



BERWICK RANGERS
FOOTBALL CLUB

COMMERCIAL
OPPORTUNITIES

2020/2021

NEW DECADE | NEW GOALS | NEW BERWICK RANGERS
BERWICK RANGERS FOOTBALL CLUB

I WANT TO BE A BERWICK RANGER.

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PHYSICAL

SPONSORSHIPS AT BERWICK RANGERS

Established in 1881, Berwick Rangers Football Club has a rich and unique history as the only English club to have played in the Scottish senior leagues.

The club's most famous moment came in 1967, when a Berwick side caused arguably the greatest Scottish Cup shock of all time, beating Rangers 1-0 at Shielfield Park.

More recent times have seen the 'Gers enjoy cup clashes with reputable opposition such as Celtic, Rangers, Hibernian, Motherwell, Kilmarnock and more.

With a loyal support extending throughout the entire United Kingdom and beyond, Berwick Rangers offer a fantastic opportunity for brands to expand awareness and be associated with a community-orientated club, back on the up.

KIT SPONSORSHIPS

YOUR BRAND SEEN ACROSS SCOTLAND

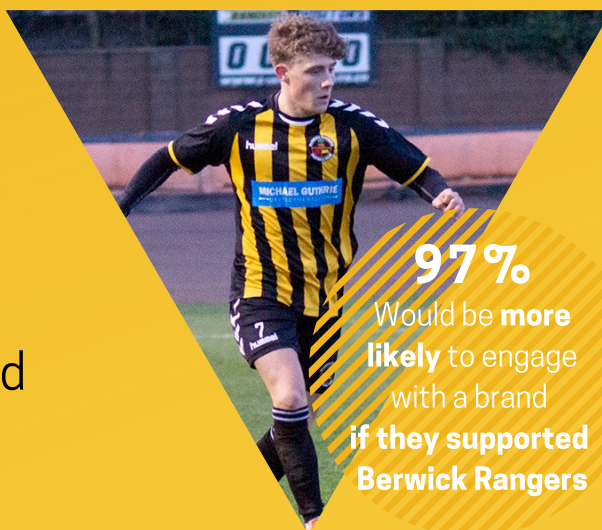
NOTE: BRANDS CAN CLAIM BACK VAT FOR RAFFLE TICKETS.

SHIRT SPONSOR

RAFFLE DRAW TICKET

Includes 2x tickets for a Lowland League game of your choice and small programme ad.

£200 (PLUS VAT)



97%
Would be **more likely** to engage with a brand if they supported **Berwick Rangers**



PLAYER KIT

SPONSOR A PLAYER

A season-long sponsorship that includes a signed replica Berwick Rangers shirt.

£150 (INC VAT)

KIT SPONSORSHIPS

YOUR BRAND SEEN ACROSS SCOTLAND.

NOTE: BRANDS CAN CLAIM BACK VAT FOR RAFFLE TICKETS.

ABOUT THE RAFFLE

Returning for 20/21, the kit sponsorship raffle offers businesses of all sizes a chance to gain nationwide exposure at a fraction of the regular cost.



All participants will walk away with advertising in 'Gers media and two tickets for a game, with prizes also available for 2nd and 3rd place.

The raffle winner, meanwhile, will see their brand printed on all home and away adult replica kits, win two corporate season tickets and more!

STADIUM SPONSORSHIPS

YOUR BRAND SEEN AT SHIELDFIELD

NOTE: BOARD PRODUCTION IS PRICED AT A ONE-OFF COST OF £100.00.

PITCHSIDE SPONSOR BOARD

Placed behind goals, available as single and double boards.



£300 (PLUS VAT)



More than
25,000
watched sport
at **Sheffield
Park** in
2018/19

MAIN STAND ROOF SPONSOR BOARD

Your branded board, attached to Sheffield Park's main stand roof.

£250 (PLUS VAT)

STADIUM SPONSORSHIPS

YOUR BRAND SEEN AT SHIELDFIELD

NOTE: BOARD PRODUCTION IS PRICED AT A ONE-OFF COST OF £100.00.

STADIUM PERIMETER SPONSOR BOARD

Your branded board, placed around Shielfield Park's perimeter wall.

£250 (PLUS VAT)



DUCKET SIDE SPONSOR BOARD

Your branded board attached to the fence in front of The Ducket.

£250 (PLUS VAT)

MATCHDAY SPONSORSHIPS

ENJOY HOSPITALITY AT SHIELFIELD.

NOTE: SUBJECT TO AVAILABILITY. PLEASE ADD £25PP FOR ALL ADDITIONAL GUESTS.

MATCH SPONSOR

Priced for 4 people, includes HT buffet, brand promotion & more. Meals (inc wine) available at £20pp.

£250 (PLUS VAT)



BALL SPONSOR

INCLUDES MATCH BALL

Priced for 2 people, includes signed match ball, HT buffet, brand promotion & more.

£150 (PLUS VAT)

MATCHDAY SPONSORSHIPS

YOUR BRAND SEEN AT SHIELFIELD.

NOTE: SUBJECT TO AVAILABILITY. 2 & 3 COURSE MEALS AVAILABLE ON BOOKING.

MotM SPONSOR MAN OF THE MATCH

Priced for 2 people, includes award presentation, brand promotion & more.

£150 (PLUS VAT)



Hospitality
is also
available to
book
online.

HOSPITALITY IN THE JB LOUNGE

Includes access to bar, free HT buffet, match programme & seat in director's box.

£25PP

MATCHDAY PROGRAMME

BE PART OF AN AWARD-WINNING PRINT.

NOTE: PRICES ARE FOR AN ENTIRE SEASON.

PROGRAMME SPONSOR

AD SIZE	DIMENSIONS	COST
Full page	13x20cm	£550 + VAT
Half page	13x10cm	£280 + VAT
Quarter page (wide)	7x10cm	£160 + VAT
Quarter page (tall)	13x5cm	£160 + VAT
One sixth of a page	7x6cm	£120 + VAT
One eighth of a page	7x5cm	£90 + VAT



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ROOM HIRE

HIRE A VERSATILE VENUE.

NOTE: DISABLED ACCESS AVAILABLE THROUGH STAIRLIFT.

THE JB LOUNGE

UP TO 50 PEOPLE

Suitable for business meetings, celebrations, and more. Bar & catering available.

£25 P/HR (PLUS VAT)

ERIC TAIT LOUNGE

UP TO 20 PEOPLE

Best suited as a meeting room. Bar & catering available.

£15 P/HR (PLUS VAT)



Plenty of
**free on-site
parking is
available.**

SHARES

BECOME A BERWICK SHAREHOLDER.

NOTE: SUBJECT TO AVAILABILITY.

SHARE PACKAGES

Shares are available in packages of 25 to 500. A perfect present, interesting investment and unique opportunity to **be a shareholder in your club**. Grab your stake or gift one to a friend.



£1 PER SHARE

LOTTERIES

GIVE AND GET WITH BERWICK RANGERS

Shielfield Park is host to a number of fundraising lotteries, all of which offer you the opportunity to provide invaluable financial support to the club as well as the chance of winning a jackpot.

This year we're proud to introduce **The Monthly Draw**, offering you a chance to support the club and win a four-figure sum!



MONTHLY DRAW

SUPPORT THE 'GERS AND WIN MONEY.

NOTE: 16+ ONLY.

THE MONTHLY DRAW

Introduced in 2020, The Monthly Draw replaced a somewhat outdated Weekly Scheme.



The draw sees all funds raised head to the coffers of Berwick Rangers Supporters' Club, who in turn pass the money on to the club in the form of donations, stadium work, player wage contributions and more.

With more participants in the Monthly Draw, there's not only more for the SC to pass on to BRFC, but £1000 up for grabs every month too!

£5 PER ENTRY PER MONTH

BOND SCHEME

SUPPORT THE 'GERS AND WIN MONEY.

NOTE: 16+ ONLY.

BOND SCHEME

IN ASSOCIATION WITH BRFC SUPPORTERS' CLUB

Popular with those who dabble in hospitality at Shielfield Park, the Bond Scheme offers fans chance to win either £200 or £50 every home league match.

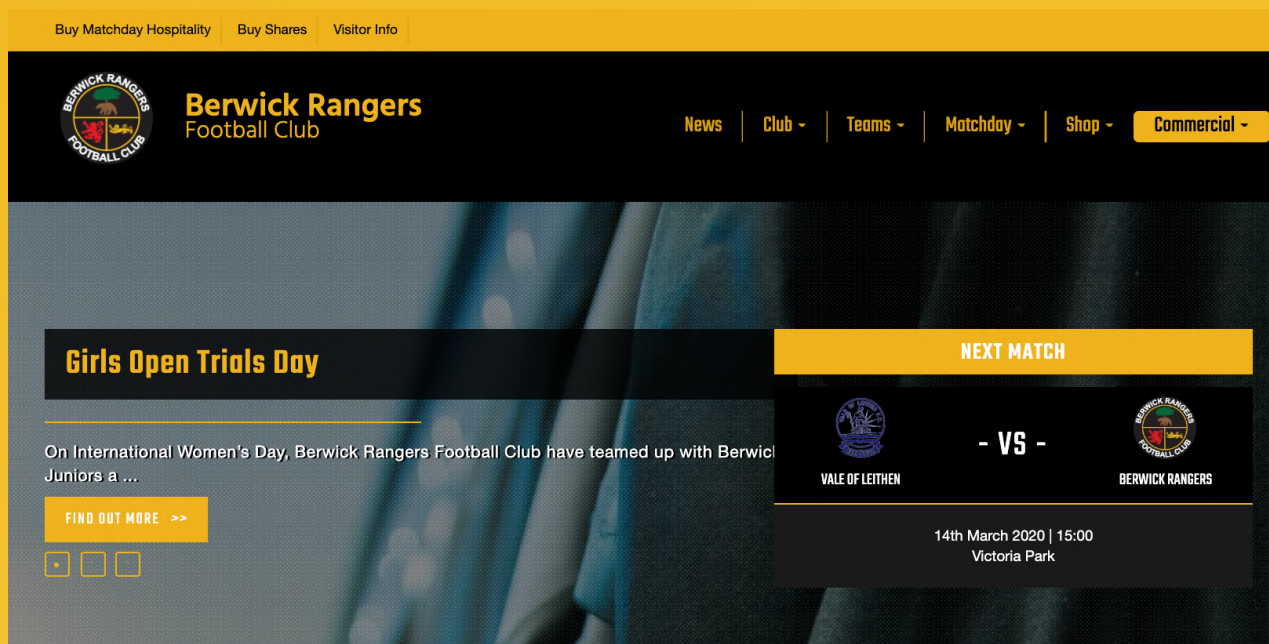
Entry is simple - pick a number between 1 and 200 every home game and you're in with a chance.



£5 PER NUMBER PER HOME GAME

DIGITAL

SPONSORSHIPS AT BERWICK RANGERS



A club that harnesses the potential of social media, Berwick Rangers takes a leading role in the use of digital platforms as a means of fan, commercial, community and brand engagement.

Highlighting this, our following far outweighs that of others operating at the same level.

Digital sponsorship with Berwick Rangers presents your brand with the opportunity to expand its reach to an engaged, willing and active audience.

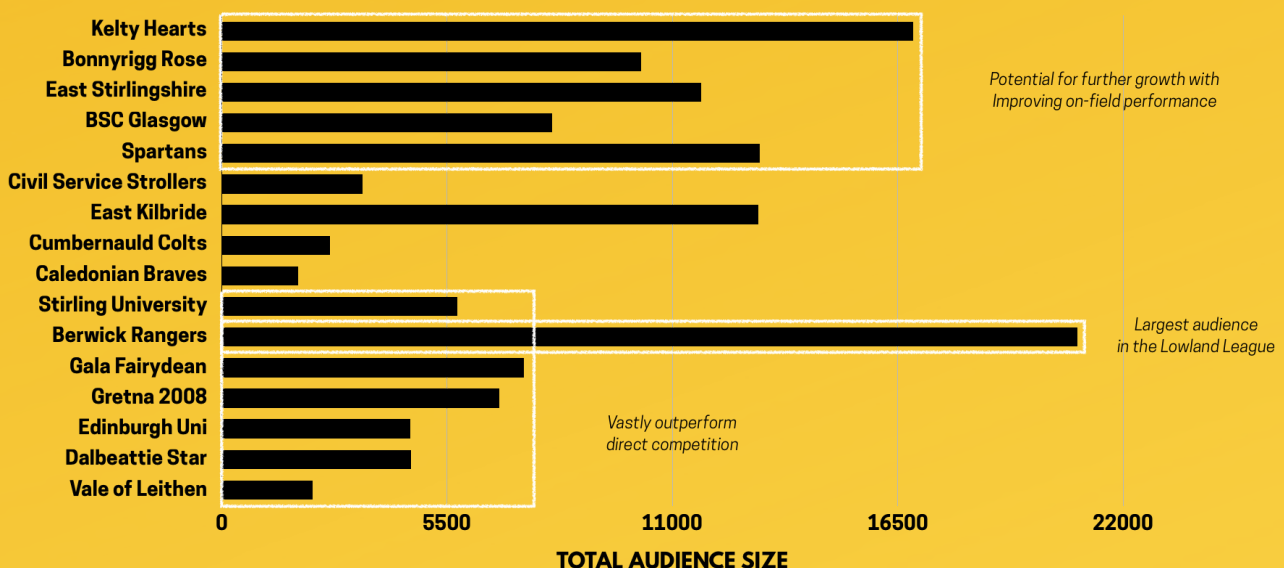
DIGITAL PARTNER

MAKE YOUR BRAND SYNONYMOUS
WITH BERWICK RANGERS.

NOTE: LIMITED AVAILABILITY. ANNUAL PACKAGE, MULTI-YEAR DEALS AVAILABLE.

DIGITAL PARTNER

An all encompassing-package including **all available** individual digital sponsorship options at a reduced rate.



This package presents the opportunity to be the sole digital partner of Berwick Rangers FC and the chance to truly take advantage of the club's ever-growing reach in the North East, Scottish Borders and beyond.

£3000 per annum

DIGITAL PARTNER

MAKE YOUR BRAND SYNONYMOUS WITH BERWICK RANGERS.

NOTE: LIMITED AVAILABILITY. ANNUAL PACKAGE, MULTI-YEAR DEALS AVAILABLE.

Berwick's digital partners will possess a constant presence on the club's official website as well as across its Facebook, Twitter, Instagram, LinkedIn and YouTube pages.

Furthermore, partners will enjoy benefits such as promotional posts, PR opportunities & more.

TEAM	TWITTER	INSTAGRAM	FACEBOOK	TOTAL
Berwick Rangers	12,900	2410	5569	20,879
Kelty Hearts	8344	1535	7004	16,883
Spartans	10,100	0	3027	13,127
East Kilbride	7605	978	4519	13,102
East Stirlingshire	9025	373	2314	11,712
Bonnyrigg Rose	6216	0	4024	10,240
BSC Glasgow	4995	1627	1439	8061
Gala Fairydean	4135	211	3022	7368
Gretna 2008	4886	305	1582	6773
Stirling University	4073	525	1161	5759
Dalbeattie Star	3069	194	1359	4622
Edinburgh University	2572	1172	855	4599
Civil Service Strollers	2172	448	823	3443
Cumbernauld Colts	415	0	2221	2636
Vale of Leithen	1609	0	602	2211
Caledonian Braves	1388	429	42	1859

£3000 per annum

ACCOUNT SPONSORSHIPS

MAKE USE OF OUR REACH

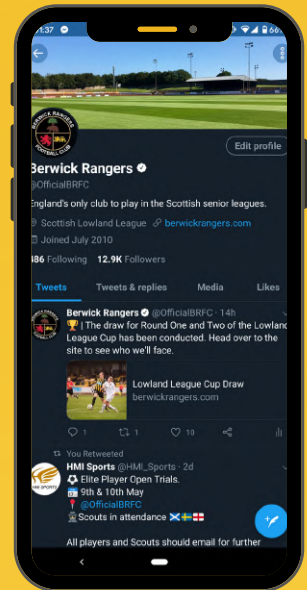
NOTE: LIMITED AVAILABILITY

TWITTER

ACCOUNT SPONSOR

Averages 843,500 impressions per month. Includes your branding in header image, info in bio, regular promotional posts and more.

£750 PER YEAR

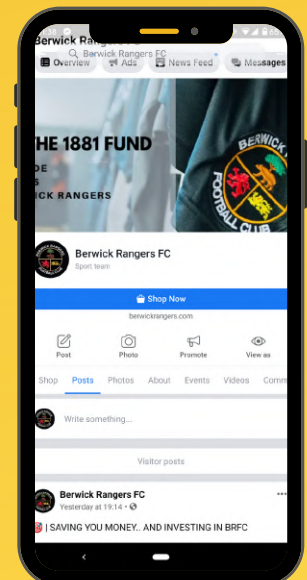


FACEBOOK

ACCOUNT SPONSOR

Average reach per post of 4475. Includes your branding in page header image, regular promotional posts & more.

£750 PER YEAR



ACCOUNT SPONSORSHIPS

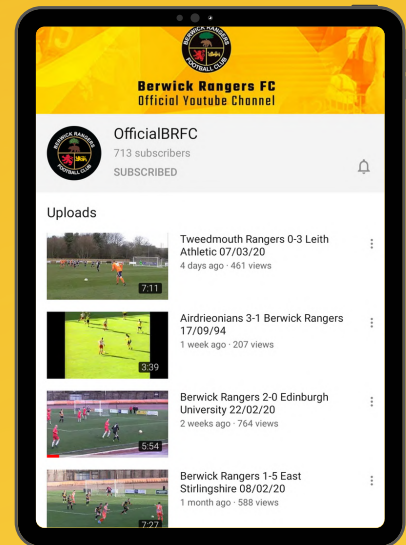
MAKE USE OF OUR REACH

NOTE: LIMITED AVAILABILITY

YOUTUBE ACCOUNT SPONSOR

Average watch time of over 3 minutes per viewer. Includes your branding in video intros, profile banner photo and more.

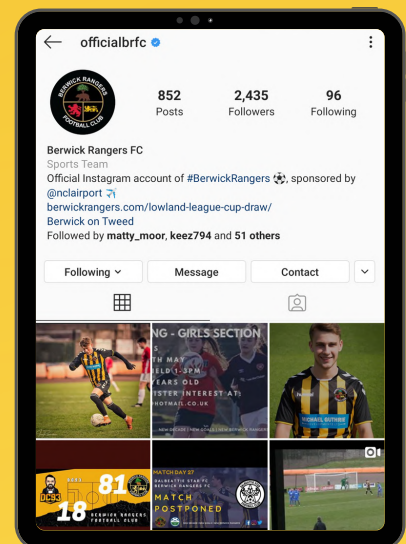
£500 PER YEAR



INSTAGRAM ACCOUNT SPONSOR

Highly targeted audience formed of our most passionate supporters. Includes your branding on page, in bio and more.

£250 PER YEAR



SPONSORED POSTS

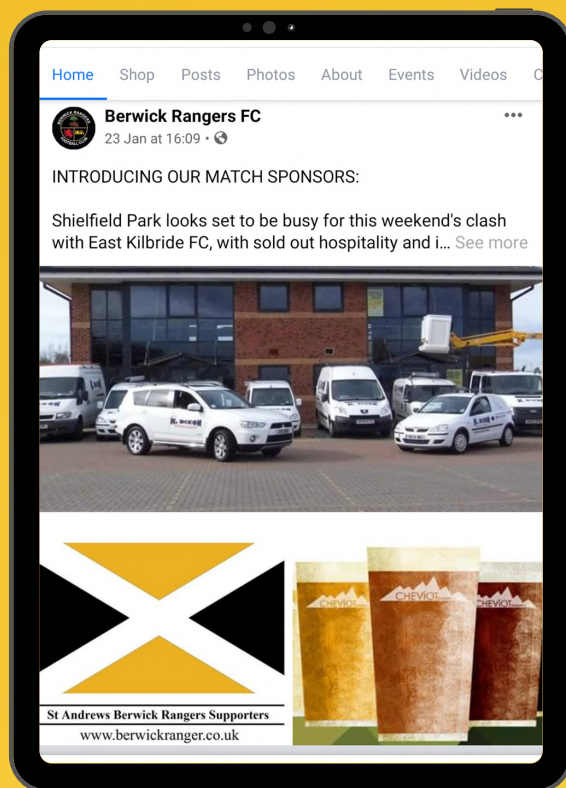
PROMOTE YOUR BRAND WITH BRFC

NOTE: LIMITS APPLY.

FACEBOOK SPONSORED POST

Introduce your brand to 'Gers supporters with a sponsored post, biographing your business and linking to your pages, site & more.

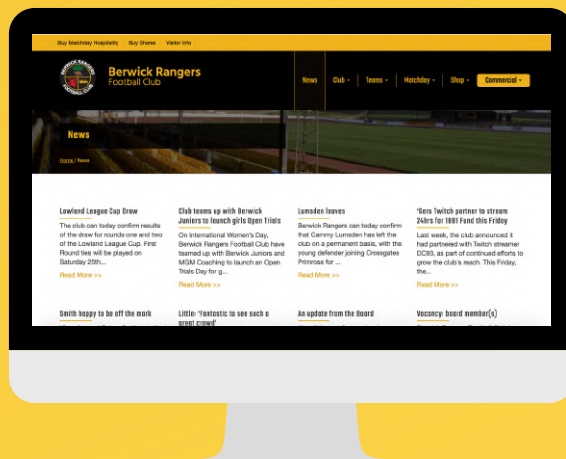
£100 PER POST



WEBSITE SPONSORED POST

Bolster your SEO by taking advantage of our high search engine ranking and rating.

£500 PER POST



WEB ADVERTISING

BE HOSTED BY BERWICK RANGERS

NOTE: LIMITS APPLY.

WEB AD

Web advertising with Berwick Rangers gives your brand a constant presence on our most far-reaching platform, granting your brand invaluable exposure across the UK and beyond.

£200 PLUS VAT

The screenshot displays the Berwick Rangers website interface. At the top, there are navigation links for 'SCOTTISH LOWLAND LEAGUE' and 'LATEST NEWS'. Below this is a league table with the following data:

POS	CLUB	P	W	D	L	F	A	GD	PTS
1	KELLY HEARTS	23	21	1	1	50	13	77	64
2	BONNYRIGG ROSE	22	20	1	1	67	16	48	61
3	EAST STIRLINGSHIRE	25	17	2	6	78	28	50	53
4	BSC GLASGOW	20	15	2	3	53	16	35	47
5	SPARTANS FC	20	14	1	5	43	30	13	43

To the right of the table is a 'LATEST NEWS' section featuring a photo of a football match and a text box titled 'LOWLAND LEAGUE CUP DRAW' with the following text: 'The club can today confirm results of the draw for rounds one and two of the Lowland League Cup. First Round ties will be played on Saturday 25th...'. Below the table and news are four navigation buttons: 'BUY SHARES IN BRFC', 'MATCHDAY INFORMATION', 'OFFICIAL CLUB STORE', and 'SCOTTISH LOWLAND LEAGUE', each with a right-pointing arrow. At the bottom of the page, there is a white banner with logos for 'MICHAEL GUTHRIE DEVELOPMENTS LTD', 'MOTORHOME HUB SCOTLAND', and 'IDEAL', followed by the text 'YOUR BRAND HERE'.

BERWICK RANGERS FOOTBALL CLUB

FOR ALL ADDITIONAL INFORMATION, TO
MAKE A PURCHASE OR LEARN MORE ABOUT
OUR COMMERCIAL OPPORTUNITIES



PLEASE CONTACT

CLUB@BERWICKRANGERS.COM

OR

01289 307424

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