

STALYBRIDGE CELTIC FOOTBALL CLUB



Commercial Brochure 2024

Welcome to Celtic

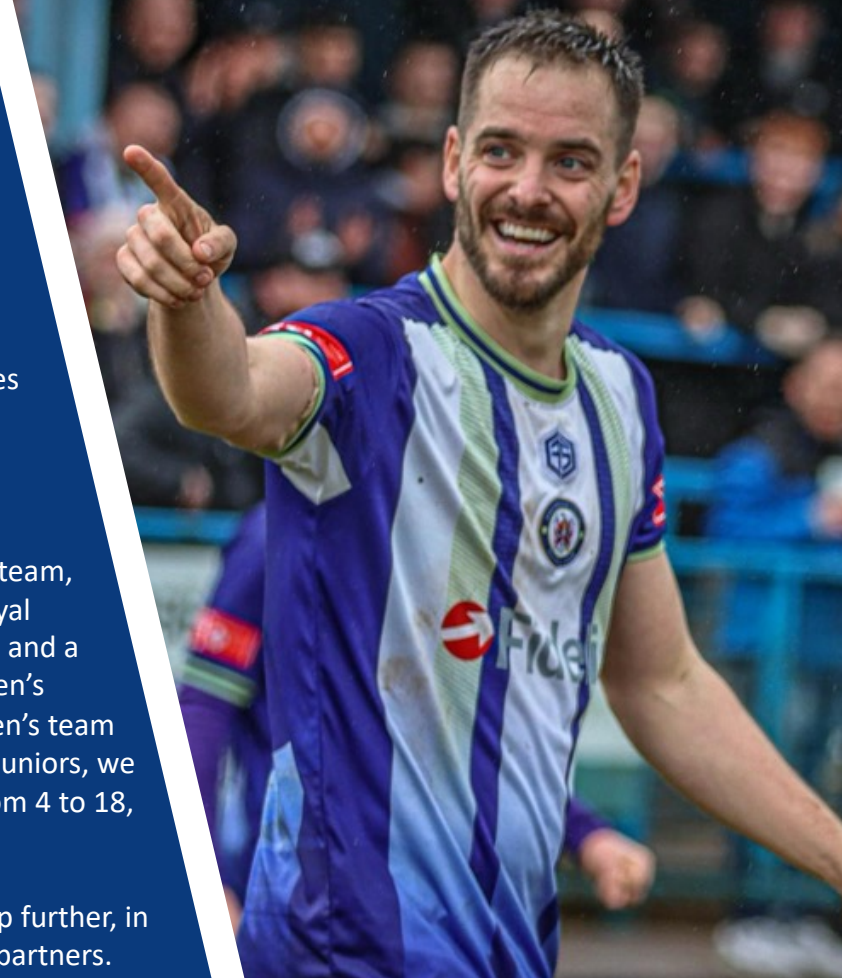
Welcome to Bower Fold, the iconic home of Stalybridge Celtic Football Club ever since our formation in 1909.

For most of our 115-year history, Celtic has played in the upper echelons of the non-league football system (other than a two-year period in our early history as one of the founding members of the EFL's old Third Division North) and we have been proudly at the heart of our local community throughout that time.

Today, our men's first team plays in the Northern Premier League and, following a recent ownership change, we have aspirations to secure two promotions back to the National League as soon as possible. In recent seasons, we have played league games against the likes of Barrow, Harrogate Town, Salford City and Stockport County, who have each gone on to join the EFL, as well as reaching the first round proper of the FA Cup to play against League One side Doncaster Rovers.

As well as a young, talented men's first team squad and ambitious management team, we have stable ownership, a small but dedicated and professional workforce, loyal volunteers, an increasing and diverse spread of sponsors, growing attendances, and a fantastic and developing events and hospitality business. In addition to our men's under-21 and under-18 teams, we also run a full-time academy team, a women's team and through our associated community based junior club, Stalybridge Celtic Juniors, we offer weekly footballing opportunities to hundreds of boys and girls aged from 4 to 18, including pan-disability teams.

The Club is well-run on a financially sustainable basis and wants to develop further, in both footballing and community terms, with the help of our commercial partners.



To be part of our story, please contact us at

T: 07956 780437 | E: commercial@stalycelticfc.co.uk



This is an exciting time to be involved with Celtic.

Big changes are currently taking place off the pitch too with the recent launch of The Venues at Celtic, the exciting go-to setting in Tameside for social and business events. With four separate hospitality venues, Celtic can offer you the perfect setting for every occasion, large or small, formal or informal, family or corporate.

Today, Celtic is not only a club with a great heritage, but an exciting and progressive organisation with ambition to continue its professional and commercial drive forward too.

We pride ourselves on building long-lasting relationships with our local community and want to engage further with as many parts of that community as possible.

Nowadays, many businesses are ‘thinking globally and acting locally’ in order to reach old and new customers. This is classic marketing.

Why not associate your business with the positive imagery of Stalybridge Celtic Football Club?

Never has there been a better time for you to join Celtic as a partner or sponsor - your brand can be seen by hundreds of people every single week, enabling you to achieve a noticeable boost for relatively little cost.

Thank you for your interest in what we have to offer here at Bower Fold - why not come and be part of our story?

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Be part of our story

This is your chance to engage, partner, sponsor, advertise, entertain, enjoy

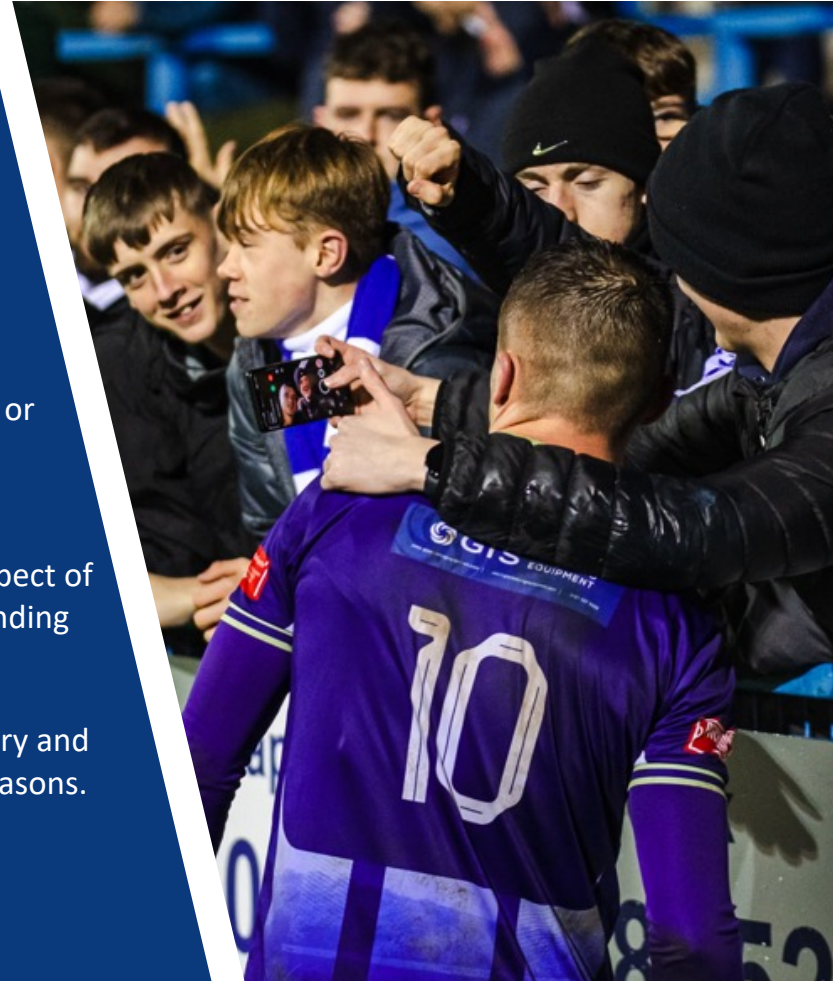
We pride ourselves on our warm welcome to home supporters, visiting fans, sponsors and partners. Whether it's football for the family, a team outing or an opportunity to do business in an entertaining environment, we promise you excellent hospitality.

You can be part of our positive story, whether as an individual fan, volunteer or business, in several different ways.

For businesses in particular, engaging with Celtic can offer complementary ways to promote your business and achieve objectives, particularly in respect of corporate social responsibility, whilst simultaneously increasing your standing as a caring employer and raising awareness of your brand.

We have compiled a range of different ways you can be part of our story and look forward to working with you and serving you over the coming seasons.

NB. all prices quoted are exclusive of VAT unless stated otherwise



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Season tickets and hospitality

Season & matchday tickets - 2024/2025

(NB. all prices quoted below include VAT)

	Full Season (21 games)	Half Season * (last 10 games)	Single Match
The 1909	£800	£400	£45
The Celtic Social	£450	£225	£25
Adults (aged 18 – 64)	£192	£96	£12
Concessions **	£160	£80	£10
Children - aged 16 - 17	£128	£64	£8
- aged 14 - 15	£80	£40	£5
- aged under 14 ***	£48	£24	£3
SCSA children			
- aged under 16 ***	£48	£24	£3

• Season & Half Season tickets cover home league games only. All cup and other fixtures are on an 'all to pay' basis at the relevant ticket price

** includes those aged 65+, full-time students, Blue Light Cardholders, Armed Forces' members and disabled with carer, with ID in each case

*** all attendees under the age of 14 must be accompanied by an adult

Matchday hospitality

Two great venues to enjoy the Celtic matchday experience in style.

The 1909

Our premium matchday hospitality venue with a professional and elegant feel, The 1909 offers the perfect package for those wanting to go the extra mile for their guests.

£45 per ticket per match, or £35 'upgrade' for season ticket holders

Includes:

2 COURSE PRE-MATCH MEAL * CASH BAR FACILITY WITH TABLE SERVICE * RESERVED PRIME STADIUM SEATING * MATCHDAY PROGRAMME & TEAMSHEET * HALF-TIME TEA, COFFEE & REFRESHMENTS * ACCESS TO FULL-TIME CHEESEBOARD SERVICE (extra charges apply) * MAN OF THE MATCH PRESENTATION * RELAX WITH PLAYERS & CLUB OFFICIALS

The Celtic Social

The most affordable way to enjoy Celtic's hospitality, The Celtic Social provides a vibrant yet relaxed lounge for our fans to soak up the matchday atmosphere.

£25 per ticket per match, or £15 'upgrade' for season ticket holders

Includes:

1 COURSE HEARTY PRE-MATCH MEAL * PRE-MATCH & HALF-TIME CASH BAR FACILITY * MATCHDAY PROGRAMME & TEAMSHEET



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Sponsorships

Kit sponsorships

One of the highest profile associations with Celtic is as one of our kit sponsors, which enables you to reach out to a wide demographic and an audience that thrives on loyalty, passion and entertainment. Our kit sponsorships offer you the opportunity to create a mutually beneficial relationship between football and your business, whilst simultaneously increasing your brand awareness.

Having your business's logo on the club's kit is the most prestigious place to promote your brand, seen locally and regionally by thousands of people each season and offers you high visibility in regular local and social media posts.

Additionally, your logo will appear on all replica kit items sold each season through Celtic's Club Shop, providing added value to these key sponsorships.

Kit Sponsor (home and away kits)

	Men's First Team	U21 or U18 Team
Front of shirt :	£15,000 (reserved for 24/25)	£5,000
Back of shirt :	£10,000 (reserved for 24/25)	£2,000
Shirt sleeve :	£5,000 (reserved for 24/25)	£1,000
Back of shorts :	£3,000	£750
Training / warm-up kits	£3,500	£1,500
Travelwear	£3,500	£1,500

(to include back of polo shirts, tracksuits & kit bags)

NB. a discount is available on the above prices for multi-season deals
all prices quoted above are exclusive of VAT



Each package includes some or all of :
 BUSINESS NAME/LOGO ON RELEVANT ITEM(S) OF KIT * 2 END OF SEASON AWARDS NIGHT TICKETS * 2 SEASON TICKETS * 2 MATCHDAY PROGRAMMES & TEAMSHEETS * HOSPITALITY DAY FOR 4 PEOPLE * PITCHSIDE ADVERTISING BOARD * PROGRAMME ADVERTISEMENT * PA MATCHDAY ANNOUNCEMENTS * WEBSITE LINKS * REGULAR SOCIAL MEDIA PROMOTION * PROGRAMME & WEBSITE EDITORIAL

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Player / management team sponsorships

A fantastic opportunity to support Celtic by sponsoring your favourite player or coach and gain exposure through the matchday programme, Club website and social media.

And at the end of the season, you will receive the player worn shirt signed (if required) by the relevant player.

This is one of our most popular packages with friends, family and especially businesses that may employ the relevant player/official.

Either **£150 + vat** per shirt (home or away) per season, or **£250 + vat** per season for player exclusivity (both shirts)

Includes:

BUSINESS BRANDING OR NAME NEXT TO YOUR CHOSEN PLAYER/COACH IN EACH MATCHDAY PROGRAMME, ON CELTIC'S WEBSITE (PLUS LINK TO YOUR WEBSITE), & ON OUR PLAYERS' SPONSOR BOARD IN THE CELTIC SOCIAL * PLAYER WORN SHIRT (SIGNED IF REQUIRED) * REGULAR SOCIAL MEDIA PROMOTION



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Sponsorships (continued)

Fixture card & wall poster sponsorship

Available from when the Northern Premier League releases the new season's fixtures in July, our official fixture cards and wall posters will be an important part of pre-season.

Distributed from various outlets across the town, this sponsorship package has a shelf life of over nine months and your name/logo features prominently on each fixture card and wall poster.

£750 per season,
or £650 per season for 3 seasons



Club news sponsor

Our regular news stories – whether football, events, commercial or community related – reach not only hundreds of Celtic fans each week, but an ever-growing wider business and local community audience too.

With your name/logo featuring prominently on each news story post (website, social media and e-newsletter), this is an easy, cost-effective way to reach this audience proactively.

£1,000 per season,
or £750 per season for 3 seasons

Each package includes some or all of :

BUSINESS NAME/LOGO TO APPEAR AS ABOVE * PROGRAMME ADVERTISEMENT * 2 TICKETS FOR 2 HOME MATCHES * PA ANNOUNCEMENTS * WEBSITE LINKS * REGULAR SOCIAL MEDIA PROMOTION * PROGRAMME & WEBSITE EDITORIAL

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Heroes Amongst Us sponsor

Heroes Amongst Us is Celtic's outreach initiative that we plan to launch this year and which will honour individuals from our community who have made an overwhelming impact on the lives of others.

At Celtic's home games, we and our supporters will salute the exemplary efforts of these people during a special half-time presentation on the pitch. Recipients will enjoy the Celtic matchday experience as VIP guests of the Club and the initiative's sponsor.

This exciting sponsorship opportunity enables your business to associate itself with a wonderful community initiative, enjoy many publicity opportunities and some superb benefits, including four Celtic Social season tickets (two for the sponsor and two for the 'Hero' and their guest).

£5,000 per season,
or **£4,500** per season for 3 seasons



Business Partner package

One of our premier sponsorship packages that recognises your business to be a key supporter of Celtic, with a superb list of benefits.

£2,000 per season,
or **£1,750** per season for 3 seasons

Each package includes some or all of :

- 2 END OF SEASON AWARDS NIGHT TICKETS *
- 2 SEASON TICKETS * 2 MATCHDAY PROGRAMMES & TEAMSHEETS * PITCHSIDE ADVERTISING BOARD *
- HOSPITALITY DAY FOR 4 PEOPLE * PROGRAMME ADVERTISEMENT * PA ANNOUNCEMENTS *
- WEBSITE LINKS * REGULAR SOCIAL MEDIA PROMOTION * PROGRAMME & WEBSITE EDITORIAL

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Naming rights

Bower Fold

A unique and prestigious opportunity to gain recognition from the thousands of people that watch, visit and engage with Celtic each year - put your brand at the forefront of their minds.

Many companies have recognised the value of associating their brands with football clubs' stadia - now is your chance to do the same.

With Bower Fold being on the Manchester Airport flight path (with around 200,000 flights per year), this provides some exciting branding possibilities.

PRICE on application

Package includes:

STADIUM NAMING RIGHTS AND BRANDING OPPORTUNITIES *
HOME GAME HOSPITALITY DAY IN THE 1909 * 4 SEASON TICKETS *
4 END OF SEASON AWARDS NIGHT TICKETS * 4 MATCHDAY
PROGRAMMES & TEAMSHEETS * HALF-TIME REFRESHMENTS *
2 PITCHSIDE ADVERTISING BOARDS * PROGRAMME ADVERTISEMENT *
PA ANNOUNCEMENTS * WEBSITE LINKS * REGULAR SOCIAL MEDIA
PROMOTION * PROGRAMME & WEBSITE EDITORIAL



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Stands and Terraces

A unique opportunity to have one of our four stands and terraces at Bower Fold named after your business and put your name and brand at the forefront of visitors' minds.

This offers extensive exposure to both home and away fans and enables you to join Celtic on our exciting journey in the English non-league system.

Main Stand - £10,000 per season

Lord Tom Pendry Stand - £10,000 per season

Town End Terrace - £7,500 per season

Mottram End Terrace - £5,000 per season (reserved for 24/25)

NB. a discount is available on the above prices for multi-season deals
all prices quoted above are exclusive of VAT



Each package include some or all of :

STAND/TERRACE NAMING RIGHTS AND BRANDING OPPORTUNITIES * 2 END OF SEASON AWARDS NIGHT TICKETS * 2 SEASON TICKETS * 2 MATCHDAY PROGRAMMES & TEAMSHEETS * HOSPITALITY DAY FOR 4 PEOPLE IN THE 1909 * PITCHSIDE ADVERTISING BOARD * PROGRAMME ADVERTISEMENT * WEBSITE LINKS * PA ANNOUNCEMENTS * REGULAR SOCIAL MEDIA PROMOTION * PROGRAMME AND WEBSITE EDITORIAL

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Matchday

Match sponsor

The perfect opportunity to raise your business's profile and become a significant partner on a matchday. A great combination of hospitality and advertising, it offers you the best way to combine business and pleasure by entertaining clients and/or staff while also supporting your local community football club.

£500 + vat per match (for 8 guests)

Package includes:

2 COURSE PRE-MATCH MEAL FOR 8 GUESTS IN THE 1909 * CASH BAR FACILITY WITH TABLE SERVICE * RESERVED PRIME STADIUM SEATING * MATCHDAY PROGRAMMES & TEAMSHEETS * HALF-TIME TEA, COFFEE & REFRESHMENTS * ACCESS TO FULL-TIME CHEESEBOARD SERVICE (extra charges apply) * NAME/LOGO ON PROGRAMME FRONT COVER * SPONSOR BOARD AT STADIUM ENTRANCE * CHOOSE AND PRESENT CELTIC'S "MAN OF THE MATCH" * PHOTO WITH CELTIC'S "MAN OF THE MATCH" * RELAX WITH PLAYERS & CLUB OFFICIALS * SIGNED CELTIC SHIRT * PA ANNOUNCEMENTS * MATCHDAY PROGRAMME FEATURE * SOCIAL MEDIA PROMOTION * WEBSITE LINKS



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Matchball sponsorship

A package that gives you the satisfaction of knowing that you have paid for the ball that Celtic's players are banging into the net. This package also offers the perfect way to show your support for the club and entertain a friend, colleague or client into the bargain.

£250 + vat
per match
(for 4 guests)

Package includes:

2 COURSE PRE-MATCH MEAL FOR 4 GUESTS IN THE 1909 * CASH BAR FACILITY WITH TABLE SERVICE * RESERVED PRIME STADIUM SEATING * PROGRAMMES & TEAMSHEETS * HALF-TIME TEA, COFFEE & REFRESHMENTS * ACCESS TO FULL-TIME CHEESEBOARD SERVICE (extra charges apply) * NAME/LOGO ON PROGRAMME BACK COVER * SIGNED FOOTBALL * PA ANNOUNCEMENTS * SOCIAL MEDIA PROMOTION * WEB LINKS

Matchday mascot (under-12s)

Every young football fan's dream! This is one of our most exciting and popular sponsorships for children and parents. A great birthday, surprise present, Christmas or other treat!

Only **£99 incl.vat**
per match

Package includes:

2 ADULT'S & 2 CHILD'S MATCH TICKETS * SIGNED PROGRAMME * CELTIC HOME SHIRT * MEET THE CELTIC PLAYERS AND VISIT THEIR DRESSING ROOM BEFORE THE GAME * KICK-ABOUT ON THE PITCH AS CELTIC WARM UP * LEAD CELTIC TEAM OUT * SIGNED TEAM PHOTO * PHOTO OF PRE-MATCH COIN TOSS * PHOTO AND PROFILE IN MATCHDAY PROGRAMME



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Matchday (continued)

Dugout sponsorship

This is another exciting sponsorship opportunity that draws a lot of attention from the fans as they see your name/logo prominently on both home and away dugouts.

As well as showing your support for Celtic, this opportunity really puts your brand at the heart of the action on matchdays and provides some great photo opportunities too.

£3,000 per season,
or £2,500 per season for 3 seasons

Includes:

BUSINESS NAME/LOGO ON HOME AND AWAY DUGOUTS *
2 END OF SEASON AWARDS NIGHT TICKETS * PITCHSIDE
ADVERTISING BOARD * HOSPITALITY DAY FOR 4 PEOPLE *
PROGRAMME ADVERTISEMENT * 4 MATCH TICKETS FOR TWO
HOME MATCHES * WEBSITE LINKS * REGULAR SOCIAL
MEDIA PROMOTION * PROGRAMME & WEBSITE EDITORIAL

50/50 Draw sponsorship

At each home game, Celtic offers fans the chance to win a significant cash prize, with half of the proceeds going to the winner and half towards the Club. As the exclusive 50/50 Draw sponsor, this opportunity enables you to be associated with this important fundraising initiative for Celtic.

Includes:

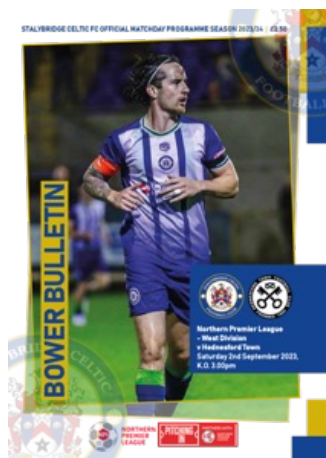
BUSINESS NAME/LOGO ON 50/50 DRAW TICKETS * PROGRAMME
ADVERTISEMENT * 2 MATCH TICKETS FOR TWO HOME MATCHES *
PA ANNOUNCEMENTS * WEBSITE LINKS * REGULAR SOCIAL MEDIA
PROMOTION * PROGRAMME & WEBSITE EDITORIAL

£500 per season,
or £400 per season for 3 seasons



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Matchday programme sponsorship

Celtic's bumper, 36-page collectable programme is produced for each home game as a high quality, colour publication.

This unique opportunity to be headline sponsor of our matchday programme offers a great way to reach consumer and business audiences. It is an ideal way to provide details about your products and services.

Your message will be seen by hundreds of readers – at least 20 times per season.

£1,250 per season,
or £1,000 per season for 3 seasons

Includes:
 BUSINESS NAME/LOGO ON PROGRAMME FRONT COVER * 2 MATCH TICKETS FOR FOUR HOME MATCHES * A PROGRAMME OF EACH HOME GAME * PROGRAMME ADVERTISEMENT * PA ANNOUNCEMENTS * WEBSITE LINKS * REGULAR SOCIAL MEDIA PROMOTION * PROGRAMME & WEBSITE EDITORIAL

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Advertising

Pitchside advertising boards

Installed at the ground, our advertising boards are a highly visual way to promote your business and show support for Celtic.

Offering brand awareness, they give you the opportunity to reach thousands of fans and potential customers each year. The boards can also feature in matchday photos and promotional material throughout the season.

LARGE BOARD 16FT x 3FT

£750 per season
or £600 per season for 3 seasons
(plus one-off production cost - £350)

SMALL BOARD 8FT x 3FT

£350 per season
or £300 per season for 3 seasons
(plus one-off production cost - £250)



Matchday programme advertising

Advertising in our bumper 36-page programme is a great way to reach consumer and business audiences.

Offering an ideal opportunity to provide details about your products and services, your message will be seen by hundreds of readers – at least 20 times per season.

Full page - £50 per programme,
£300 per 10 programmes,
or £500 for the whole season

Half page - £35 per programme,
£200 per 10 programmes,
or £350 for the whole season

Quarter page - £25 per programme,
£175 per 10 programmes,
or £250 for the whole season

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Digital

From Facebook to X, and from YouTube to Instagram, social media and other digital sponsorships are the 'in' thing right now and Celtic can offer you exciting sponsorship and advertising opportunities to enable you to take advantage of this rapidly growing and evolving digital media.

With over 21,000 social media followers across our four social media platforms, over 10 million annual X impressions and over 150,000 unique website visitors per annum, Celtic's digital reach continues to grow daily.

Whether it's as our website sponsor, one of our social media channel advertisers or as official partner of the Stalybridge Celtic YouTube channel, showing match highlights, interviews and exclusive breaking news stories as they happen, we can offer the right digital opportunity for you.

These packages are perfect for a business wanting to use modern media to highlight its brand and service.

Prices start from just **£350 + vat** per season.



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The VENUES at Celtic – the go-to setting in Tameside for social and business events

GRAYS NOW

For larger events with style and personality

Welcome to Grays Now, our stylish hospitality venue, perfect for weddings, parties, conferences, and functions.

Grays Now accommodates up to 130 guests and offers a fully-stocked bar, a range of stunning catering options, and can be customised to create the style and sophistication that you need for your event.

Grays Now can be booked alongside The 1909 to create a larger space for your event.

Available for bookings from 6th July 2024



THE 1909

For smaller events with a professional and elegant feel

The 1909 is a modern space, perfect for business meetings, or smaller events with an exclusive feel. On matchdays The 1909 creates the perfect location for hospitality, providing direct access into the ground.

On non-matchdays, The 1909 is perfect for 20-40 guests and offers a smaller bar and catering function.

The 1909 reflects the year our football club was founded, is steeped in the club's history and is decorated accordingly, whilst retaining a stylish feel.

Available for bookings from 6th July 2024



THE BRIDGE

Ultra Modern - Summer Parties and BBQs

The Bridge is our outside party venue, perfect for both Summer and year-round events.

Constructed from containers, The Bridge has a modern refined feel, but it creates an intimate and flexible space for your event.

The Bridge has a fully-stocked bar and has a number of internal and partly-covered external spaces ensuring that the venue can be used in all weathers.

The Bridge can be booked together with Grays Now and/or The 1909 to create an event space that can cater for up to 300 people.

Available for bookings from late-Summer 2024



THE CELTIC SOCIAL

Relaxed, straightforward and accommodating

The Celtic Social is our relaxed venue perfect for smaller functions, parties, get-togethers, business meetings and presentations, where "no fuss" and "value for money" are important.

Modernised over the Summer of 2024, the space provides capacity for 60-70 guests with a fully-stocked bar and simpler catering offerings.

The Celtic Social has a football-club feel, but it can be customised to meet the specific requirements for your event.

Available for bookings from 1st June 2024



Visit www.thevenuesatceltic.co.uk for further details

and contact our Events Team (events@thevenuesatceltic.co.uk) to start planning...

Why not volunteer?



As an ambitious semi-professional football club, we are always looking to expand our network of volunteers to contribute to all areas of the Club. Where relevant, we can also provide opportunities for people to gain experience in their chosen field.

Volunteering with Celtic is a unique experience and offers you the chance to be a part of the Club's special and exciting journey. Celtic has been part of the local community for 115 years and our welcoming approach and values mean that every player, official, volunteer and supporter matter and are vitally important to us.

If you would like to join Celtic's footballing family and make a difference to your local community, we would love to hear from you today.

This is your chance to be on our team.

Come and join us and be part of our story.

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Stalybridge Celtic



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