Our digital footprint continues to grow at an exciting rate year-on-year.

With a combined following of over 200,000 people across our multiple social media platforms and a weekly reach on Facebook alone of over 500,000 people per week, we can help increase your audience reach by promoting your business.

Individual posts and campaign deals are available – we can tailor a package to suit your needs, on a platform which targets your audience.

With social media providing fans with instant news, this advertising provides a 24/7 opportunity for businesses.

For further information on Social Media Advertising, please contact [commercial@carlisleunited.co.uk](mailto:commercial@carlisleunited.co.uk)



**3.1M PAGE VIEWS PER YEAR**  
**WWW.CARLISLEUNITED.CO.UK**



**102K FOLLOWERS**



**92K FOLLOWERS**



**40.1K FOLLOWERS**



**11.8K SUBSCRIBERS**



## VIDEO ADVERTISING

Sponsorship opportunities are available on all club YouTube interviews and features and across all social media platforms.

With over 11,500 subscribers on the club's official YouTube channel, this is a fantastic opportunity to demonstrate your support and to showcase your company on an ever-growing platform.

We have a range of options available:

- Short promo video at the start/end of selected videos
- Your company logo positioned throughout the video

For further information on Video Advertising, please contact [commercial@carlisleunited.co.uk](mailto:commercial@carlisleunited.co.uk)





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23/24

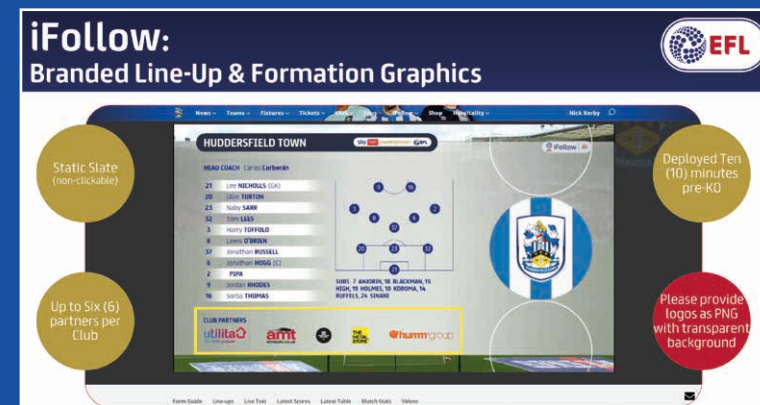
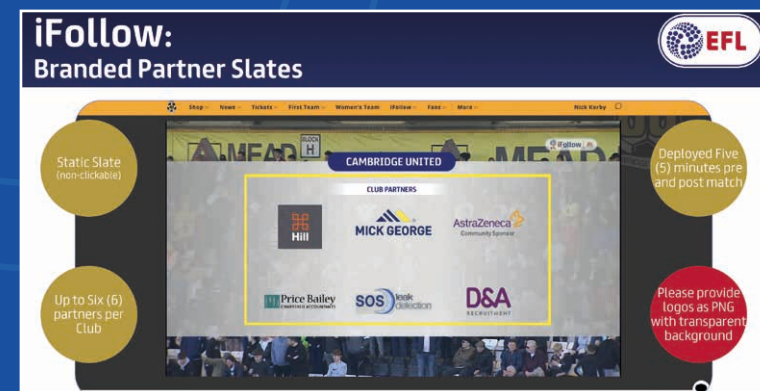
## iFOLLOW ADVERTISING

Our iFollow service has increased in popularity over recent years with 10,000 match passes sold during the 2021/22 season alone.

We have a range of options available, including your company logo being shown on the team news, 5 minutes before and after each game, and for four minutes (8 x 30s) during the match.

There is also an opportunity to play a 30 second video during 'commercial breaks' of the stream.

For further information on iFollow Advertising, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)



## WEBSITE ADVERTISING

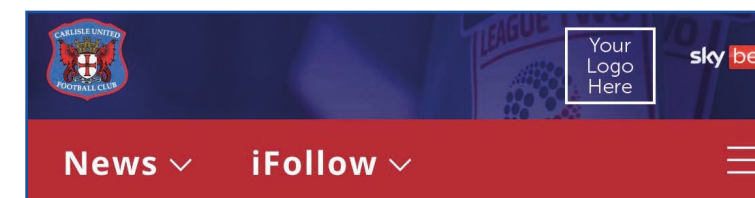
Your business will be at the forefront of our website which attracts over 3.1 million page views per year, with your logo in a prominent position on the home page.

We also have packages available to sponsor specific articles, such as manager interviews, player signing news, the live match centre or match gallery.

All sponsor logos can click through to your company website, to help drive traffic to your site.

All deals will be supported by a website article at the start of the partnership to boost awareness of your brand.

For further information on Website Advertising, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)





# MASCOT SPONSOR

Our match day mascot package is extremely popular with our young supporters.

We have a range of opportunities available to a mascot sponsor:

- Coverage on our big screen
- Logo on all mascot application forms
- Logo on the mascot information page on the club website

For further information on Mascot Sponsorship, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)



Priced at  
**£1000**  
per season

Priced at  
**£2000**  
per season



# PRESS BOX SPONSORSHIP

Our press box is widely regarded and recognised as one of the best in the EFL.

With four stadium facing areas available for sponsorship, it provides an extremely visible method of showing your support.

The design of the press box lends itself to the positioning of logos or for the sharing of a campaign message.

For further information on Press Box Sponsorship, please contact [debbie.huddart@carlisleunited.co.uk](mailto:debbie.huddart@carlisleunited.co.uk)





For details on any of these packages  
please contact **debbie.huddart@carlisleunited.co.uk**  
or call **0330 094 5930 option 3**

## CARLISLE UNITED FOOTBALL CLUB

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