



2024-25  
**COMMERCIAL &  
SPONSORSHIP  
OPPORTUNITIES**





# ABOUT US

We are one of the leading 24 women's professional football clubs in England, and currently compete in the Barclays Women's Championship.

We receive local and national media coverage - with match highlights shown on Sky Sports, BBC Look North, ITV Tyne Tees and the FA Player.

We pride ourselves on encouraging the next generation, and work with over 200 aspiring females across the North East on a weekly basis.

Education is also a priority for us, and we offer players the chance to study for A-Levels, BTECs or an undergraduate or postgraduate degree while playing for the club.





# KEY DATA

**1,500,000**

People see our social media posts on average each month.

**4**

Games completely SOLD OUT during the last 18 months.

**+17%**

Our attendances continue to grow season-on-season, and a 17% rise this season sees us have one of the largest average attendances in the league.

**3000**

Young girls form part of our Sister Club programme - offering them positive role models as they look to forge a career in the game.





# LEAGUE PARTNERS



## HEADLINE PARTNER



## PRINCIPAL PARTNERS x2

TBA



## LICENSING & BROADCAST PARTNERS



PANINI

sky sports

BBC





# 2023/24

# OUR PARTNERS

## FRONT OF SHIRT - HOME



## FRONT OF SHIRT - AWAY

Plastic  
Furniture  
Company

## BACK OF SHIRT - HOME

Plastic  
Furniture  
Company

## SHIRT SLEEVE - HOME & AWAY



## BACK OF SHORTS - HOME



## WARM-UP SHIRT



## EDUCATION PARTNERS



## TEAMWEAR PARTNER



*This is our current partnership portfolio, based largely on kit assets. We recognise that partnerships run far deeper than this though, and are moving to a new model for the upcoming season to mirror that adopted by the league...*





2024/25

# PARTNER PORTFOLIO

## HEADLINE PARTNER

AVAILABLE

## PRINCIPAL PARTNERS x3



AVAILABLE

AVAILABLE

## GAMECHANGERS x4



AVAILABLE

AVAILABLE

AVAILABLE

## MATCH-WINNERS x5



AVAILABLE

AVAILABLE

£70K+

£50K+

£30K+

£10K+





# 2024-25 FIRST TEAM PACKAGES





# WHAT WE CAN OFFER

Mutual marketing via social media and our email newsletters - allowing you to promote offers and key messages to our ever-growing audience.

A co-ordinated launch which, as well as being promoted via our own channel, will also benefit from exposure via our local and national media partners.

Prominently-displayed ground boards, which are captured in match highlights, live broadcasts and imagery.







# WHAT WE CAN OFFER

We can tailor our approach to suit your brand - incorporating you into content, graphics and our Match Day Experience in exciting and innovative ways.

Access to our players as brand ambassadors, with the opportunity to use them for promotional filming, at corporate events and to promote your brand to their followers.

Match day and non-match day activations - such as when we sent 100 schoolchildren to Wembley with Vision for Education.







# FRONT OF SHIRT

- Your logo on the front of our first team playing shirts.
- 4 x pitchside ground boards present at Maiden Castle throughout the season, on all days (not just match days).
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.
- **Can be sold as a joint package with Front of Away Shirt**



**PACKAGE TIER**  
HEADLINE PARTNER





# BACK OF SHIRT

- Your logo on the back of our home and away first team playing shirts.
- 2 x pitchside ground boards present at Maiden Castle throughout the season, on all days (not just match days).
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.



**PACKAGE TIER**

**PRINCIPAL PARTNER**





# SHIRT SLEEVE

- Your logo on the sleeve of our home and away first team playing shirts
- 2 x pitchside ground boards present at Maiden Castle throughout the season, on all days (not just match days).
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.



**PACKAGE TIER**

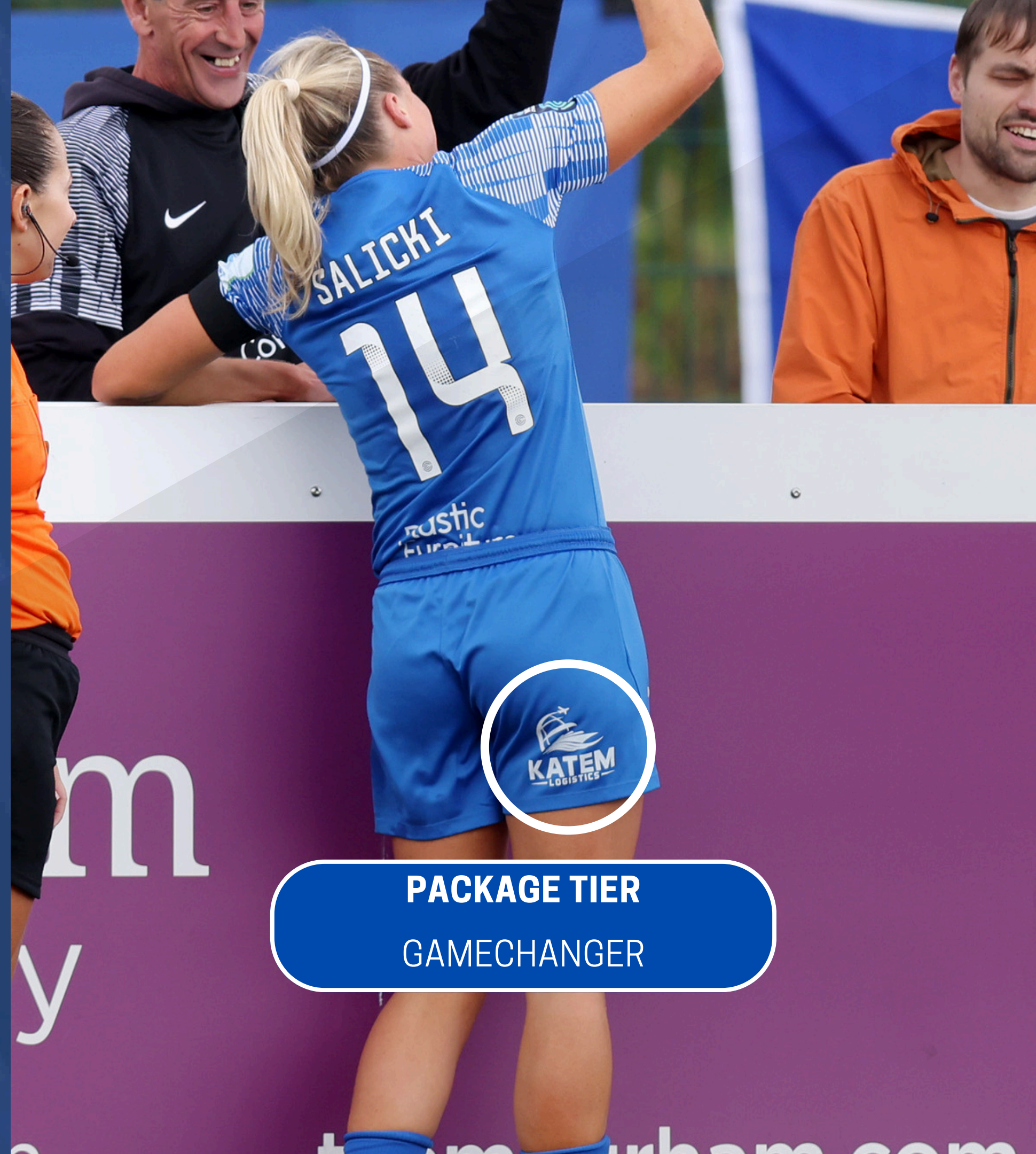
**PRINCIPAL PARTNER**





# BACK OF SHORTS

- Your logo on the shorts of our first team home and away playing kits
- 2 x pitchside ground boards present at Maiden Castle throughout the season, on all days (not just match days).
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.



**PACKAGE TIER**  
**GAMECHANGER**





# TRAINING & COMMUNITY KIT

- Your logo on the the front of our first team training kit - also worn during community visits.
- 2 x pitchside ground boards present at Maiden Castle throughout the season, on all days (not just match days).
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.



**YOUR LOGO  
HERE**

**PACKAGE TIER  
GAMECHANGER**





# WARM UP SHIRTS

- Your logo on the front of our home and away warm-up shirts, worn by our players as they prepare for games and heavily photographed/filmed.
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.



**PACKAGE TIER**

**MATCHWINNER**





# TRAVEL KIT

- Your logo on the front of our first team travel kit - worn while travelling to home and away fixtures.
- 2 x pitchside ground boards present at Maiden Castle throughout the season, on all days (not just match days).
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- Company branding on all club social media assets.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Access to players as your brand ambassadors and mutual marketing via social media, video content and our email database.



**PACKAGE TIER**  
**MATCHWINNER**





# GROUND BOARDS

- A 1.2m x 6m ground board in place at Maiden Castle
- Featured in photography and highlights of fixtures - which are published on club channels, the FA Player and shown on BBC Look North and ITV Tyne Tees
- Present all-year round for all events held on the pitch and seen by thousands of people each day.
- Presence in training photos which attract thousands of view each week.

£2,500  
+ VAT







# 2024-25 PATHWAY PACKAGES





# ABOUT OUR PATHWAY

Durham Women FC run a comprehensive player pathway - engaging with players from Under 10 to Under 21 age groups.

This includes three key elements:

**Emerging Talent Centres (U8, U10, U12)**

**Foundation Phase (U10, U12, U14)**

**Professional Game Academy (U16, U18, U21)**

Through this pathway we produce the future of our club - and also future Lionesses!







# EMERGING TALENT CENTRES

As part of the FA strategy to increase the talent pool across the country we are dedicated to offering high level coaching at more accessible and cost effective locations in the north of England.

We host U8, U10 and U12 sessions at central venues across the North East - from Sunderland to Tees Valley - to remove possible barriers to participation.

From here, players feed into our U10 and U12 pathway squads.







# FOUNDATION PHASE

We run squads at U10, U12 and U14 age groups who compete in regional competitions - as well as playing fixtures against the likes of Manchester City and Manchester United.

Players train at our state-of-the-art facilities and benefit from UEFA-qualified coaches.







# PROFESSIONAL GAME ACADEMY

We have the only Tier 1 Professional Game Academy in the North East - offering players at U16, U18 and U21 level the chance to compete against the best in the country.

Players are on a dual-career pathway, meaning they combine regular training with their studies at either college, sixth form or university - and the club support them with this.

Running the Professional Game Academy, Foundation Phase and Emerging Talent Centres comes at a significant cost - and we're looking for a partner to support us with this...







# CLUB PATHWAY LEAD PARTNER

- Your logo on the front of all our Pathway age groups playing shirts.
- 2 x pitchside ground boards present at Maiden Castle throughout the season, on all days (not just match days).
- Full page (A5) programme advert for all home fixtures - with programmes read by thousands online each week.
- VIP seats for your employees, colleagues and clients at all Durham Women FC home games.
- Promotion on our dedicated Durham Women FC Pathway X account.



**PACKAGE TIER**  
GAMECHANGER





# GET IN TOUCH

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