



BURY FOOTBALL CLUB

COMMERCIAL
BROADCAST

BE PART OF IT IN 2024/25



INTRODUCING *BURY FC*



Bury Football Club is an English association football club based in Lancashire since its inception in 1885.

Two-time FA Cup winners at the turn of the 20th Century, we plied our trade within the English Football League from 1894 until 2019, when financial mismanagement resulted in expulsion from the EFL.

With the club and ground now pieced back together, we are again one and compete in the North West Counties Football League, Step 9 of the football pyramid.

Our near 12,000 seater stadium offers great facilities for our players, management, fans and wider stakeholders.

The installation of our brand new state of the art 3G pitch will mean that the ground is open 7 days a week for use by not only our teams but the wider community.



BE #PARTOFIT IN 2024/25

A WORD WITH *THE CEO*

Hello and Welcome to Bury Football Club.

You are joining us at an exciting time for the football club. You will probably know of our history, but now we are back at Gigg Lane, looking ahead to our second season back at the stadium.

As a part of Bury FC, you can be sure to be part of something special. You will be part of a fan-owned club that operates in Non-League football currently at tier 9 of the pyramid. We like to think of ourselves as a community club one that will only extend these partnerships with the 3G pitch being ready for August.

You will be part of a club that is based within a stadium fit for the football league and one that has a crowd attendance 10 times higher than the average for this tier of football. We already have a broad range of commercial sponsors helping us in our journey back up the pyramid, and we would like you to join us as we navigate our way back.

We have built a squad fit to challenge for the title this coming season and are excited with the opportunities this presents for brands to work with us in demonstrating that success. Take some time to look through our brochure and see how you can assist us, we have opportunities to sponsor us but also engage in hospitality on matchdays etc.

I look forward to seeing you around on a matchday!

Up the Shakers!

Neil Sears, CEO

WHY CHOOSE *BURY FC?*

A community club with our fan owners at the heart of everything we do.



Thousands of matchday supporters

Ground used by numerous community groups and businesses.

Events and celebrations in our 1885 Suite, Starkies and Eye Level function rooms

347,000 connections across our social media platforms



BLOCK D

BLOCK C

Brighter Blinds Ltd 0161 97 9028

Prevent dampness & humidity damage

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www.dampstick.com

Redf
Countryside S

OUR REACH

By partnering with The Shakers your brand has a chance of being seen across our digital platforms which have millions of monthly viewers.



X
91K Followers
Avg reach - 6.4 million

LinkedIn
1.5K Likes
Avg reach - 20k

Instagram
11.5K Followers
Avg reach - 500k

Facebook
89K Followers
86k Likes
Avg reach - 2 million

TikTok
63K Followers
Total Likes - 720K

Youtube
6.8k subscribers
Views - 42K

BE #PARTOFIT IN 2024/25

*Reach & View stats based on monthly average.

We attract a large audience on matchdays with over 75,000 people attending home games across the regular season.

Your brand exposure opportunities within Gigg Lane are only set to grow as the ground moves to a 7 day opening model with the installation of a state of the art 3G playing surface.



1500+
FAN OWNERS

7.5K
PROGRAMME
SALES

750K
Website Visits

75k+
TOTAL HOME
ATTENDANCE
2023/24 SEASON



LOOKING AHEAD

“We're looking forward to the new season and the squad is building nicely. We've retained a handful of players and recruitment has gone really, really well and I've got no doubt that the squad will be in a stronger place starting the season and really looking forward to getting going.

I think the priority has to be the league and ultimately we're here to get promoted. We'll respect the cup competitions. Realistically we're not going to be winning the FA Cup, but we want to try and get as far as we can in that as well as the FA Vase.

Thanks for all your support last year. I think there's no doubt we're going to need you this year and be loud and proud. You can get behind the club whether it be joining the membership, sponsoring a game or even an entire stand. Your support means the world.

I hope we can put a team out there that you can relate to and get behind every week and we're gonna get you on the edge of your seat. No doubt about it.”

Dave McNabb
Manager



BE *PART OF IT*

We are one of the largest clubs below the National League with significant local and international interest in our club.

We have already partnered with several businesses both local and national and we would like to invite you to be a part of our journey back through the pyramid towards the football league.

From hospitality packages, matchday, pitch side boards and even stand or stadium sponsorship we're sure to have a package available that will suit your business.

With well over 3,000 attendees on matchdays, community usage through the week and our large online presence this is chance to get onboard and grow with our club.



0161 537 9253

BE #PARTOFIT IN 2024/25

STARKIES PASS

Adult £150, Under 16 £100

Exclusive access to Starkies bar before and during the match.

A pie and programme are included pre-match.

This does not include Season Ticket which must be purchased separately.



enquiries@buryfc.co.uk

BE #PARTOFT IN 2024/25

1885 SUITE TICKET

Season Ticket - £620 inc VAT **Limited single match tickets to be released**

An exclusive membership club for the 2024/25 season of 60 people who will have VIP access to the 1885 suite on home matchdays.

- Entrance via the Hospitality Entrance In the main stand
- Open pre-match, during the game, and after the match until 7pm.
- TV showing all live BT (including 12.30 kick off) and free to view matches.
- Private pay bar for beers, wines, and spirits.
- Pre-match food and half time refreshments
- 10% discount on Starkie's room hire.
- Matchday team sheet.
- Access to 1885 lounge with bar
- Player's attendance after the match
- Discount on other sponsorship and advertising



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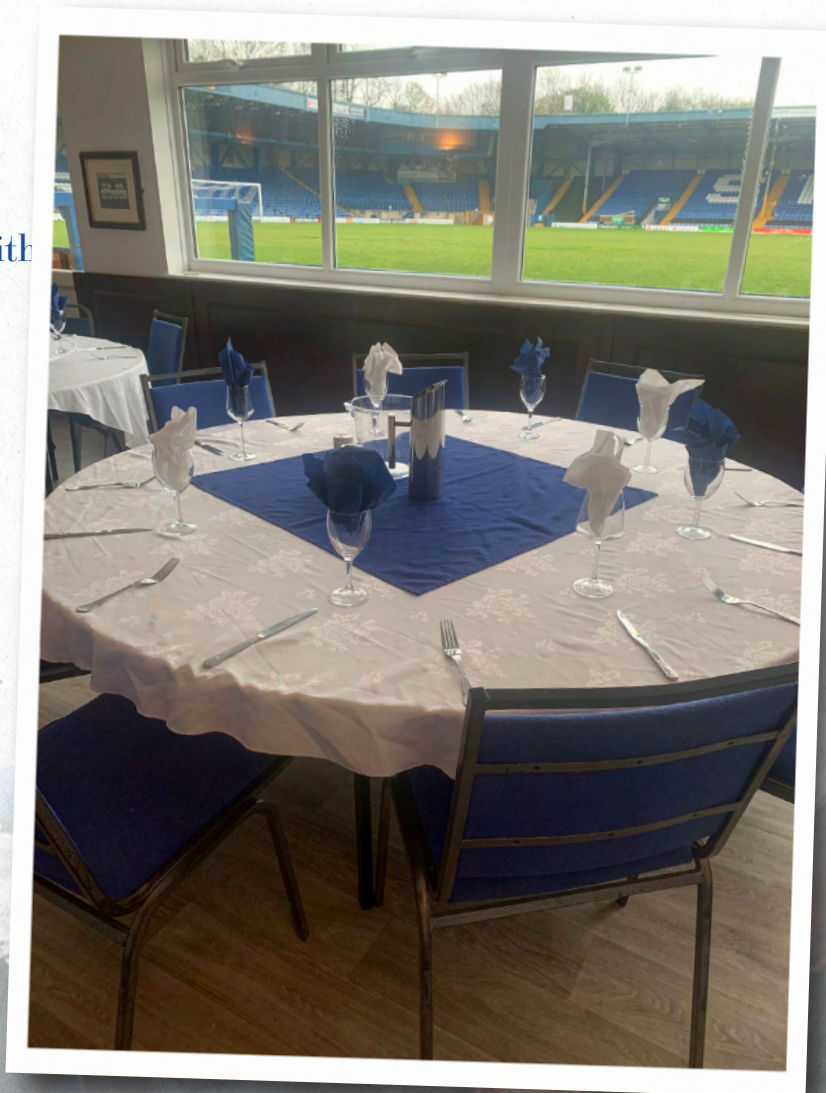
EYELEVEL SPONSORS LOUNGE

Season Ticket - £1,440 (inc VAT)
Match Ticket - £66 (inc VAT per game)

Join the sponsors in an exclusive membership club for the 2024/25 season with VIP access to the EyeLevel Sponsors Lounge on home matchdays.

Entrance via the Hospitality Entrance in the main stand
Open pre-match, during the game, and after the match until 7pm.
TV showing all live BT (including 12.30 kick off) and free to view matches.
10% discount on Starkie's room hire.

Matchday team sheet and programme
Two course pre-match meal and half time refreshments
Access to Sponsors lounge with private pay bar
Pre match talk with former player (subject to availability)
Board Director/CEO In attendance
MOM/Manager in attendance after the match
Discount on other sponsorship and advertising



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MATCHDAY SPONSORSHIP

Match Sponsor - £525 plus VAT

Entrance via the Hospitality Entrance in the main stand.

TV showing all live BT (including 12.30 kick off) and free to view matches.

Private pay bar for beers, wines, and spirits.

10% discount on Starkie's room hire.

6 x Matchday team sheet and 6 x Matchday Programmes

6 x Match tickets and 2 car park spaces

Two course pre-match meal for 6 people

2 bottles of wine/6 beers on table

Half time refreshments

Pre-match talk with former player (subject to availability)

Board Director/CEO in attendance

Pick the MOM and present the award

Speak with Manager after the match

Discount on other sponsorship and advertising opportunities.

Half page matchday programme advert

Mention of company on website/social media

Matchball Sponsor - £325 plus VAT

Entrance via the Hospitality Entrance in the main stand

TV showing all live BT (including 12.30 kick off) and free to view matches.

Private pay bar for beers, wines, and spirits.

10% discount on Starkie's room hire.

4 x Matchday team sheets and matchday Programmes

4 x Match tickets and 2 car park spaces

Two course pre-match meal for 4 people and half time refreshments

Access to Sponsors lounge with bar

Pre-match talk with former player (subject to availability)

Board Director/CEO in attendance

Speak with Manager after the match

Discount on other sponsorship and advertising opportunities.

Half page matchday programme advert

Mention of company on website/social media



ADVERTISE AT **GIGG LANE**

Have your brand displayed to thousands of people around Gigg Lane and have the chance to be seen across our digital and printed media and in photos and videos used on our social media as well as in the local and national press.

Pitch side boards - From £600 plus VAT (artwork/creative on top) dependant on stand and pitch side location. One and two year options available.

Stadium banners - Available from £2,500 plus VAT

Stand Sponsorship - Starting from £10,000 plus VAT

Stadium Naming Rights - Open to negotiation

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SHIRT SPONSORSHIP

Player Shirt Number Sponsorship

£160 plus VAT for home and away

Name in every home programme
Signed matchworn shirt



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HIRE *STARWILES*

Half day £200, Full Day £300, Evening £250

Our events space is open for bookings seven days a week with several businesses already taking advantage of our the generous space and great pricing.

From educational and training, seminars, recruitment drives and many other private functions such as parties our events team is on hand to make sure that the space meets your requirements.

Catering can even be provided via our catering partner upon request.

Email events@buryfc.co.uk or visit www.buryfc.co.uk/events



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BE #PARTOFIT IN 2024/25

A crowd of people is shown from the chest up, holding up long, horizontal flags that are half blue and half white. The people are dressed in winter clothing like jackets and scarves. The background is a bright, overcast sky. The overall scene suggests a public gathering or a sports event.

Be PartOfIt

Email: enquiries@buryfc.co.uk

Call: 0161 537 9253

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