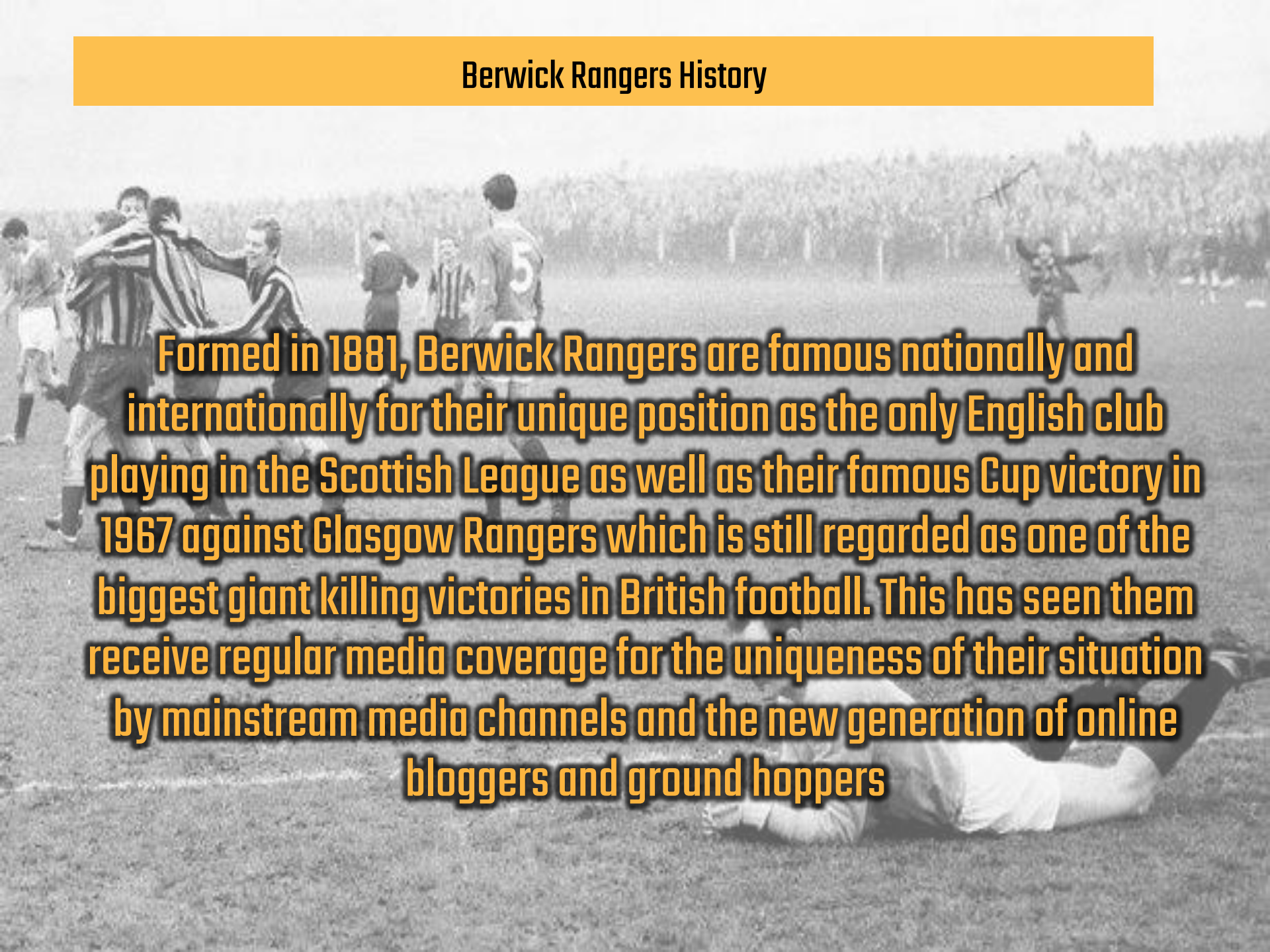


## Berwick Rangers Commercial Opportunities





## Berwick Rangers History



**Formed in 1881, Berwick Rangers are famous nationally and internationally for their unique position as the only English club playing in the Scottish League as well as their famous Cup victory in 1967 against Glasgow Rangers which is still regarded as one of the biggest giant killing victories in British football. This has seen them receive regular media coverage for the uniqueness of their situation by mainstream media channels and the new generation of online bloggers and ground hoppers**

A map of Scotland and northern England with red football pins indicating the locations of various football clubs. The pins are spread across the country, from Inverness in the north to Newcastle upon Tyne in the south. A yellow banner is overlaid on the northern part of the map, and a white circular callout is on the right side.

**BRFC League matches cover Scotland from Annan in the South  
to Elgin in the North**

We will have coverage in  
all the other League clubs  
websites, social media,  
videos and programmes  
each season.



We achieve secondary coverage from the competitions we compete in  
each season



## TV coverage of goals and games

BBC Look North features  
our BRFC TV goal  
highlights, we have  
appeared on live Sky  
matches and BBC ALBA  
games

**BBC**  
LOOK **NORTH**

**BBC**  
**ALBA**

**sky** **SPORTS**



# Match-Day Sponsorship Packages for 2018/19

## All match-day Sponsorship packages include:

Half time buffet

Match programme and official team sheet

Company name announced over the tannoy to fans

Company name advert within match programme

Company name mentioned in match preview on website and on social media channels

Pay bar available

Complimentary draw number for £200 and £50 prize

Advance purchase of drinks tokens available @£2.50\* each

2 course meal available for an additional £18\* per person (pre-order only)

Enclosed seating within the Director's box (or seat in Main Stand if preferred)

Tour of Shielfield Park

Match Sponsor Package £200\*

Man of the Match Sponsor Package £100\*

Matchball Sponsor Package £125\*

Additional guests can be added on each package for £25\* p.p.

\*All prices exclude VAT



## Other Opportunities

Player kit sponsorship is available from only £80 with your name highlighted in the match day programme and on our website.

Back of shirt sponsorship may also be available - Price on request

Training kit sponsorship may also be available - Price on request

### Club Sponsorship

The ultimate package where your name and Berwick Rangers are entwined at every opportunity to maximize your brand exposure.



As this is not always available please contact [commercial@berwickrangers.com](mailto:commercial@berwickrangers.com) to discuss how we can tailor a package to suit your exact specification

### Stadium/Stand Naming Rights



If you want your name to sit alongside the famous Shielfield name please contact [commercial@berwickrangers.com](mailto:commercial@berwickrangers.com) to discuss how we maximise brand exposure together.

Be a Mascot from only £50



Make it a special day by running out with the team ahead of the game!

2pm Arrive at Shielfield Park & be shown to your table in the JB Lounge

2.15pm Collect your replica top from the club shop

2.30pm Warm up with team on pitch

2.55pm Lead out teams with Captains & Referees with chance for photographs

3pm Take up 4 complimentary seats in stand

3.45pm Return to JB Lounge for half time buffet at your table.

4.00pm Watch second half from stand.

4.50pm Return to JB Lounge to meet Man of the Match .

#BRFC

## Matchday Hospitality



Hospitality is available pre match in the JB Lounge from only £25. You can arrive any time from 1pm onwards where you will be welcomed before being shown to your table.

A live TV game will be on one of our 3 wide screens and the bar will be open for your drinks. As well as watching the game from 3pm in the Director's Box you will also enjoy a quality buffet at half time at your table in the JB Lounge.

Hospitality can be personalised to your exact requirements be it a birthday, retirement, anniversary, reunion or any memorable occasion.

We can also cater for a 2 or 3 course cooked pre match meal in the Eric Tait Suite if you prefer a more substantial meal with a minimum of 6 guests.



## JB Lounge Hire

The JB Lounge is also available \* FREE for hire (except matchdays) and is a perfect venue with ample parking and seating for 10-50 guests.

We can organise your catering requirements be it a simple buffet or a hot 3 course meal, e mail [commercial@berwickrangers.com](mailto:commercial@berwickrangers.com)

\* subject to conditions



#BRFC



"Just dropping an email to thank all at Berwick Rangers for a great day and making us feel very welcome. This won't be the only time I'll do it as you offer very very good value and made my family very welcome and you now have four new fans!"

"To all at Berwick Rangers Football Club, we can't thank you enough for giving us such an amazing memorable night on Tuesday 24<sup>th</sup> April. We loved every minute of our evening. Happy memories. Thank you all."



## Visibility to our Matchday Hospitality guests



We have hospitality visitors from many companies and from all over the country

**Match Reports and Pictures in local and national print media and their  
online portals**

Match and News reports in  
Berwick Advertiser and  
Berwickshire News as well  
as local media at our Away  
games

**Berwick**  **Advertiser**  
**The Berwickshire**  
**News**



## Advertising Boards at Shielfield Park

Over 10,000  
spectators in a  
season for friendlies,  
cup ties and league  
fixtures.

Starting from  
only £200 +  
VAT



## Coverage in Our Match Programmes



# The BLACK & GOLD

ISSUE 11 • £2.50

# BLACK & GOLD



Lest  
We  
Forget



mitre



BERWICK RANGERS

v



EDINBURGH CITY

Saturday 11th November 2017 - 3:00pm - Ladbrokes League 2

Today's Sponsors: See inside (P 24) for more info.

**MATCH:** Sanderson, McCreath and Edney, Berwick **BALL:** CBRE, Edinburgh

**MAN of MATCH:** In memory of NELSON YOUNGER & Pete Large **RADIUS LOGISTIC SERVICES**

BERWICK RANGERS FOOTBALL CLUB PLC, SHIELDFIELD PARK, TWEEDMOUTH TD15 2EF FOUNDED 1881

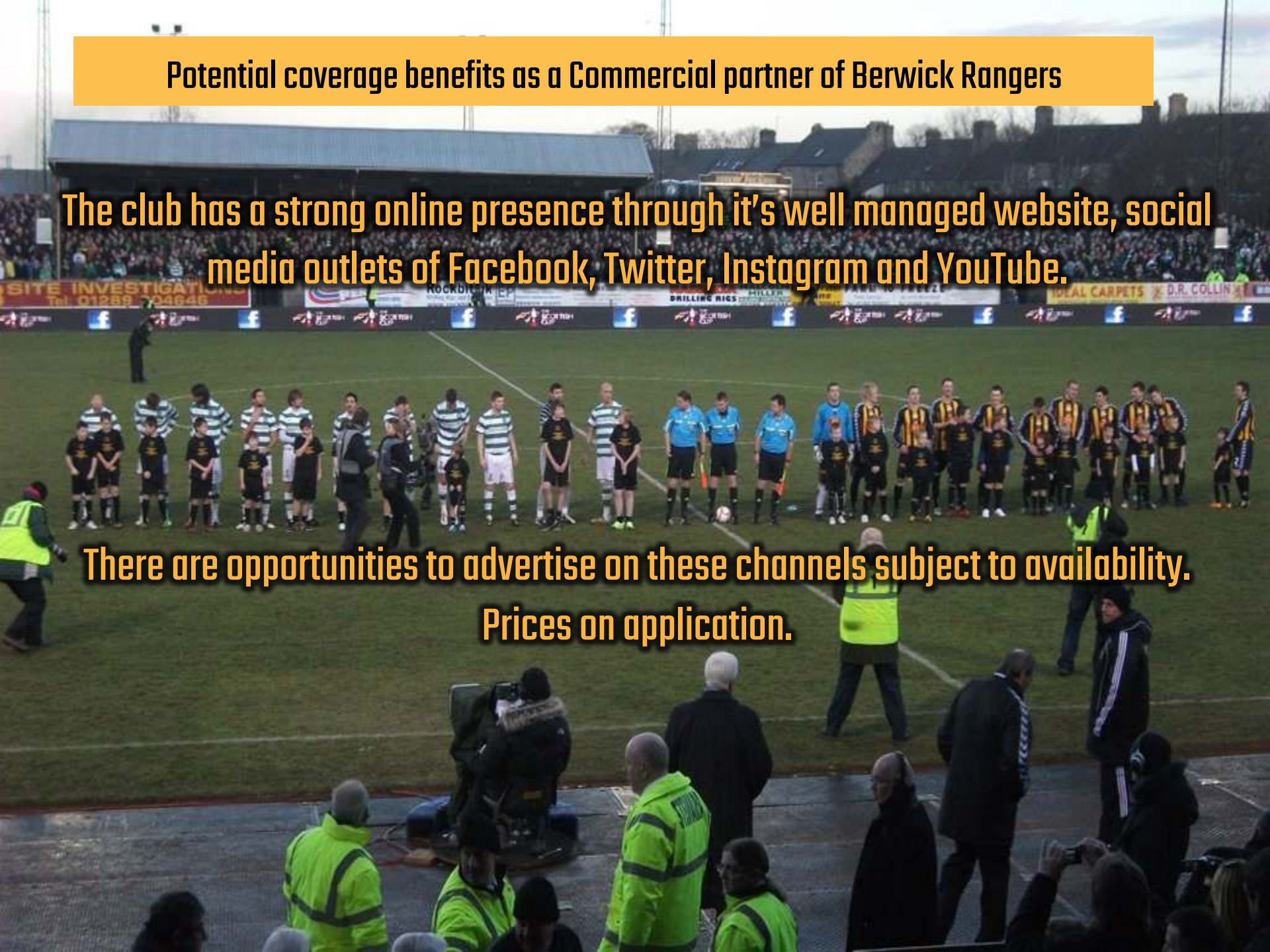
Coverage in over  
4,000 match  
programmes sold/  
distributed each  
season  
From £90 to  
advertise



## Potential coverage benefits as a Commercial partner of Berwick Rangers

The club has a strong online presence through it's well managed website, social media outlets of Facebook, Twitter, Instagram and YouTube.

There are opportunities to advertise on these channels subject to availability.  
Prices on application.





**Berwick Rangers**  
Football Club

[News](#)[Club -](#)[JB Lounge Hire -](#)[Teams -](#)[Matchday -](#)[Shop -](#)

## Website Visitor Reach

### Berwick Rangers Shirt Sponsor Draw 2018/19

Following the successful initiative for season 2017/18 whereby entrants were able to win the chance ...

[FIND OUT MORE >>](#)

#### NEXT MATCH

05  
day

16  
hr

00  
mins

57  
secs



TBC

Our website  
receives over  
1,000,000 hits per  
year and was  
recently redesigned

[MATCHES](#)[CLUB](#)[COMMUNITY](#)[SPONSORSHIP](#)[STATS](#)[SHOP](#)

#### LATEST RESULTS

Clyde



1 - 2



Berwick Rangers

28th April 2018 | 15:00  
Broadwood Stadium



# Twitter Social Media Reach

## BERWICK RANGERS FC Official Twitter Account



### Berwick Rangers

@OfficialBRFC Follows you

Berwick Rangers Football Club -  
England's only team in Scotland.  
Account sponsored by @NCLairport -  
[newcastleairport.com](http://newcastleairport.com).

SPFL League 2

[berwickrangers.com](http://berwickrangers.com)

Joined July 2010

Tweet to

Message

317 Followers you know



1,416 Photos and videos



Tweets  
15.2K

Following  
416

Followers  
10.3K

Likes  
2,008

Lists  
7

Tweets

Tweets & replies

Media



Pinned Tweet



**Berwick Rangers** @OfficialBRFC · Apr 22

The club are excited to announce the launch of our 2018/19 Shirt Sponsorship draw! 🍷 #BRFC

Find out more ➡ [bit.ly/2qLmmcT](http://bit.ly/2qLmmcT)



3 14 27



**Berwick Rangers** @OfficialBRFC · 3h

🏆 The #BetfredCup group stage draw takes place on May 25th, live on @btsport! Who do you want to be drawn against this season? #BRFC

3 5



Berwick Rangers Retweeted



**Berwick Rangers** @OfficialBRFC · 8h

🥅 Goalkeeper @SeanBrennan25 signs up for 2018/19 🍷 #BRFC

More ➡ [bit.ly/2lhWKPL](http://bit.ly/2lhWKPL)



Over 10,400 followers  
on Twitter with regular  
content updates  
ensuring significant  
reach

Margot Kidder

Superman star Margot Kidder dies aged 69

Scott Carson

#Nibbies

@BerwickLitFest is Tweeting about this

#gammon

Debating whether the meaty insult is offensive

#Innocent

#Gaza

Death toll of Palestinian protesters killed by Israeli forces continues to rise

#pint18

4,853 Tweets

#c4news

1,737 Tweets



Berwick Rangers  
FC

@BerwickRangers

Home

About

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Groups

Offers

Jobs

## Facebook Social Media Reach



**BERWICK RANGERS FC**  
Official Facebook Page



Over 3,750 followers  
on Facebook with  
significant reach  
from our update  
posts

Like

Following

Shop Now



Write something...



Share a photo or  
video



Advertise your  
business



Start a live video



Get sales



Get phone calls



Get messages



Publish a job post



Create an event



Sports Team in Berwick on Tweed

Our Story

Get official news, reports and stories here  
first.

SPONSOR LOUNGE HIRE - Our recently  
renovated spons...





Instagram

Search



## Instagram Social Media Reach

758 posts

1,569 followers

58 following

Berwick Rangers FC Official Instagram account of #BerwickRangers , sponsored by @nclairport

[www.berwickrangers.com](http://www.berwickrangers.com)

Followed by charmquark1891, nellylyons25,

13 more



Over 1,500 followers  
on Instagram with  
professional  
standard pictures  
taken on match  
days



## BRFC TV channel on YouTube

## BERWICK RANGERS FC TV



0:04 / 6:59

Berwick Rangers 1-0 Cowdenbeath 28/10/17

34,044 views



OfficialBRFC

Published on Oct 29, 2017

Match highlights of the SPFL League Two clash at Shielfield Park.

Match footage © The Scottish Professional Football League, reproduced with permission.

SHOW MORE

Our YouTube channel featuring regular highlights and interviews has had almost 100,000 views in the last 12 months in many countries.

EDIT VIDEO



**Support opportunities from only £1**

**Pound per Point fundraising initiative**

**Match programmes £2.50 on matchdays (£5 online)**

**Black & Gold Bond Scheme £90 a season for chance to win  
£250 each home game**

**Buy 25 shares in BRFC for £27.50 (or multiples of 25)**

**Season ticket from only £105 for 18 League matches**

**JB Lounge Season ticket £400 for 18 League matches**

**Visit Club Shop on matchdays or buy online at [store.berwickrangers.com](http://store.berwickrangers.com)**



**#BRFC**

**Berwick Rangers, Shielfield Park, Berwick Upon Tweed, TD15 2EF**

**E-mail: [commercial@berwickrangers.com](mailto:commercial@berwickrangers.com)**

**Web: [berwickrangers.com](http://berwickrangers.com)**

**Twitter: [@OfficialBRFC](https://twitter.com/OfficialBRFC)**

**Facebook: [@BerwickRangers](https://www.facebook.com/BerwickRangers)**

**Instagram: [officialbrfc](https://www.instagram.com/officialbrfc)**

**LinkedIn: Berwick Rangers FC**

**Phone: John Bell on 07803 745111**

**or 01289 30 74 24 (matchdays only 12pm-3pm)**

