



Northampton Town Football Club



COBBLERS COMMERCIAL DEVELOPMENT PROGRAMME

604 926 004
SILVERSTONE
LEASING

FACTS & FIGURES

24,745

contactable emails
on our database

3,845

season tickets sold
for the 2023/24 season

different matchday
visitors since August

15,680



X followers

95k+



Instagram followers

87k+



LinkedIn followers

6k+



Facebook followers

40k+



YouTube subscribers

13k+

HIGHEST
average
attendance
in 55 years

6,800

116

children & families engaged with
on average each home match day

OVER 5,500
hospitality
guests
in the 22/23
season





COBBLERS COMMERCIAL DEVELOPMENT PROGRAMME

“ Boost your local business success & unleash your potential with our advertising and sponsorship programme ”

Elevate your business to new heights with our comprehensive Advertising and Sponsorship Programme designed exclusively for local businesses.

Unlock a world of opportunities and propel your growth with a range of assets strategically tailored to enhance your brand visibility and reach.



PROGRAMME HIGHLIGHTS

- 1. Strategic Advertising Campaigns:** Leverage our expertise in crafting impactful advertising campaigns across various channels. From in stadia digital screens, to traditional media, our programme ensures your message resonates with your target audience, driving increased awareness and customer engagement.
- 2. Community Engagement Opportunities:** Gain prominence in the community through customised sponsorship packages. Align your brand with local events, initiatives like with NTFC Community Trust.
- 3. Integrate your brand in Club Events:** Enjoy a multi-faceted approach to visibility with exposure across online platforms, and in stadia ground advertising through either our big screen or pitch facing boards.
- 4. Collaborative Networking Opportunities:** Connect with other local businesses, forge partnerships, and explore collaboration opportunities within our extensive network. Strengthen your presence within the community and foster mutually beneficial relationships.



PROGRAMME PACKAGE



- A seasonal big screen advert to be shown at home matchdays inside the stadium
- A Cobblers' Business Club Membership
- A Match Sponsorship for 10 guests at an EFL Sky Bet League One home game
- A Community Engagement Activation
- LinkedIn introduction post to our followers





THE COBBLERS BUSINESS CLUB



The Cobblers; making connections & building success

A unparalleled networking opportunity through social events & meetings to give you exclusive access to our sponsors and partners, along with special guest appearances from the football club & beyond.



Contact us

To discuss this package further, contact the commercial team;

commercial@ntfc.co.uk

01604 683734

