



COMMERCIAL OPPORTUNITIES

2024/2025

ONE TEAM | YOUR TEAM | DREAM TEAM
BERWICK RANGERS FOOTBALL CLUB

I WANT TO BE A BERWICK RANGER.

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INTRODUCTION

FROM THE GROVE TO THE HARROW

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 on a mission to be a force for good.

**C.20,000 SOCIAL FOLLOWING | +25,000 PEOPLE VISITED
SHIELFIELD IN 22/23 | 4000 PROGRAMMES SOLD PER
SEASON | OVER 62,000 WEBSITE VISTS LAST YEAR**

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STRATEGIC PILLARS

BE A FORCE FOR GOOD.

Berwick Rangers will be a force for good and Shielfield Park is the epicentre of local football. Our facilities offer space for education and collaboration across the community and local children will have a path from where they are to the first team, supported by qualified coaches and a partnership with the first team.

BE A GREAT DAY OUT.

There is a commitment to delivering a high quality Berwick Rangers matchday experience. We've got an expanding proposition for fans including pre and post-match bar access and improving Club 1881 membership in partnership with current members. In addition, we work with local charities to bring football experiences to a range of groups, giving people the opportunity to have a great day out.

BE HERE FOR THE LONG TERM.

We work today to be here tomorrow. The club is committed to the next generation of talent today to build Berwick Rangers FC for future generations. We are investing in the stadium facility to ensure it is here for the long term to support our community.

MEMBERSHIPS

AN EXCLUSIVE GROUP OF 'GERS FANS.

SHOW YOUR SUPPORT THROUGH A MONTHLY SUBSCRIPTION

The Wee 'Gers U16



£5.00 p/m

Club 1881



£18.81 p/m

The 'Gers 65+



£10.00 p/m

Three exclusive memberships paid by monthly subscription, helping the club to transform its cashflow throughout the year and rewarding our most loyal supporters through a range of benefits - including free admission to all home Lowland League matches!

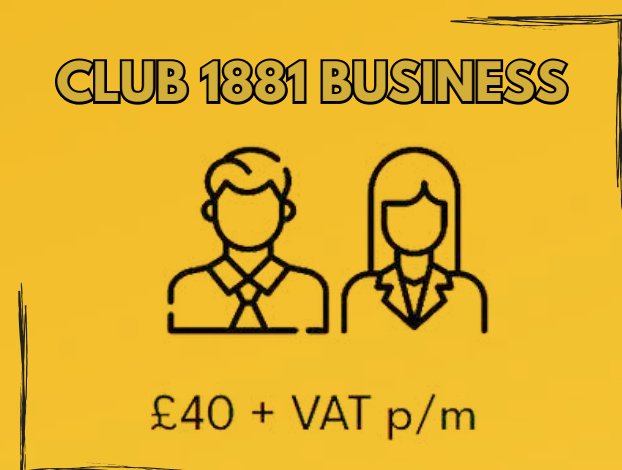
Membership Options	The Wee Gers' (U16)	Club 1881	The Gers' (65+)
Entry to Home League Matches & Friendlies	✓	✓	✓
Digital Programme		✓	
Meet the Manager (Q&A)	✓	✓	✓
Free HT Tea/Coffee/Snack at Home Matches	✓	✓	✓
Access to 1881 Community Group (Facebook)		✓	
Behind the Scenes Interviews and Content		✓	
Monthly Merchandise Special Offers	✓	✓	✓
Away Day Travel Discounts	✓	✓	✓
Membership Pack (Welcome Letter, Member's Card, Pen & Badge)	✓	✓	✓
BRFC Signed Photo & Christmas Card	✓		
Raffle Entry to Win a Year's Membership	✓	✓	✓
Become a Mascot Competition	✓		

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BUSINESS TIER

REWARDING YOU FOR YOUR SUPPORT.

A NEW WAY TO BACK THE 'GERS, PROVIDING MORE VALUE TO YOUR BUSINESS



In addition to offering individual supporters an opportunity to back the Borderers, the club is pleased to confirm a business tier of Club 1881 is also available at £40+VAT per month.

Business Tier members will receive advertising space in Shielfield Park and on the club's official website, promotion via the club's social media platforms, access to the Eric Tait Lounge for home Lowland League matches and more.

Business Membership Option	Club 1881 Business
x2 Admission to Home League Matches & Friendlies	✓
Digital Programme	✓
Monthly Social Media Promotion	✓

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STADIUM SPONSORSHIPS

YOUR BRAND SEEN AT SHIELDFIELD.

PITCHSIDE SPONSOR BOARD

Placed behind goals, available as single and double boards.



£220 (PLUS VAT)

MAIN STAND STEPS SPONSOR BOARDS

Your branded boards, attached to Shielfield Park's Main Stand stairways.



More than
25,000 people
watched sport at
**Shielfield Park in
2022/23**

£1000 (PLUS VAT)

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STADIUM SPONSORSHIPS

YOUR BRAND SEEN AT SHIELDFIELD.

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

DUCKET ROOF SPONSOR BOARD

Your branded board
attached to the frame
under The Ducket roof.

£300 (PLUS VAT)



Shielfield
Park is used
by our **mens**,
womens and
junior teams!

DUCKET SIDE SPONSOR BOARD

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

£150 (PLUS VAT)



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MATCHDAY SPONSORSHIPS

ENJOY HOSPITALITY AT SHIELDFIELD.

NOTE: SUBJECT TO AVAILABILITY. PLEASE ADD £10 FOR ALL ADDITIONAL GUESTS.

MATCH SPONSOR

Priced for 6 people, includes hospitality, brand promotion, match programme & more.

£250 (PLUS VAT)



BALL SPONSOR

INCLUDES MATCH BALL

Priced for 4 people, includes signed match ball, hospitality, brand promotion & more.

£150 (PLUS VAT)



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MATCHDAY SPONSORSHIPS

YOUR BRAND SEEN AT SHIELFIELD.

NOTE: SUBJECT TO AVAILABILITY.

MotM SPONSOR MAN OF THE MATCH

Priced for 4 people, includes award presentation, brand promotion & more.

£150 (PLUS VAT)



Hospitality
is also
available to
**book
online.**

HOSPITALITY

2 LOUNGES AVAILABLE

Includes access to bar, Pie & Pint or Afternoon Tea, match programme & seat in director's box.

FROM £25PP

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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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BRWFC SPONSORSHIP

**BE PART OF OUR BERWICK RANGERS
WOMENS JOURNEY**

MATCH SPONSOR

Priced for 4 people,
includes hospitality,
brand promotion &
more.

£100



BALL SPONSOR INCLUDES MATCH BALL

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

£50



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BRWFC SPONSORSHIP

BE PART OF OUR BERWICK RANGERS
WOMENS JOURNEY

PLAYER SPONSOR

Support your favourite player, with an annual player kit sponsorship.

£150



SHIRT SPONSOR SHOW YOUR COLOURS

You have the opportunity to support BRWFC through a range of shirt sponsorships

FRONT - £1000

OTHER - £500



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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.

£15 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.

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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

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MONTHLY DRAW

SUPPORT THE 'GERS AND WIN MONEY.

NOTE: 18+ 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!

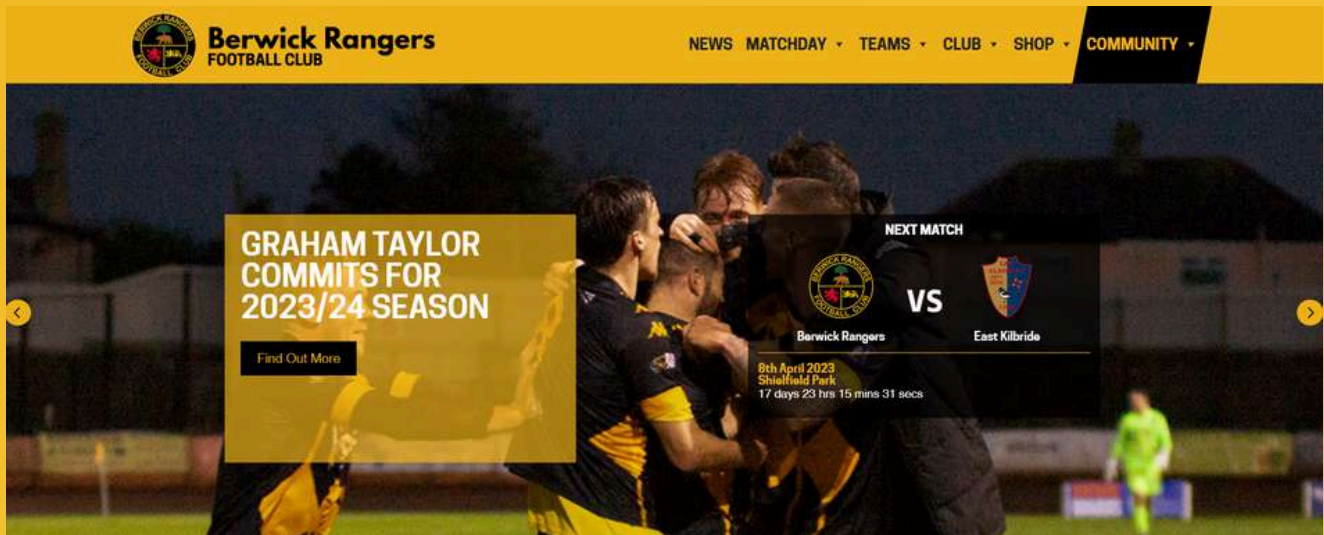
£5 PER ENTRY P/M

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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 the majority 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.

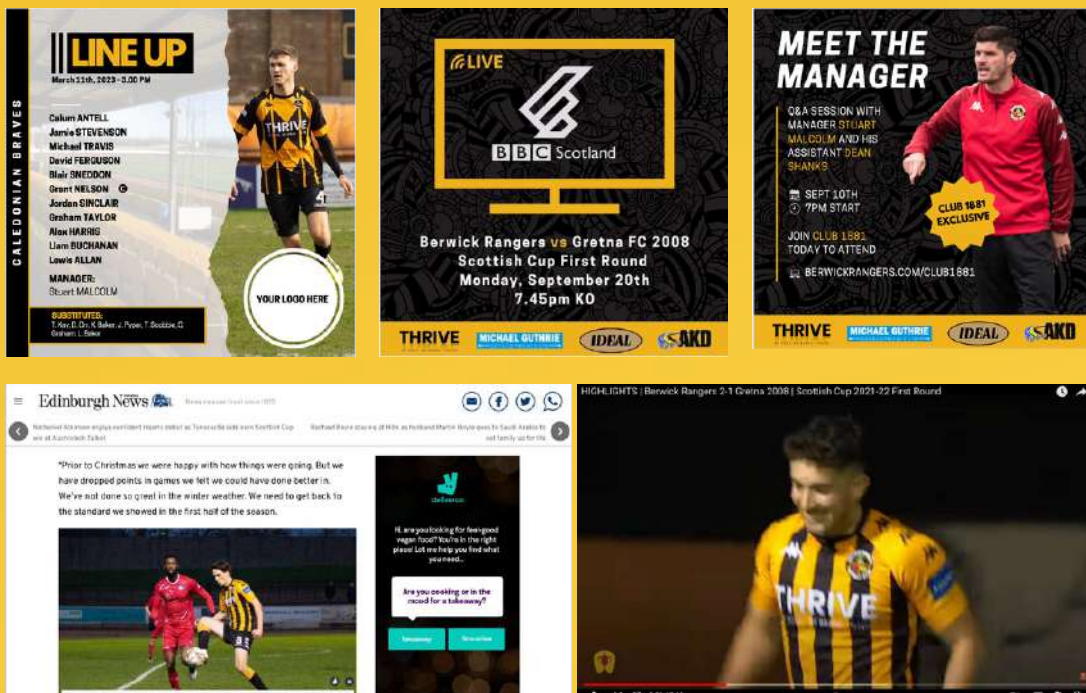
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DIGITAL PARTNER

MAKE YOUR BRAND SYNONYMOUS WITH BERWICK RANGERS.

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

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



£3000 P/A

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ACCOUNT SPONSORSHIPS

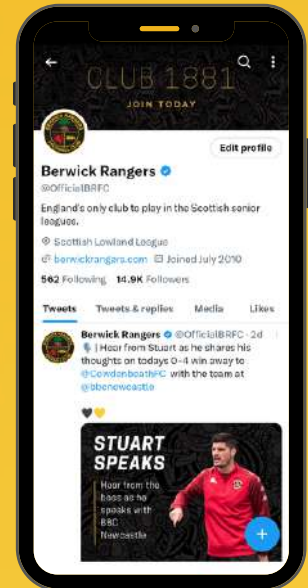
MAKE USE OF OUR REACH.

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.

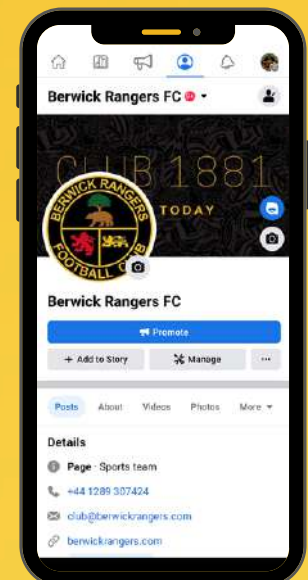
£750 PER YEAR



FACEBOOK ACCOUNT SPONSOR

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

£750 PER YEAR



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ACCOUNT SPONSORSHIPS

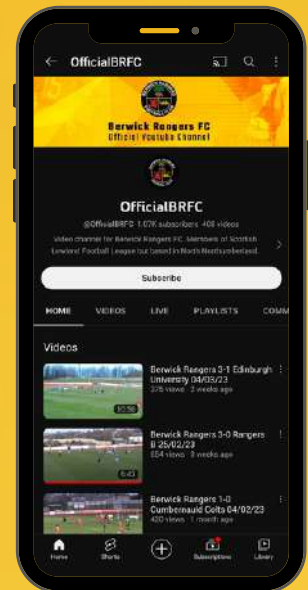
MAKE USE OF OUR REACH.

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.

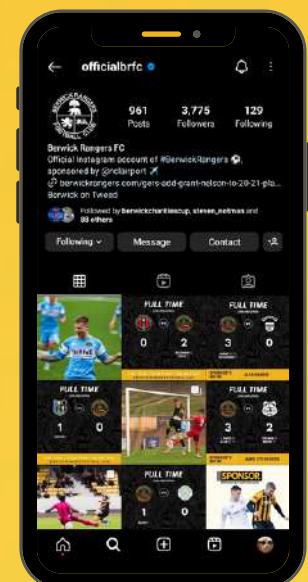
£500 PER YEAR



INSTAGRAM ACCOUNT SPONSOR

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

£250 PER YEAR



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WEB ADVERTISING

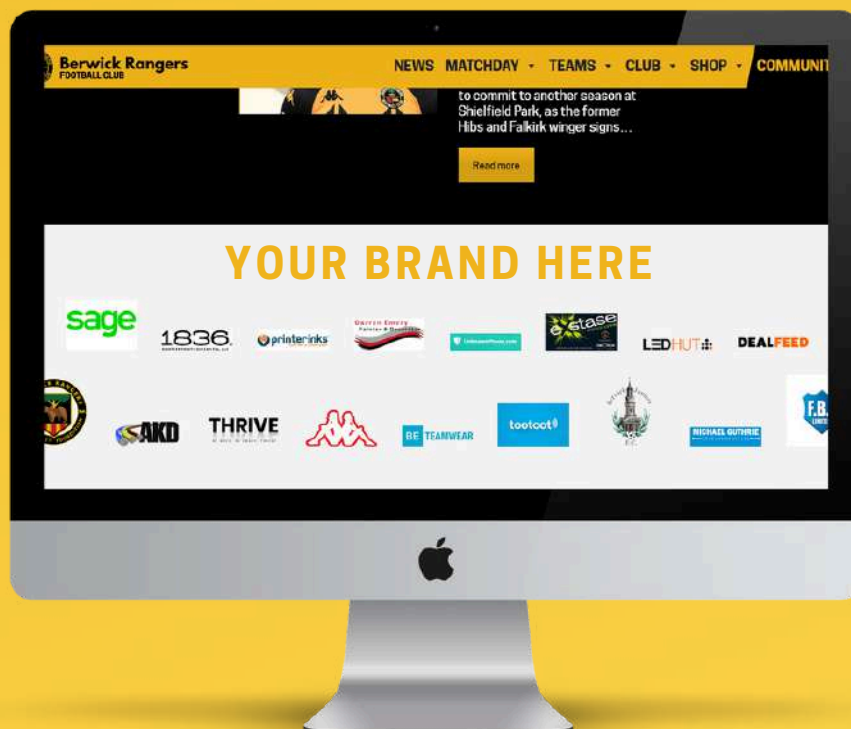
BE HOSTED BY BERWICK RANGERS.

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



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



PLEASE CONTACT

GENERALMANAGER@BERWICKRANGERS.COM

OR

01289 307424

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