

**Welcome to Shielfield Park**  
**Home of Berwick Rangers FC**



**Support  
Opportunities**



Photo: Ian Cairns



# Club Introduction

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Berwick Rangers Football Club is a club steeped in history and tradition. We'd like to extend fans a very warm welcome to Shielfield Park, our home in Berwick-upon-Tweed since 1954.

As the only English football club plying its trade in the Scottish Professional Football League, Berwick's unique geographical position brings with it a diverse collection of enthusiastic fans hailing from both sides of the border. The club is also very proud to have an abundance of supporters' groups worldwide.



Although the club operate as a public limited company, the majority of share issues lie with the Supporters Club and Supporters Trust, ensuring the club is secure from a hostile takeover. Both organisations have representatives on the club's main board, ensuring the voice of fans is heard.

Leased by the Supporters Club, Shielfield Park has witnessed many a monumental match over the years, from Sammy Reid's famous goal in the 1-0 win over Rangers in 1967, to holding the same team to a goalless draw in front of the Sky cameras in January 2002.

That match marked the start of a significant rise in media exposure for the club, with televised Scottish Cup clashes against Celtic (2011) and Hibernian (2015). Berwick have also benefitted from the demotion of Rangers with three clashes with the Glasgow side televised and leading to the 'Gers featuring on BBC ALBA in League Two action against Queen's Park.

The club is more committed than ever to improving communications, a huge benefit for prospective sponsors. A new website was launched in early 2015 to great success whilst more recently, the club's own YouTube channel (branded BRFC TV) was launched. With Facebook, Twitter, Instagram, Periscope and App platforms, the club believes it can continue to set the digital media benchmark for part-time teams in the SPFL.



# Community Foundation

Berwick Rangers Community Foundation launched in Autumn 2015 with the help of the Scottish Football Partnership's Community Initiative and has already had great success in the local area.

Founded after the club opted to build on the good work of the Berwick Rangers FC Summer Coaching Camps held over the summers of 2014 and 2015, the club regularly welcomes local schools to enjoy the matchday experience at Shielfield Park, an experience still offered by the Foundation.

The Foundation built on its partnership with MGM Sports Coaching by holding a half-term camp in October '15, an experience enjoyed by no less than 40 youngsters. Since, funding was secured from Scottish Football Partnership & the SPFL Trust allowing MGM Coaching to travel to local schools and deliver sessions to 500 pupils across a 48-week period courtesy of the Foundation.

Elsewhere, the SPFL Trust provided a grant which allowed for the purchasing of new goalposts and nets for the Foundation's Old Shielfield base. The SPFL Trust's generous equipment grant has helped the 'Gers Foundation to plan an extended four-week 2016 Summer Camp, which will be funded by another grant from the Scottish Football Partnership, allowing the club to offer 150 places to children between 3-10 years of age over July and August.

For any school interested in a free day of football coaching from the Berwick Rangers Community Foundation, please contact Matty on either:

**M: 07470 032 678 Email: [matty@mgmsportscoaching.co.uk](mailto:matty@mgmsportscoaching.co.uk) [www.mgmsportscoaching.co.uk](http://www.mgmsportscoaching.co.uk)**

## MASCOT PACKAGE

@ £75 inc vat

(Berwick Rangers Juniors Members @ £50 inc vat)

**2.15pm** Arrive at Shielfield Park for Stadium Tour

**2.30pm** Present with BRFC Replica Top (£75 package only)  
Warm up on pitch with team

**2.55pm** Lead out team with Captain & Referees  
Photographs

**3.00pm** Take up Complimentary Seats in Main Stand  
with 2 adults & 2 juniors

**3.45pm** Half time Buffet with Tea & Coffee

**4.00pm** Watch 2nd Half

**4.45pm** Return to JB Lounge to watch results & reports





Photo: Ian Cairns

# Support your Club

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Gate receipts alone contribute only a small part of the overall costs of running a professional football club.

However YOU can play a crucial part in helping to fill the shortfall by raising much needed additional revenue by supporting the club through a variety of methods listed below.



Photo: Ian Cairns

Whether you live locally, elsewhere in the UK or even abroad you can be part of the club by contributing what you can afford from only £1 a week through the Weekly Scheme to a major sponsorship deal for you or your company.

We plan to make this easier by allowing you to sign up online for these via email - [club@berwickrangers.com](mailto:club@berwickrangers.com)

- **50/50 Draw Ticket**
- **BRFC (25) Shares Package**
- **Season Ticket**
- **Jeff Burnlees Lounge /Eric Tait Lounge - FREE HIRE (subject to conditions)**
- **Match Programme**
- **B & G Bond Scheme**
- **Corporate Season Ticket**
- **Weekly Scheme**
- **Player Kit**







# Hospitality

## HIRE

Probably Berwick's best kept secret is the **JB Lounge & the Eric Tait Lounge** which have been recently refurbished to a luxurious standard at a cost in excess of £100,000. Able to hold comfortably up to 50 the JB Lounge is available **FREE** (subject to conditions) & is perfect for christenings, birthdays, engagements, weddings, anniversaries, retirements, staff outings, meetings etc, in fact any type of gathering. We can also organise catering from a simple buffet to a hot 3 course meal.

## MATCHDAY

If space permits you are also welcome to join fellow corporate guests as well as match sponsors pre match from 12.45pm. You will enjoy live Premiership football from BT, free programme & team sheet, half time buffet with coffee or tea, watching from the enclosed Directors box or reserved centre stand seating.

**1-4 guests £25.00 each      5-9 guests £22.50 each      10+guests £20.00 each**

As an extra, a 3 course pre match meal can also be booked in advance, at a cost of only £20 each in the Eric Tait Lounge, including a complimentary drink.





Photo: Ian Cairns



# Advertising

Heighten your company brand by advertising in conjunction with Berwick Rangers.

**Website advertising** is available from only £15 per week with up to 1500 viewings daily to get your message out there. Additionally there are opportunities to sponsor **BRFC TV** or our **weekly newsletter** which already has over 1000 subscribers.



Our award winning **match day programmes** sells over 200 copies at most home games and advertising starts from only £108 per season.

**Stadium advertising** is now available from only £180 per season which is seen by over 10,000 potential customers during a typical football season. Your board could be pictured in the local and national press, match day programme and social media as well as the possibility of a live game being shown on television as in previous seasons. Additionally Shielfield is used through the summer months by community events like **SHIELFIELD ROCKS** ensuring 12 month exposure.

- **Website/Social Media**
- **Programme**
- **Stadium Advertising**





# Sponsorship

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**Player sponsorship** for home or away kit from only £72 with your name highlighted in the match day programme and the club website. Photo opportunities will be available at our press day pre season.

**Match sponsorship** is available from only £50+vat per guest for our Man of the Match package up to £66+vat per guest for our top of the range package including 5 free drinks each.

You choose your package and we can tailor it exactly to your requirements.

**Season sponsorships** are a new package available where you can save over £500 on individual parts by taking a combination of Match sponsorship, Season tickets, Bond Scheme numbers, Programme advert, Ground advertising board and Player kit together.

**Club sponsorship** is the ultimate package normally taken for a minimum of 2 years where your name and Berwick Rangers is entwined at every opportunity to maximise your exposure at every level. This is only available sporadically so please contact **club@berwickrangers.com** to highlight your interest for the next opportunity.



- **Player kit**
- **Match Sponsorship**
- **Season Sponsorship**
- **Club Sponsorship**

# Support Opportunities

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**50/50 HALF TIME DRAW TICKET** £1/game

**MATCH PROGRAMME** £2.50 per issue; £5.00 posted to your home.

**WEEKLY SCHEME** £52 yearly via Supporters Club, Win over £300 weekly.

**BRFC 25 x £1 SHARES** £25 one off payment.

**B&G BOND SCHEME** £90 per season - £250 paid out at every home league game.

**PLAYER KIT** £60 + vat = £72

**SEASON TICKET** from £75 with NEW EXCLUSIVE BENEFITS!

**CORPORATE SEASON TICKET** £400 including complimentary buffet and match-day programme.

**FREE - JB/ERIC TAIT LOUNGE VENUE HIRE** (subject to conditions)

**FROM £1 TO WHATEVER YOU  
CAN SPARE - TOGETHER WE CAN  
MAKE A REAL DIFFERENCE!**





# Advertising Opportunities

**NEW - WEBSITE/SOCIAL MEDIA** from £15 + vat = £18

## PROGRAMME

1/8th page £ 90 + vat = £108      1/6th page £120 + vat = £144

1/4th page £160 + vat = £192      1/2 page £280 + vat = £336

Full page £550 + vat = £660

## STADIUM (incl board)

**NEW - DUG OUT ROOF/SIDES - £POA**

8 x 4 PERIMETER WALL - £200 + vat

10 x 2'6" STAND ROOF - £300 + vat

10 x 2'6" DUCKET TRACK - £250 + vat

8 x 2 PITCH (behind goal):

SINGLE from £300 + vat      DOUBLE from £550 + vat

**BACK OF SHIRT (top) - £POA**

**BACK OF SHIRT (bottom) AVAIL 16/17 - £POA**

**SHORTS - £POA**



**TRAVEL KIT NEW! - £POA**

**SWEATSHIRTS - £POA**

**TRAINING KIT - £POA**

# Match Sponsorships

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## DIAMOND PACKAGE

**for 6 @ £395 + vat**

(additional guests @ £60 each + vat)

12.45pm	Guests start arriving in the Jeff Burnlees Lounge Complimentary Welcome Drink 5 tokens each for Complimentary Drinks 3 course pre-match Meal (optional @ £15 each) Watch Live Premiership Game on BT Sports
1.30pm	Stadium Tour
1.45pm	Continue to watch Premiership game Opportunity to buy Bond Scheme numbers and win £250 Complimentary Programme & Team Sheet Company Name highlighted in programme
2.55pm	Take up seat in enclosed Directors Box Company name announced to supporters
3.00pm	First half kicks off
3.45pm	Half Time Buffet served with tea and coffee Bond Scheme & 50/50 Draw takes place
4.00pm	Second half kicks off
4.45pm	Final Whistle, JB Bar re-opens. Watch Final Score.
5.15pm	Man of the Match Presentation Meet Players and Manager Depart at your leisure (taxi can be organised)

## GOLD PACKAGE

**for 4 @ £200 + vat**

(additional guests @ £50 each + vat)

12.45pm	Guests start arriving in the Jeff Burnlees Lounge Complimentary Welcome Drink, JB Bar Opens 3 course pre-match Meal (optional @ £15 each) Watch Live Premiership Game on BT Sports
1.30pm	Stadium Tour
1.45pm	Continue to watch Premiership game Opportunity to buy Bond Scheme numbers and win £250 Complimentary Programme & Team Sheet Company Name highlighted in programme
2.55pm	Take up seat in enclosed Directors Box Company name announced to supporters
3.00pm	First half kicks off
3.45pm	Half Time Buffet served with tea and coffee Bond Scheme & 50/50 Draw takes place
4.00pm	Second half kicks off
4.45pm	Final Whistle, JB Bar re-opens. Watch Final Score.
5.15pm	Man of the Match Presentation Meet Players and Manager Depart at your leisure (taxi can be organised)

# Match Sponsorships

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## **SILVER PACKAGE for 2 MAN OF THE MATCH\* @ £130 + vat**

(additional guests @ £50 each + vat)

12.45pm	Guests start arriving in the Jeff Burnlees Lounge Complimentary Welcome Drink, JB Bar Opens 3 course pre-match Meal (optional @ £15 each) Watch Live Premiership Game on BT Sports
1.30pm	Stadium Tour
1.45pm	Continue to watch Premiership game Opportunity to buy Bond Scheme numbers and win £250 Complimentary Programme & Team Sheet Company Name highlighted in programme
2.55pm	Take up seat in enclosed Directors Box Company name announced to supporters
3.00pm	First half kicks off
3.45pm	Half Time Buffet served with tea and coffee Bond Scheme & 50/50 Draw takes place
4.00pm	Second half kicks off
4.45pm	Final Whistle, JB Bar re-opens Watch Final Score and reports *Man of the Match Sponsors get to present their choice with a Bottle supplied by BRFC
5.15pm	Man of the Match Presentation Meet Players and Manager Depart at your leisure (taxi can be organised)

## **BRONZE PACKAGE for 2 MATCH BALL @ £100 + vat**

(additional guests @ £50 each + vat)

12.45pm	Guests start arriving in the Jeff Burnlees Lounge Complimentary Welcome Drink, JB Bar Opens 3 course pre-match Meal (optional @ £15 each) Watch Live Premiership Game on BT Sports
1.30pm	Stadium Tour
1.45pm	Continue to watch Premiership game Opportunity to buy Bond Scheme numbers and win £250 Complimentary Programme & Team Sheet Company Name highlighted in programme
2.55pm	Take up seat in enclosed Directors Box Company name announced to supporters
3.00pm	First half kicks off
3.45pm	Half Time Buffet served with tea and coffee Bond Scheme & 50/50 Draw takes place
4.00pm	Second half kicks off
4.45pm	Final Whistle, JB Bar re-opens. Watch Final Score.
5.15pm	Man of the Match Presentation Meet Players and Manager Depart at your leisure (taxi can be organised)



# Season Sponsorship Packages

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## **REID @ £1500 + vat**

Match Sponsorship for 6 guests inc. 30 drinks  
Corporate Season Tickets x 2  
Black & Gold Bond Scheme Numbers x 2  
Programme Advert (full page)  
Ground Advertising Board - 8' x 2' (behind goal);  
Player Kit x 2

## **AINSLIE @ £1000 + vat**

Match Sponsorship for 4 Guests;  
Season Tickets x 2  
Black & Gold Bond Scheme Numbers x 2  
Programme Advert (half page)  
Ground Advertising Board - 10' x 2'6" (stand roof or trackside)  
Player Kit x 2

## **WALLACE @ £750 + vat**

Match Sponsorship for 2 guests  
Season Tickets x 2  
Black & Gold Bond Scheme Numbers x 2  
Programme Advert (quarter page)  
Ground Advertising Board - 8' x 4' (perimeter wall);  
Player Kit x 2





# Contact Berwick Rangers FC

Commercial Manager **Conrad Turner**  
07790 676 185

Commercial Director **Graham Bell**  
07773 311 156

Chairman **Len Eyre**  
07526 458 646

Address **Berwick Rangers Football Club**  
Shielfield Park, Tweedmouth, Berwick-upon-Tweed TD15 2EF

Telephone **01289 307 424**  
Mon-Thurs 12 noon-3pm; Home Matchday 12 noon-5pm

Mobile (text only) Out of above hours 07757 723 093

Email: **club@berwickrangers.com**

Web: **www.berwickrangers.com**



Follow the 'Gers on Social Media or download the App

