

BUSINESS PARTNERSHIPS

2024/2025



WHY BURY FC

Bury Football Club has been at the heart of our community since 1885.

The borough of Bury is home to 200,000 people, almost all of whom are football mad, and were never going to take the death of their club lying down.

Since expulsion from the EFL in 2019, our community has rallied – and today we are a club reunited. Owned by our fans, we exist to serve the people of Bury. Currently competing in the 9th tier of English Football, we have ambitious plans to return to the EFL as quickly as possible.

Last summer marked a glorious return to Gigg Lane, our near 12,000-seater stadium. In 2024, the installation of a state-of-the-art 3G pitch will transform our stadium into a true community asset, a place that thousands of local people can call **home**.





BECOME A PARTNER

As a partner of Bury FC, you will be welcomed into a network of like-minded companies, benefitting from an association with our proud football club.

Your business will benefit from a package of rights aimed to meet specific commercial objectives, as well as helping a wider audience get a much stronger sense of your values.

Becoming a partner provides your business with much more than just exposure. It creates a unique relationship between the club, their business and our wider community.

PRINCIPAL
PARTNER

CATEGORY PARTNER

OFFICIAL CLUB PARTNER

BUSINESS PARTNER

LOCAL PARTNER

LOCAL PARTNER

ASSOCIATION

- **Local Partner** Designation (1 of 10)
- Custom logo lock up to use on your own collateral
- 1 x Signed & Framed Print

BRANDING

- 1 x pitch side advertising board at Gigg Lane
- 4 x social media posts promoting your business
- Partnership announcement via social media
- Logo in the match day programme
- Logo on Club Website (Partners Page)

TICKETS & EXPERIENCES

- 12 x Hospitality tickets to use across the season
- 20 x General Admission tickets
- Invitation to a minimum of 2 non-match day events
- An invitation to meet the team on match day

BUSINESS PARTNER

ASSOCIATION

- **Local Partner** Designation (1 of 6)
- Custom logo lock up to use on your own collateral
- 1 x Signed & Framed Team Photo

BRANDING

- 2 x pitch side advertising boards at Gigg Lane
- 1 x washroom campaign per season
- 9 x social media posts promoting your business
- 1 x e-mail to our opted-in fan database
- Editorial & Photocall published on buryfc.co.uk
- Logo in the match day programme
- Logo on Club Website (Partners Page)

TICKETS & EXPERIENCES

- 16 x Hospitality tickets to use across the season
- 2 x General Admission Season Tickets
- Invitation to a minimum of 3 non-match day events
- An invitation to meet the team on match day

OFFICIAL CLUB PARTNER

ASSOCIATION

- **Official Club Partner** Designation (1 of 4)
- Custom logo lock up to use on your own collateral
- 1 x Signed & Framed First Team Shirt
- 1 x Bespoke Gift

BRANDING

- 2 x pitch side advertising boards at Gigg Lane
- 2 x Poster sites at Gigg Lane (all season)
- 2 x e-mails to our opted-in fan database
- Editorial & Photocall published on buryfc.co.uk
- Full page advert in the match day programme
- Logo & click through on Website footer

BRANDING (BESPOKE)

- Your brand aligned with a weekly social feature
- PA announcements every match day
- 1 x bespoke video produced by Bury FC

TICKETS & EXPERIENCES

- 20 x Hospitality tickets to use across the season
- 1 x VVIP Match Day Experience per season (10 guests)
- 4 x General Admission Season Tickets
- Invitation to a minimum of 4 non-match day events
- Behind-the-scenes invitation to first-team training
- An invitation to meet the team on match day

	LOCAL PARTNER	BUSINESS PARTNER	OFFICIAL CLUB PARTNER
CAPACITY (# OF BRANDS)	10	6	4
CUSTOM LOGO LOCK UP	✓	✓	✓
STATIC PITCH SIDE ADVERTISING BOARDS	1 X PITCH SIDE ADVERTISING BOARD	2 X IN-STADIA ADVERTISING BOARDS	2 X PITCH SIDE ADVERTISING BOARDS
CONCOURSE ADVERTISING	✗	1 X WASHROOM CAMPAIGN	2 X POSTER SITES (SEASONAL)
PREMIUM / HOSPITALITY TICKETS	12	16	20
GENERAL ADMISSION TICKETS	20	2 X SEASON TICKETS	4 X SEASON TICKETS
V.VIP MATCH DAY EXPERIENCE	✗	✗	1 X PER SEASON (10 GUESTS)
EDITORIAL ON BURYFC.CO.UK	✗	✓	✓
SOCIAL MEDIA POSTS (PER SEASON)	QUARTERLY	MONTHLY	ALIGNED WITH WEEKLY CONTENT FEATURE
DATABASE E-MAIL	✗	1	2
BESPOKE VIDEO PRODUCED BY BURY FC	✗	✗	1 PER SEASON
INCLUSION IN MATCH DAY PROGRAMME	LOGO ON PARTNERS PAGE	LOGO ON PARTNERS PAGE	FULL PAGE ADVERT
RECOGNITION ON BURYFC.CO.UK	LOGO ON PARTNERS PAGE	LOGO ON PARTNERS PAGE	LOGO ON FOOTER
INVITES TO NON-MATCH DAY EVENTS	2	3	4
BEHIND-THE-SCENES TRAINING EXPERIENCE	✗	✗	✓
MEET THE TEAM (MATCH DAY)	✓	✓	✓
MERCHANDISE	1 X SIGNED FRAMED PRINT	1 X SIGNED FRAMED PRINT	1 X SQUAD SIGNED & FRAMED SHIRT 1 X BESPOKE GIFT
MATCH DAY ANNOUNCEMENT (PA)	✗	✗	✓
ANNUAL PARTNERSHIP FEE	£2,000	£5,000	£10,000

BESPOKE PARTNERSHIPS

Want more from your relationship with Bury FC?

For businesses who want to create an even deeper connection between themselves, the Club and our community, we have a number of bespoke partnership opportunities available.

To discuss bespoke partnership opportunities:

Neil Sears
Chief Executive Officer

0161 537 9253
commercial@buryfc.co.uk



FACTS & FIGURES

We are undoubtedly the biggest club at our level of the football pyramid.

We are in the unique position of being a 9th tier Club with 100+ years of Football League heritage and two FA Cups to our name.

Our stadium, Gigg Lane is fit for the EFL and our attendances are ten times higher than our league average.

Thanks to our proud history and famous resurgence as a fan owned Club, interest in Bury spans local, national, and international outlets.

So much so, our media reach is on par with many League Two Clubs and larger than several Clubs in League One.

HEADLINES

3,000+ AVERAGE HOME ATTENDANCE

75,000 FANS VISITED GIGG LANE IN 23/2024

1,500 FAN OWNERS

DIGITAL AUDIENCE (OVERVIEW)

X	91,000
IG	12,000
FB	89,000
TikTok	63,000
YouTube	7,000
Web	750k monthly

