



AYLESBURY UNITED

SPONSORSHIP OPPORTUNITIES 2025-26



BACK THE DUCKS



Become a sponsor and help to change our future

As the town's oldest and most successful club, we've been playing football in the Aylesbury area for more than 125 years. Yet, for the past two decades, Aylesbury United have been forced to play our home games away from Aylesbury.

We've been away for so long our younger fans have never experienced a time when the Ducks actually played in Aylesbury. And many of our older fans merely have fading memories.

The time has come to change that, our journey home to a new ground in Aylesbury has begun, and you can help us reach that goal by partnering with us as a sponsor.

With your backing, we've started on a road that will see us return to the town we're named after, to a facility that will be designed to benefit the whole community – not just our 45 plus football teams playing under the Aylesbury United club badge.

Getting your business associated with Aylesbury United has the power to benefit you on so many levels. Sponsoring us will get your name and your services or products in front of a local audience – 90% of our fans who attend games in our current Chesham home are from Aylesbury. And nationwide research shows that football watchers are 150% more likely to purchase products or use services from companies that sponsor the club they support.

Here are some facts about Aylesbury that give you an idea of the size of the opportunity sponsoring us will give you:

- **Aylesbury is one of the UK's top 100 largest towns**
- **Population of Aylesbury is more than 85,000 (200,000+ in Aylesbury Vale)**
- **We have a social media audience of more than 10,000**
- **Our website has had almost 40,000 users over the past 12 months.**

Back the Ducks today

If you are interested in any form of sponsorship, please contact:

Dave Brown

07399 844151

Contactaufc@gmail.com

WHY PARTNER WITH US?

From mascots to match balls, programmes to players, shirts to shorts and more besides, there are plenty of ways you can sponsor us, whatever your budget.

Whether you're a company or individual, whether you want to be a long-term commercial partner or sponsor a one-off match, we'll appreciate your support. This brochure contains details of our sponsorship opportunities, many of which are new. So take a look and be sure to show your support by backing The Ducks as soon as you can.

Some of the benefits every sponsor can expect include:

- Great advertising and exposure for your business
- High visibility in front of home fans and visiting teams and their fans
- Networking opportunities
- Half-page advert in one edition of our digital matchday programme
- Signed team photo.

A DUCK'S EYE VIEW OF OUR SPONSORSHIP OPPORTUNITIES

Matchday sponsorship	£50 per person (minimum four people)
Match ball sponsorship	£100 (two guests)
Player sponsorship	£80 per season / £500 for player partnership
Matchday programme	£1,500 per season
Matchday programme advertising	£150 per season (full page) / £100 per seasons (half page)
Website sponsorship	£600 per season
Website advertising	£100 per season
Shirt sponsorship	Price on application SOLD
Back-of-shirt sponsorship	£1,500 (two season deal) SOLD
Tracksuit sponsorship	£1,500 per season / £2,500 two season
Warm-up kit sponsorship	£600 per season / £1,000 two seasons
Media partner	£1,500 per season
Community partnership	£2,000 per season
Management Benchwear	£1,000 per season SOLD
Water bottles	£400 per season
YouTube sponsorship	£750 per season
Social media sponsorship	£750 per season
Aylesbury United Gold Club sponsorship	£1,000 per season
Aylesbury United Gold Club event sponsorship	£350 per event
Online club shop sponsorship	£500 per season
Community Day sponsorship	£100 Per Event

MATCHDAY SPONSORSHIP

- Acknowledgement on the front of the matchday programme and on social media
- Full page advert in the matchday programme
- Meet the manager and captain before the match
- PA announcements
- Seats in the director's box
- Half-time refreshments
- Post-match hospitality, with food and drink
- Select and present the Man of the Match award
- Commemorative photograph.



£50 per person (minimum 4 people).

MATCHBALL SPONSORSHIP

- Acknowledgement in the matchday programme
- PA announcements
- Two guests' entry to match and seats in the directors' box
- Half-time refreshments
- Post-match hospitality, with food and drink
- Commemorative photograph

£100 (two guests)



PLAYER SPONSORSHIP

A fantastic way to show your support for your favourite player in the first team.

- Get your name or company name in each matchday programme and on the players' profile pages of our website
- Your sponsorship promoted on the club's social media channels with bespoke assets
- Get your picture taken with your chosen player for a commemorative photograph.



SPECIAL OFFER

Sign-up before 31 August for a 50% discount

- Shirt sponsorship: £40
- Socks sponsorship: £10
- Business sponsorship: £250

Additional benefits for business sponsors:

- Get your company name in every matchday programme and name and logo on the players' profile page on our website
- Matchday sponsorship for a game of your choice for up to four guests • Select the Man of the Match award for this game
- Advert in the programme for this game
- Twitter tagging for your business (where possible) when your player is mentioned (eg Man of the Match or match interviews).

£500 per season for player partner (business) sponsorship

MATCHDAY MASCOT PACKAGE

For fledgling Ducks aged between 4 and 13

- Two adult tickets for the match
- Two junior tickets for the match (one for the mascot, and one for a sibling or friend)
- Tea, coffee, soft drinks and biscuits in the boardroom on arrival and at half- time
- Tour of the dressing room
- Meet the players and manager, with the opportunity to get autographs and photos before the match
- PA announcement
- Lead the team onto the pitch before the game
- Official photograph with the team captains and officials before kick-off, with a hard copy sent to the mascot after the game
- Ducks goody bag, including stickers, snacks and more.



Just £30, or £37.50 with Aylesbury United scarf included

MATCHDAY PROGRAMME

Aylesbury United produces a fully digital programme for every home game which is available for free on our website.

Since moving online, our programmes have in excess of 32,000 impressions and have been read more than 5,000 times.

Matchday Programme Sponsorship Become the programme sponsor and have a full page advert as well as:

- Your company name and/or logo on all non-advertising pages within the programme
- Matchday sponsorship for a game of your choice for up to four guests
- Man of the Match award for this game

£1,500 per season



**Matchday Programme
Seasonal Advertising Package
(approximately 25 issues)**

Full page advert: £150 per season

Half page advert: £100 per season

SHIRT SPONSORSHIP

SOLD



A shirt sponsor is the iconic brand associated with a football club. It appears in front of hundreds week-in and week-out – in person, in print and online – and is the ideal way to raise the profile of your company. Our package includes:

- Logo on the front of the first team home and/or away shirts
- Full page advert in every matchday programme, plus your logo on the front cover
- Your company logo on the club's website with a link to your website
- Four season tickets to all league games
- Two matchday sponsor packages
- Half time and full time complimentary refreshments
- Seats in the directors' box. Price on application

BACK OF SHIRT SPONSORSHIP

SOLD

Company name and/or logo on the back of Aylesbury United playing shirts

- Full page matchday programme advert
- Two season tickets
- One matchday sponsorship for up to four guests
- Company name and/or logo on team sheets
- Links to your website from the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£1,500



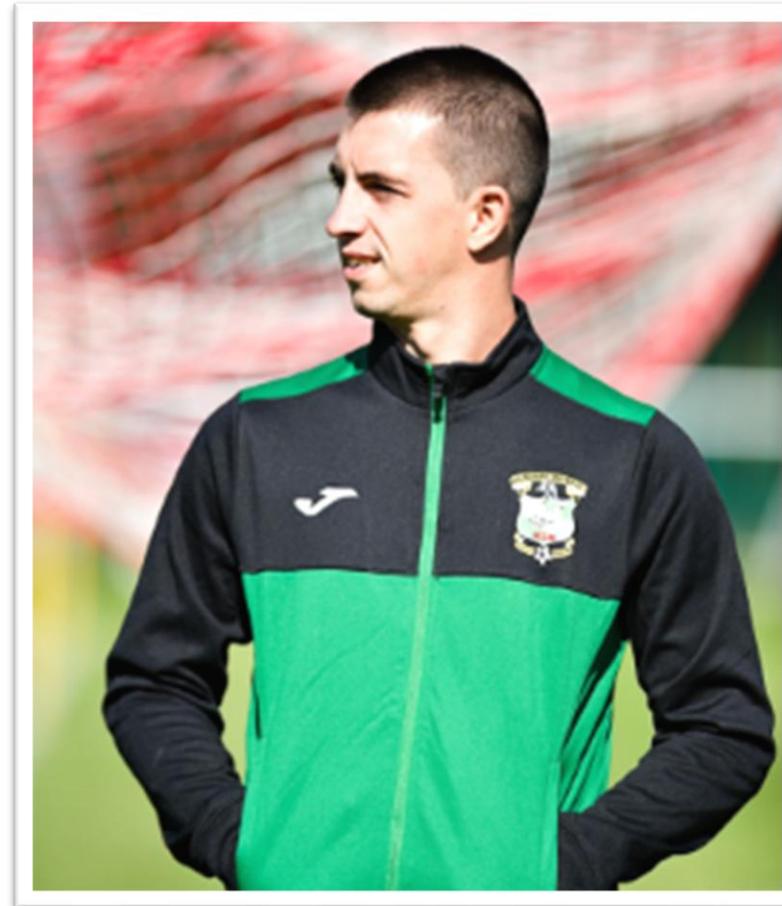
TRACKSUIT SPONSORSHIP

Tracksuits are worn by the players before, during and after matches in the bar in front of many supporters.

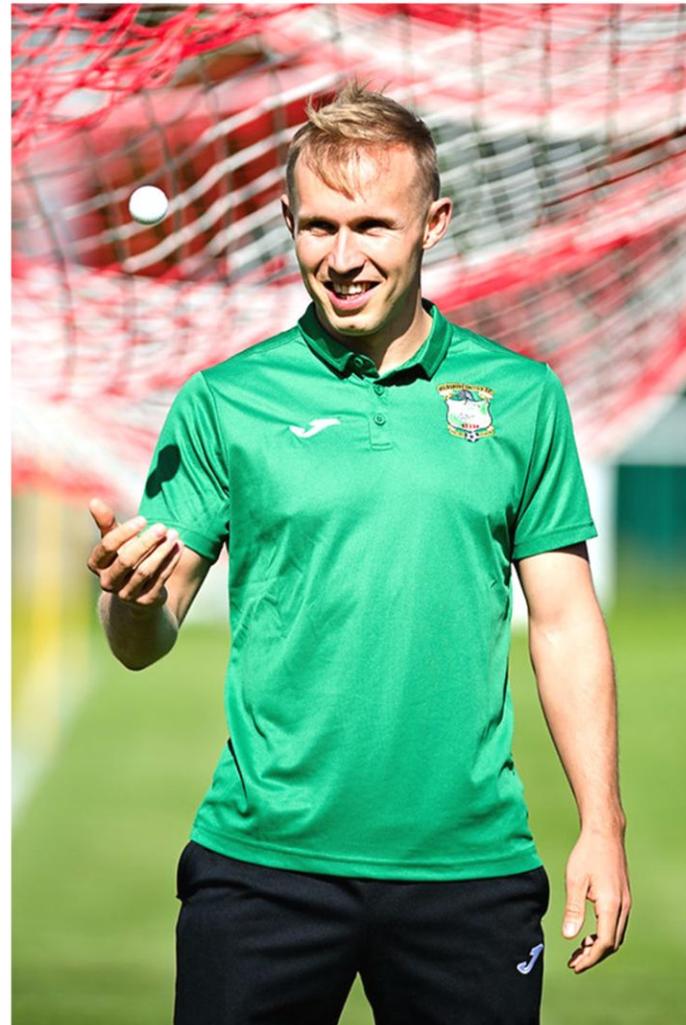
This package includes:

- Company name and/or logo on the back of Aylesbury United tracksuits
- Full page matchday programme advert
- Two season tickets
- One matchday sponsorship
- Links to your company website from the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£1,500 per season / £2,500 two seasons



WARM-UP KIT SPONSORSHIP



Before the players change into their strips for the start of the match, they all wear their preferred warm-up kit.

This package includes:

- Company name and/or logo on the back of warm-up tops
- Half page matchday programme advert
- Two season tickets
- One match ball sponsorship
- Links to your website from the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£600 per seasons or £1,000 two seasons

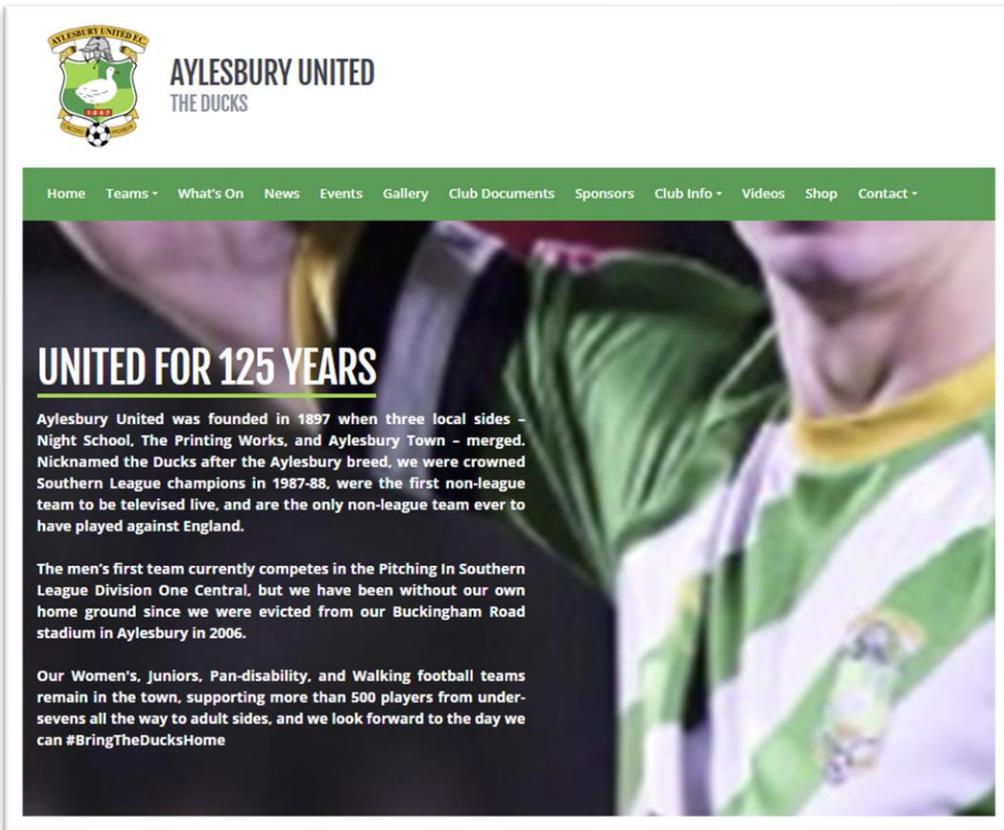
MEDIA PARTNER



- Company name and/or logo on all videos uploaded to club's YouTube channel
- Full page matchday programme advert
- Two season tickets
- One matchday sponsorship
- Links to your website from the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£1,500 per season

WEBSITE SPONSORSHIP



Website Sponsorship

Your company brand and/or logo will feature prominently on the official club website in a fixed position on every page throughout the season.

You will also feature on various promotional materials and events as our primary website sponsor.

£600 per season

Website advertising

Get your company name/logo on the homepage of the club website with a direct link to your company website.

£100 per season

COMMUNITY PARTNERSHIP

We're looking for businesses to help us continue our good work in and around Aylesbury. Although we've been out of the town for 19 years, we still offer regular sessions for our Mini Ducks and junior sides locally, as well as hosting our junior teams on matchdays to continue our 'One Club' ethos.

Our community partner will have:

- Two pop-up banners at the players' entrance at home games
- Full page matchday programme advert
- Two season tickets
- One matchday sponsorship
- Links to your website from the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£2,000 per season



MANAGEMENT BENCHWEAR

SOLD



Be seen on the backs of our sitting Ducks during a game! Our management team must wear a league-provided match-day uniform. And you can get your business name on the backs of every piece of clothing worn by the management team.

You will also get:

- Full page matchday programme advert
- Two season tickets
- One matchday sponsorship
- Links to your website from the club website
- Complimentary refreshments at half time
- Seats in the directors' box.

£1,000 per season

COMMUNITY DAY SPONSORSHIP



- Social media coverage: Your business will be featured across all aspects of the event on social media.
- Community flyer: Your brand will be highlighted in the community flyer for this event • Matchday programme: Your business will be recognized in the match programme for this event
- Two free matchday tickets for the community day match, plus refreshments and hospitality.

£100 per sponsor

OTHER SPONSORSHIP OPPORTUNITIES

YouTube sponsor

Here's your chance to sponsor the Aylesbury United YouTube channel, which features all media associated with the club and currently has more than 200 subscribers.

You also get:

- Half page matchday programme advert
- Two season tickets
- One match ball sponsorship
- Links to your website on the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£750 per season

Social Media sponsor

Sponsor Aylesbury United's social media channels which attract an audience of more than 10,000 followers.

This package also includes:

- Half page matchday programme advert
- Two season tickets
- One match ball sponsorship
- Links to your website from the Club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£750 per season

NEW Online Club Shop sponsor

Your company brand and/or logo will feature prominently on the official AUFC online club shop in a fixed position on every page throughout the season. You will also feature on various promotional materials and events as our primary online club shop sponsor.

£500 per season

Water Bottles sponsor

Get your company name or logo splashed all over the matchday water bottles the team uses.

£400 per season

AYLESBURY UNITED GOLD CLUB



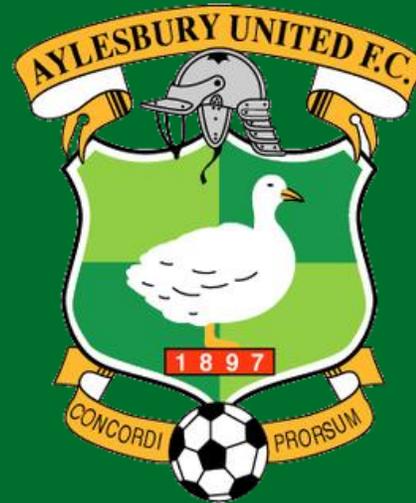
- Two pop-up banners on show at every Gold Club event
- Logo on backdrop for every online Gold Club event
- Full page matchday programme advert
- Two season tickets
- One matchday sponsorship
- Links to your website from the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£1,000 per season

- One pop-up banner on show at every Gold Club event
- Half-page matchday programme advert
- Two tickets to Gold Club lunch and match
- One match ball sponsorship
- Links to your website from the club website
- Complimentary refreshments at half time and full time
- Seats in the directors' box.

£350 per event

CHOOSE YOUR PACKAGE AND BACK THE DUCKS



IF YOU ARE INTERESTED IN ANY FORM OF SPONSORSHIP. PLEASE CONTACT:

Dave Brown

07399 844 151

Contactafc@gmail.com