



# THE NEW SAINTS FC

of Oswestry Town



## SPONSORSHIP BROCHURE



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# ABOUT THE CLUB

**The New Saints of Oswestry Town is the most successful club in the history of the JD Welsh Premier League. Having won the Welsh Premier League trophy 13 times and consecutively 8 times.**

This success has enabled the club to consistently qualify for major European competitions, playing regularly in both the UEFA Champions League and the UEFA Europa League.

The club is also currently ranked number one in Wales, 62nd in Europe and 70th in the world (as of July 2019) on <http://footballdatabase.com/clubs-ranking/the-new-saints>.





# THE NEW SAINTS OF OSWESTRY TOWN - A BRIEF HISTORY

The New Saints of Oswestry Town was formed as a result of the merger of Llansantffraid and Oswestry town in 2003 and played under the name Total Network Solutions, after the multi-million pound company that was eventually acquired by BT in 2005. The club was immortalised on Sky TV when presenter Jeff Stelling famously commented: “They’ll be dancing in the streets of Total Network Solutions tonight!” In 2005 the club was renamed The New Saints of Oswestry Town FC.

### About the Stadium

Redeveloped in 2007 at a cost of more than £3 million, The New Saints’ home ground at Park Hall, Oswestry has a state-of-the-art floodlit 3G pitch and includes a major leisure development known as The Venue, complete with bowling alley, fitness suite, bar, eatery, function room and soft play area, The Venue attracts families through its doors seven days a week. On match days the function room is transformed into a sponsors’ lounge, which can cater for 200 corporate guests.



“ They’ll be dancing in the streets of Total Network Solutions tonight! ”

**Jeff Stelling**  
Sky TV presenter



# YOUTH DEVELOPMENT

**The New Saints of Oswestry Town was the first Welsh Premier League club to be awarded official Academy accreditation in 2002, after the introduction of the UEFA Licensing Procedure for clubs competing in national leagues throughout Europe. The Academy programme now caters for over 200 players, both male and female, from the age of 7-19 yrs.**

**The key objectives of the Academy are to:**

- Establish The New Saints as a focus for young players locally
- Improve the standard of young players in the area
- Provide opportunities for players to compete at the highest possible level
- Increase the quality and number of trained adults working with young players in the area

**Scholarship Programme**

The New Saints has established a full time scholarship programme for 16-19 year olds in conjunction with North Shropshire College in Oswestry. The Scholarship programme is now known as the Professional Phase and involves a number of youngsters, who combine football and education as part of their course.





# LADIES FOOTBALL

**Formed in 2002, The New Saints Ladies play in the FA Women's Premier League and is the highest placed Ladies team in the county of Shropshire.**

The team has been very successful over the years, having won the Tom Farmer Shropshire FA Cup on numerous occasions, including the 2018/19 season.

There is also a thriving junior section with the highlight, as far as competition is concerned, winning the U16s National Futsal Tournament in 2013.





# BE PART OF OUR COMMUNITY

The New Saints FC Foundation is a charitable organisation that aims to engage with the local community to provide positive, sustainable football, sports and educational activities for young people. The Foundation's involvement extends across many areas including education, health, social inclusion and equality, underlining our commitment to make a positive difference in Oswestry and the local area.



As a club, The New Saints proactively supports local projects and encourages greater backing from all stakeholders in Oswestry and the local community.



The 3G pitch is used throughout the week by the local community. Local clubs, both junior and senior, as well as various community-focused football initiatives take advantage of the facilities on a daily basis.

“ The New Saints recognises the important role that we can play in engaging with young people throughout the community and we enjoy close links with local primary and secondary schools. ”

**Ian Williams**  
Chief Operating Officer, The New Saints of Oswestry Town



## BE PART OF OUR ONLINE PRESENCE

The New Saints of Oswestry Town has a rapidly growing online presence and our website currently receives more than 30,000 visits per month. We regularly receive in excess of one million Twitter impressions per calendar month. Our Facebook page is updated several times per day and has a very healthy rate of engagement.

According to [www.googleflight.com](http://www.googleflight.com) our online presence rivals that of many English Premier League clubs.

This online profile provides great opportunity for businesses to extend their brand reach around the world, at a cost that is considerably more affordable than within the English League system.

### Website 12 Month Summary

Sessions:  
**300,000**

Unique Visitors:  
**150,000**

Page Views:  
**600,000**

### Twitter 12 Month Summary

Tweets:  
**9,600**

Tweet impressions:  
**14.2m**

Retweets:  
**11,000**

Followers:  
**70,300**



# BE PART OF OUR SUCCESS

**The New Saints of Oswestry Town is the most successful club in the history of Welsh domestic football since the birth of the national league in 1992 and were promoted to the Welsh Premier League in 1993.**

**JD Welsh Premier League Champions (13):**  
1999/00, 2004/05, 2005/06, 2006/07, 2009/10, 2011/12, 2012/13, 2013/14, 2014/15, 2015/16, 2016/2017, 2017/18, 2018/19  
**Runners-up (5):** 2001/02, 2002/03, 2003/04, 2007/08, 2010/11

**JD Welsh Cup Winners (7):**  
1995/96, 2004/05, 2011/12, 2013/14, 2014/15, 2015/16, 2018/19  
**Runners-up (3):** 2000/01, 2003/04, 2016/2017

**Welsh League Cup (Nathaniel MG Cup) Winners (9):**  
1994/95, 2005/06, 2008/09, 2009/10, 2010/11, 2014/15, 2015/16, 2016/2017, 2017/18  
**Runners-up (1):** 2012/13

**FAW Premier Cup Winners (1):** 2006/07  
**Welsh Intermediate Cup Winners (1):** 1992/93  
**Cymru Alliance League Winners (1):** 1992/93  
**2010 Shropshire Senior Cup Winners:** 2011/12

**Highest attendance:** 14,563 against Liverpool in the Champions League, 2005  
**First progression in European football in 2010 in a 4-1 Champions League aggregate victory against Bohemians**



# EUROPEAN FOOTBALL

Our success in Welsh football has meant consistently qualifying for European competition each year, having played in both UEFA Europa and UEFA Champions League games. The opportunity to play European clubs gives TNS more exposure, higher attendances, increased TV coverage and a broader media and marketing platform.

## Champions League recent results –

2018-19	QR3	The New Saints	1-3	FC Midtjylland
2018-19	QR3	FC Midtjylland	2-0	The New Saints
2018-19	QR2	Lincoln Red Imps	1-1	The New Saints
2018-19	QR2	The New Saints	2-1	Lincoln Red Imps
2018-19	QR1	The New Saints	4-0	KF Shkëndija
2018-19	QR1	KF Shkëndija	5-0	The New Saints
2017-18	QR2	The New Saints	1-5	HNK Rijeka
2017-18	QR2	HNK Rijeka	2-0	The New Saints
2017-18	QR1	Europa FC	1-3	The New Saints
2017-18	QR1	The New Saints	1-2	Europa FC
2016-17	QR2	Apoel FC	3-0	The New Saints
2016-17	QR2	The New Saints	0-0	Apoel FC
2016-17	QR1	SP Tre Penne	0-3	The New Saints
2016-17	QR1	The New Saints	2-1	SP Tre Penne
2015-16	QR2	Videoton	1-1	The New Saints
2015-16	QR2	The New Saints	0-1	Videoton FC
2015-16	QR1	The New Saints	4-1	B36 Tórshavn
2015-16	QR1	B36 Tórshavn	1-2	The New Saints





# BE PART OF OUR MEDIA COVERAGE

**Matchdays always attract regular media attention. The national Welsh TV channel, S4C, features TNS FC weekly, either as a live game with full commentary or as highlights via the football programme, Sgorio.**

Media coverage at The New Saints doesn't finish with the final whistle, however, and is not confined to just football. The press office works hard to ensure that stories about work in the community are also heard.

A strong relationship with media outlets ensures exposure of the club is maximised in the immediate community of Oswestry and further afield across England and Wales.

An internet search reveals that The New Saints online coverage is extensive and this is optimised by the website and social media pages, which are updated daily.

**We regularly achieve coverage in all of these media outlets:**



<b>Media Name</b>	<b>Circulation</b>
Shropshire Star	<b>30,280</b> (newspaper) <b>983,867</b> monthly unique users (online)
The Daily Post (Wales)	<b>23,645</b>
County Times and Express	<b>12,666</b>
Oswestry & Border Chronicle	<b>10,780</b>
Wrexham Leader	<b>8,159</b>
Oswestry & Border Counties Advertiser	<b>7,696</b>



# SPONSORSHIP AND ADVERTISING OPPORTUNITIES

**A wide range of sponsorship options are available with The New Saints of Oswestry Town.**

## **Match Sponsorship - from £500**

As match sponsor at one of our JD Welsh Premier League matches, your business or organisation will be featured on the front cover of the matchday programme and on posters distributed throughout Oswestry, as part of our pre-game promotion. You will also receive:

- Half-page advertisement in programme
- 10 complimentary tickets and programmes for the match
- Two-course meal for you and your guests in our sponsors' lounge
- Select and present the Man Of The Match award
- Your company will also receive a memento of the occasion

## **Match Day Hospitality - from £29 per person**

### **Bronze - £29 pp**

- Match day host
- Pre-match competitions to win club memorabilia
- Two-course meal in our sponsors' lounge
- Match day programme
- Plus much more

For further information on what is included in this package email:

**[ian.williams@tnsfc.co.uk](mailto:ian.williams@tnsfc.co.uk)**

### **Silver (Group Bookings Only) - £49 pp**

Same package as Bronze with additional:

- 5 x drinks vouchers
- Match sponsor, logo in the programme, a presentation along with our Chairman

### **Gold (Group Bookings Only) - £79 pp**

Same package as Bronze with additional:

- 8 x drinks vouchers (can be redeemed for wine, beer, spirits or soft drinks)
- Match Ball sponsor, photo on the pitch before the game with the captains of both teams and officials, presentation after the match with signed match ball

### **Pitchside Advertising Boards - from £300**

Advertising boards around the pitch perimeter are a great way to raise the profile of your business or organisation. There is live coverage of a JD Welsh Premier League match regularly throughout the season on S4C. In addition, as previously mentioned, a weekly highlights show on Sgorio every Monday features The New Saints of Oswestry Town.

We can tailor a package to meet your requirements including:

- Camera facing & behind goals - **from £500**
- Balcony facing / non camera side - **from £300**

### **Programme Sponsorship – from £1000**

As the main sponsor of our full colour programme, you will receive maximum exposure. You will also receive:

- Full page feature in each programme at every home game
- 5 complimentary tickets and programmes for each home match
- Half-time and post-match refreshments in our sponsor's lounge

### **Programme Advertising – from £50**

If you are looking for a cost effective way of raising your company profile why not advertise in our full colour match day programme. Offering a variety of options with the flexibility to change your advert as often as you wish throughout the season, programme advertising is excellent value for money. Over 5,000 copies are printed and distributed each season many to collectors both nationally and internationally.

In addition your company will also benefit from two complimentary tickets to every home JD Welsh Premier League match throughout the season.

Eighth page - **£50**

Quarter page - **£75**

Half page - **£120**

Full page - **£250**

### **Match Ball Sponsorship – from £75**

Sponsor the ball for a single match or for the whole season. You will receive:

- Your company name featured in matchday programme
- Two complimentary tickets and programmes for the match
- Half-time and post-match refreshments in our sponsors' lounge

### **Player Sponsorship – from £100**

Sponsor your favourite player's kit comprising shirt, shorts and socks. You will receive:

- Your name featured in the match day programme and online
- A signed photograph with player of your choice

### **Website Sponsorship - from £500**

Profile your company on our award-winning website. With over 30,000 hits every month, our website can provide a direct link back to your company site.

### **Away Travel Sponsorship - from £500**

Sponsor The New Saints of Oswestry Town on the road. You will receive:

- Your company will be featured in all match day programmes
- Travel on the official team coach
- Your company name and logo will appear on the coach windscreen

### **VP Package - from £500**

Join our winning team by becoming a corporate Vice-President of the club. Packages are available to suit all budgets and offer many benefits to you and your company.

### **TNSFC Radio Sponsor – from £500**

Get your company mentioned on our live radio broadcast on match days. You will receive:

- Live messages about your company on match days
- Two complimentary tickets and programmes for the match
- Half-time and post-match refreshments in our sponsors' lounge

### **TNS TV Sponsor - from £500**

Profile your company in association with TNS TV. You will receive:

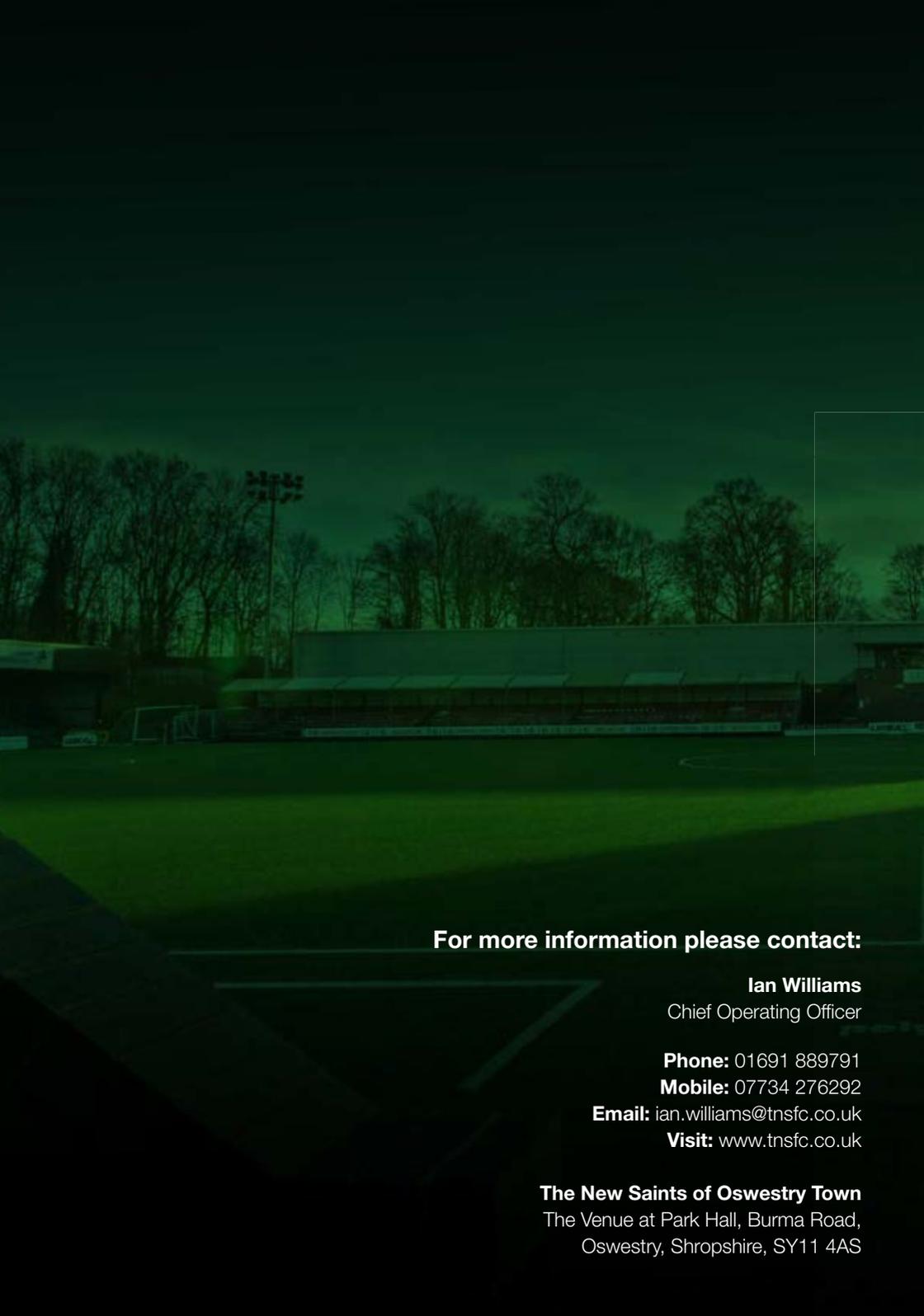
- A video advert at the start of a TNS TV video
- Two complimentary tickets and programmes for the match of your choice
- Half-time and post-match refreshments in our sponsor's lounge

### **Social Media Sponsor - from £500**

Profile your company in association with our Twitter posts and Facebook pages. You will receive:

- An advertising banner on TNSFC social media sites
- Two complimentary tickets and programmes for the match of your choice
- Half-time and post-match refreshments in our sponsor's lounge





**For more information please contact:**

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**The New Saints of Oswestry Town**

The Venue at Park Hall, Burma Road,  
Oswestry, Shropshire, SY11 4AS