

**COMMUNITY.
TEAM.
TOGETHER.**



COMMERCIAL BROCHURE 23/24
Advertising and Sponsorship Opportunities





INTRODUCTION

The New Saints FC advertising and sponsorship packages can provide your brand with the perfect platform to reach new local, national and global audiences.

By partnering with The New Saints FC, you become part of our ambition, and a valuable member of our footballing family, as we strive for success off and on the pitch. We are recognised as a club which is at the heart of its local community, and we want everyone to feel part of our club from supporters to brands and businesses alike.

With increasing attention across different media, television and digital and social media platforms, now is the time to be a key part of the club's future.

As a club, we want to build long term relationships with companies and brands using our dedicated approach, making it engaging, exciting and beneficial to work together.

This brochure details a number of opportunities available for your company to partner with the club.



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WELCOME TO THE NEW SAINTS FC

I bought Llansantffraid, a small club in the village of Llansantffraid-ym-Mechain in Powys, in 1997 and then merged them with Oswestry Town in 2003. Fast forward to the rebranding of The New Saints in 2006 and everything that's happened in between, and I now look back at the last 26 years with immense pride and joy at the success we have achieved together as a club.

On the pitch we've won league titles, cups and played against some of the biggest and best teams from around Europe, putting Oswestry right on the map in terms of European football. We even made history along the way, winning 27 consecutive matches to become the Guinness World Record holder of the longest winning streak in top-flight football.

We're more than just an elite football club though. Off the pitch the new stadium developments will overhaul Park Hall Stadium, transforming the match day experience and providing improved facilities for the local community to benefit from. We have a role to play as a club, and we want to use the power of football to inspire and help people from all walks of life.

Now more than ever is the time to join us on this journey as we create a club that each and every one of us can be proud of. We are a community, a team and we want to work together to continue to set the standards in Welsh football but also to make our mark on European football and take this club to where it truly belongs.

Mike Harris

Chairman,
The New Saints FC





ABOUT TNS: HISTORY

The New Saints of Oswestry Town is the most successful club in the history of the JD Cymru Premier, where we are currently defending champions. 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 against some of Europe's biggest clubs including Liverpool and Manchester City.

The New Saints of Oswestry Town was formed as a result of the merger of Llansantffraid and Oswestry Town in 2003 and played as Total Network Solutions, the multi-million pound company that was eventually acquired by BT in 2005.

The New Saints FC have won the league title on 15 occasions, the JD Welsh Cup nine times and hold the record for most European appearances by any Welsh side. Furthermore, The New Saints FC are one of just three clubs to play 1,000 games in the JD Cymru Premier League.

OUR LOCATION

Situated around one and half miles northeast of the English town of Oswestry, the second biggest town in Shropshire with an estimated population of 18,000 people, since 2007, The New Saints FC have played their home games at Park Hall Stadium. There is a local daily bus service from Oswestry Town Centre. The nearest train station to Park Hall Stadium is Gobowen.

Park Hall Stadium has a state-of-the-art 3G pitch, the ground is fully floodlit with 500 Lux lights and the club recently received planning permission to expand the ground capacity to 1,600 seated seats at a cost of approximately £1 million. This ensures Park Hall will be able to welcome Europe's elite for our matches in competitions such as the UEFA Champions League.

We are proud to be at the centre of the local community and our facilities cater for a diverse and wide range of people. Park Hall Stadium also features a function room, a 10 pin bowling alley, and bar and catering facilities. The facilities benefit the whole of the community creating a family entertainment facility in the heart of Oswestry which caters for all ages and abilities.

By partnering with The New Saints FC, we can assure you your business or brand will be exposed to a plethora of potential clients and customers.





**CHAMPIONS
LEAGUE®**

EUROPEAN CAMPAIGN 23/24

The New Saints FC have competed in European competition every year since 2000 as well as the SPFL Trust Trophy in Scotland. The opportunity to play such a high calibre of clubs gives The New Saints FC more exposure, higher attendances, increased TV coverage and a broader media and marketing platform.

Landmark ties across the UEFA Champions League, UEFA Europa League, and UEFA Europa Conference League in recent years have pitted The Saints against English Premier League giants, Manchester City and Liverpool, as well as other European heavyweights FC Copenhagen and Anderlecht FC.

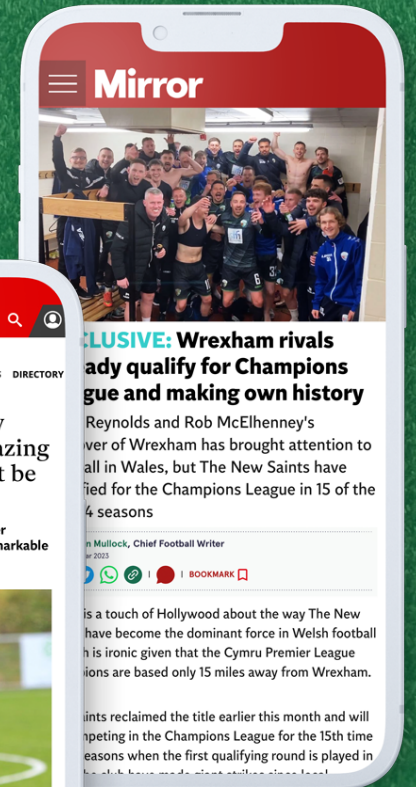
The club's most famous European win arguably came in August 2021, when The New Saints defeated Viktoria Plzen, from the Czech Republic, 4-2 at the Cardiff City Stadium.

After winning the JD Cymru Premier, The New Saints FC will once again compete in the UEFA Champions League Qualifying Rounds during the 2023/2024 season, where they will attempt to make it to the group stage for the first time in their history.

In April, The New Saints FC were awarded a UEFA and FAW Tier 1 licence which will mean it can continue to host Qualifying Rounds One and Two in UEFA Club Competitions next season at Park Hall Stadium.

TNS: KEY STATISTICS: BE PART OF IT

Matchdays always attract regular media attention. All matches featuring The New Saints FC are broadcast either live, or via a highlights programme on a Monday evening. S4C, the national broadcaster of Wales, currently hold the rights to the JD Cymru Premier. Media coverage of The New Saints FC has also seen widespread national exposure covering the club's recent success both off and on the pitch. The press office and external PR agency work hard to ensure that stories about our work in the community are also heard. The strong relationship with media outlets ensures exposure of the club is maximised in the immediate community of Oswestry and further afield across the national media landscape.



7.6 MILLION
TWITTER IMPRESSIONS

(OVER 12 MONTH PERIOD)

THOUSANDS
OF LOCALS

ATTENDED HOME GAMES LAST SEASON

30,000

E NEWSLETTER
SUBSCRIBERS

30,000
VIEWERS

PER GAME ON S4C LAST SEASON

326K
(OVER 12 MONTH PERIOD)

WEBSITE PAGE VIEWS

WEEKLY
NATIONAL AND
REGIONAL TV, PRINT
AND ONLINE MEDIA EXPOSURE

www.tnsfc.co.uk



THE NEW SAINTS FC FOUNDATION, ACADEMY AND WOMENS TEAM

BE PART OF OUR COMMUNITY: THE NEW SAINTS FC FOUNDATION

The New Saints FC Foundation is the charitable arm of the football club. We are a registered charity aiming to engage with the local community to provide positive, sustainable football, sports, exercise and educational activities. The Foundation's work extends across many areas, working with children and adults of all abilities.

Examples of our activities include:

- Junior Fun Football
- After School Clubs
- School Holiday activities
- Local young cubs
- Junior Fan Engagement
- "All In" clubs for kids with additional needs
- TNS Girls, Wildcats and Huddle
- Walking Football
- And many more

Our goal is to offer a broad spectrum of activities which can inspire and encourage people to get active, keep healthy, and get involved with their local community sports clubs. We work closely with a range of local stakeholders to achieve this.

"The New Saints recognises the importance of engaging with the local community. The Foundation offers high profile opportunities for the Club and its patrons to demonstrate their commitment to achieving positive social impact in the local community"

Gill Jones, Foundation Manager at The New Saints FC Foundation Ltd

BECOME A PATRON OF THE FOUNDATION

THE NEW SAINTS FC WOMENS TEAM

Formed in 2002, managed by club legend Greg Draper, The New Saints Women play in the Genero Adran Premier, the highest level of women's football in Wales. The team has been very successful, having most recently been awarded the FAW Tier One licence for the 2023/24 season. In their second season in the Genaro Arden Premier, The New Saints FC Women finished in fourth position. Manager Greg Draper was nominated for 'Manager of the Year' and young defender Izzy Redding nominated for young player of the year. There is also a thriving junior section, comprising under-15s and under-16s teams, with the establishment of an Under-19s Development Team.

"The aim is to qualify for the UEFA Women's Champions League and mirror the development of players simultaneously to the men's team"

Greg Draper,
The New Saints FC Women's team manager

To express your interest click here

WOMENS SHIRT SPONSORSHIP

GIRLS SHIRT SPONSORSHIP

PLAYER SPONSORSHIP





ACADEMY TEAM

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 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:

In 2003, 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 Performance Phase and involves a number of youngsters, who combine football and education as part of their course.

To express your interest click here

ACADEMY SPONSORSHIP AVAILABLE

www.tnsfc.co.uk



Welcome to



The New Saints
Football Club

**STADIUM
NAMING
RIGHTS**

STADIUM NAMING RIGHTS

A unique opportunity to become a stadium naming rights partner for The New Saints FC and become a principal partner of the club.

Put your name and brand on European football's biggest stage, within the wider community and in front of thousands of home and away fans throughout the season.

Park Hall, which has been home to the club since 2007, is currently undergoing major development, costing approximately £1 million. The upgrades will ensure that the stadium complies with the current UEFA Category Two Stadium Infrastructure Regulations, which will mean the club can continue to host Qualifying Rounds One and Two in UEFA Club Competitions in the 23/24 season.

When the works are completed in the summer, Park Hall Stadium will hold a seated capacity of 1,700. As well as football matches, the stadium also plays host to several community family and school events throughout the season.

Play a significant role in helping us take the next step forward in securing the longer-term stability of the club and our ambitious plans for the future. The sponsorship deal will include external and internal signage and digital in-stadia assets, as well as the naming rights to the stadium.

The stadium naming rights will also raise your profile commercially in Shropshire and surrounding areas, with the club providing numerous opportunities to create relationships with our loyal existing sponsors.

To express your interest click [here](#)

STADIUM NAMING RIGHTS



STAND SPONSORSHIP

A unique opportunity to become main stand sponsor at Park Hall stadium.

Put your name and brand on European football's biggest stage, within the wider community and in front of thousands of home and away fans throughout the season.

Extensive coverage on S4C, BBC Sport Wales, BBC Radio Shropshire, Shropshire Star and Border Counties Advertiser.

Join The New Saints FC on their journey to become the first team from the JD Cymru Premier League to qualify for the Champions League Group stages.

You will receive prominent signage and your brand name will be printed on each of our match tickets.

The stand will also be formally named after your organisation, giving you serious exposure on a multitude of levels.

[To express your interest click here](#)

MATCHDAY SPONSORSHIP AND HOSPITALITY

Our corporate matchday sponsorship puts your brand front and centre. This package is tailored to your requirements, offering the perfect combination of hospitality, advertising and coverage before, during and after the final whistle.

Why not enjoy one of our memorable European nights at Park Hall or one of our JD Cymru Premier matches.

As a matchday sponsor, your business or organisation will be featured on the front cover of the matchday programme, and you'll have an advert in the match programme. Your logo will also be on the posters distributed throughout Oswestry, as part of our pre-game promotion.

You will also receive:

- 10 complimentary tickets and programmes for the match
- Two-course meal for you and your guests in our sponsors' lounge
- Pre and half time drinks package
- Reserved seats in a corporate seating area.
- You and your guest will select and present the Man of the Match award
- You and your guests will be presented with a signed match ball and a commemorative photograph with the Man of the Match.

To express your interest click [here](#)

SPONSORSHIP PACKAGES AVAILABLE



MATCH BALL SPONSORSHIP

Why not sponsor the ball for one of our home matches. Our Match Ball sponsorship package incorporates the following:

- Complimentary food for four guests.
- Seats with the very best view in the stadium
- Four matchday programmes with acknowledgement in the programme itself
- Half-time refreshments
- You and your guests will be presented with a signed match ball and a commemorative photograph with the Man of the Match.

Both matchday and match ball sponsorship packages will include:

- Pre-match social media references
- Half page advert in the match day programme
- Company Logo on the front page of the match day programme
- PR announcements promoting and thanking you for your sponsorship

To express your interest click [here](#)

MATCH BALL SPONSORSHIP



PLAYER SPONSORSHIP

Sponsoring a Saints player is one of the most popular and affordable ways in which you can generate exposure for your brand. A player sponsorship package includes the following:

- You will receive your player's signed match-worn shirt at the end of the campaign.
- You will be invited to a game of your choice to meet the player and have your picture taken on the pitch.
- Announcement of your sponsorship across our social media platforms.
- Branding on goal gifts if selected player scores.
- Two tickets to the player awards ceremony.
- Name and branding in match day programme and on website next to chosen player.
- Your company logo will feature on the chosen players shorts.
- We can tailor a package to meet your requirements.

To express your interest click [here](#)

PLAYER SPONSORSHIP AVAILABLE

PITCHSIDE ADVERTISING

A perimeter advertising board at Park Hall stadium is another innovative way to raise the profile of your business or organisation, ensuring your brand name is seen by a large audience each and every week.

Enjoy brand exposure to over 5,000 supporters and visitors to Park Hall stadium every season as well as regular exposure throughout the season on S4C.

Our pitchside, crowd facing, back of stand and elevated stand advertising packages provide a cost-effective opportunity to showcase your brand in prime locations within the stadium and create a rewarding association with Wales's leading professional football club.

We can tailor a package to meet your requirements.

To express your interest click here

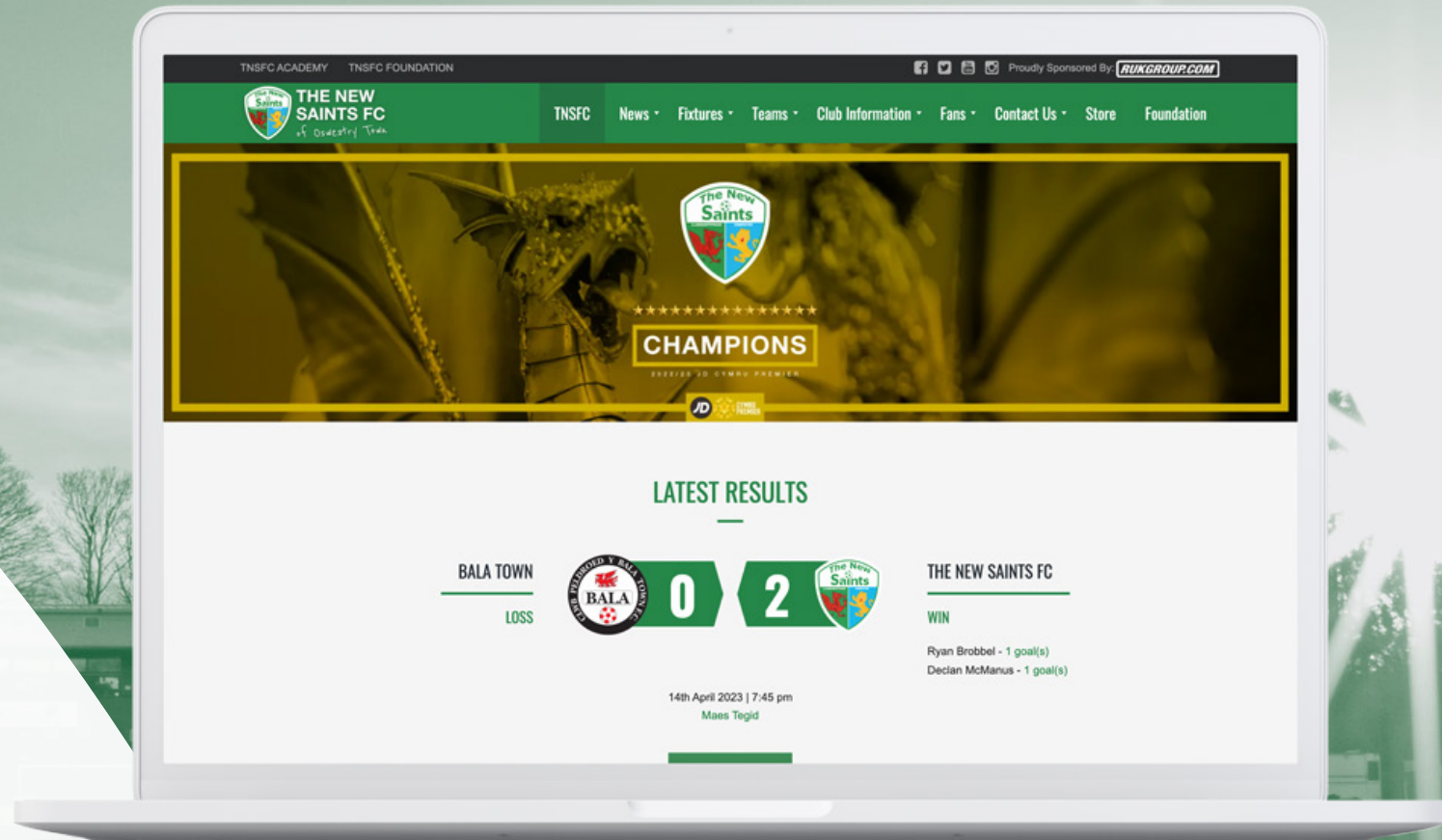
PITCHSIDE ADVERTISING AVAILABLE

DIGITAL AND ONLINE SPONSORSHIP

Engage your brand with our digital platforms and executions to reach targeted audiences and directly link them to your business. Our platforms not only engage, entertain and inform supporters, but they provide you with the opportunity to interact with our thousands of followers and subscribers.

To express your interest click here

ONLINE SPONSIRSHIP AVAILABLE





18k



68.9k



6.6k



5k



1.6k

Total 100k+



GROWING OUR BRAND

The club's social media footprint continues to grow every month and we now have close to 100,000

followers. We actively engage with our fans across a variety of different platforms producing quality social media content that keeps our fans informed and engaged about our football club, creating a great environment to promote your brand. We use a variety of ways to get our name out there, whether that's partnering with social media influencers to reacting to the news agenda, staying on top of social media trends or closely aligning our activity with major awareness weeks and days.

By partnering with us, you have the opportunity to be part of that and your business could get exposure to potential customers around the world.



WEBSITE AND SOCIAL MEDIA ADVERTISING

With a large social media following coupled with impressive website hits, advertising digitally with The New Saints FC offers you exciting ways to increase your brand's online exposure. We have a host of digital advertising packages for you to maximise your company brand exposure to a large online audience including:

WEBSITE SPONSOR

With over 30,000 hits every month, our website can provide a direct link back to your company site. Your company brand and logo will feature prominently on our home page as well as our business partners page. This will also give you opportunities to engage with the club's supporters, community and corporate clients as well as regular opportunities to provide website brand content and messaging for our supporters around the globe.

SOCIAL MEDIA SPONSOR

Sponsorship of our social media channels (Twitter, Facebook, Instagram, TikTok and LinkedIn) is another great way to get your business and branding to both supporters and other businesses throughout the region and across the nation. Branding to appear before and during chosen content.

Types of video content to include:

- Interviews with the manager
- Player interviews
- Match highlights
- Regular club content series

As a sponsor you will also receive:

- An advertising banner on TNSFC social media sites
- Two complimentary tickets and programmes for the match of your choice
- Two-course meal in our sponsors' lounge
- E- newsletter

Sponsorship and advertising opportunities of our club e-newsletter which is sent to the Saints database with exclusive news, signings and competitions!
A cost-effective platform to put your brand and website a click away.





THE NEW SAINTS FC CURRENT PARTNERS

The best way of working with us is becoming a partner and entering into a formal partnership agreement. Having an official partnership provides exclusivity in your chosen field and helps to promote awareness around your brand and ethos.

The New Saints FC are ambitious, and we want to continue to fly the flag for Welsh football, set the standards on and off the pitch both domestically and in European competition and help create pathways for the next generation of Welsh footballers. We have a rich history, and we are looking to build a successful future across all levels of the club and continue to act as the heartbeat of the local community. We hope that alongside our current partners, you will join us on our football journey...

Partner benefits include:

- Stadium perimeter advertising boards
- Logo on official website and links
- PR launch and website articles
- Matchday programme advertisement
- Matchday sponsorship for 8 guests



CONTACT US

For more information and to enquire about our exciting sponsor and partnership offering please contact:

SIMON O'REILLY FACILITES AND COMMERCIAL MANAGER



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