

# DURHAM WOMEN FC

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# WHO WE ARE

We are Durham Women FC - a professional club playing at the elite of the women's game as part of the Barclays Women's Super League.

We are one of only two independent clubs in this structure and have always broken the mould - innovating and forging our own path as we compete with some of the biggest brands in the game.

We're proud to be different and proud to represent our region on the national stage. We are currently in the process of developing the first-ever female-focused high performance centre and stadium, providing an incredible resource for the North East.

We're looking to partner with brands who share our values and vision to help grow the women's game and support female athletes in their professional and personal development.







# WHAT WE CAN OFFER

## OUTSTANDING BROADCAST EXPOSURE

As part of a record-breaking broadcast deal, every Durham Women FC game will be broadcast worldwide from the 2025/26 season onwards. This incredible level of coverage will provide superb exposure for commercial partners through kit assets, ground boards and additional match day inventory.

## VIDEO GAME INCLUSION

A new deal with Football Manager will see Durham Women included in the game from 2025 onwards, providing additional global exposure for brands featuring on the front of our home and away kits.

## COMMUNITY & SOCIAL RESPONSIBILITY

We pride ourselves on being at the heart of our community and work with partners to provide positive value to the local area. We have done this through tournaments, Junior Takeover Days, school visits and providing once-in-a-lifetime trips to local residents.

## BE AT THE FOREFRONT OF THE FEMALE ATHLETE REVOLUTION

We're passionate about providing the best holistic care for our female athletes, and we embrace partners who share that ambition. We want to work with brands who want to be at the forefront of the female athlete revolution.





# WHAT WE CAN OFFER

## PARTNERSHIP LAUNCH & ONGOING MUTUAL MARKETING

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. This will be followed throughout the partnership by mutual marketing via social media and our email newsletters - allowing you to promote offers and key messages to our ever-growing audience.

## STADIUM BRANDING

Prominently-displayed ground boards, which are captured in match highlights, live broadcasts and imagery. These boards are in place 24/7, meaning the thousands of facility users each week will see them. Additional stadium branding opportunities can also be explored.

## ACCESS TO OUR PLAYERS AS AMBASSADORS

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. A number of our players have sizeable social media followings with local, national and international reach.

## MATCH DAY & NON-MATCH DAY ACTIVATIONS

We can devise a range of match day and non-match day activations - such as sending hundreds of schoolchildren to Wembley with Vision for Education, or when we teamed-up with club partners to deliver a fun pre-match tournaments for hundreds of local players.

## A BESPOKE APPROACH

We can tailor our approach to suit your brand - incorporating you into content, graphics and our Match Day Experience in exciting and innovative ways. We're proud of being different and will work with you to develop content and activations that will stand out from the crowd and gain maximum exposure.



# OUR STORY





# OUR VISION

We are leading a new way in women's football, rising through to the Barclays WSL with a game-changing approach to female athlete performance and health.

We show the world our uniquely tailored approach and elite environment for female athlete health, performance wellbeing and personal development is transformational.





# OUR PURPOSE

We develop elite female footballers who thrive on and off the pitch. Through a highly personalised, educative environment, we empower them to build both their playing careers and future ambitions.

With a growth mindset and a 'we not me' culture, they master high performance, inspire young girls and leave a lasting impact – on football, the North East and beyond.





# OUR CULTURE

## **The True Home of Women's Football**

Where exceptional talent shines and is nurtured, on and off the pitch.

## **A Club for Everyone**

A sense of loyalty and belonging are our foundation. We are “in it together” - players, staff, and fans - driven by a shared commitment to success.

## **‘We Not Me’**

Humility and respect defines us. Every individual leads by example, fostering a culture where everyone has a role to play.

## **Person First, Player Second**

Our leaders champion a supportive environment where every player's voice is valued, ensuring women's football continues to thrive at the highest level and in an exceptional environment that reflects this.





# OUR VALUES

**WE ARE**  
**DEDICATED**  
**UNITED**  
**RESPECTFUL**  
**HUMBLE**  
**AMBITIOUS**  
**MOTIVATED**







# OUR STORY

**2007**

The club is founded as a single grassroots under 10 girls team in Chester-le-Street, County Durham, England.



**2011**

The youth team quickly gained a reputation both nationally and internationally - and became the first English girls team to reach the final of prestigious Gothia Cup

**2011**

FAWSL 1 is launched to begin a new era of the women's game



**2014**

Durham begin life in FA WSL 2 with a home fixture against Sunderland in front of a bumper crowd - kicking-off a campaign that ended in a strong mid-table finish



**2017**

Becoming renowned for innovation in the game, Durham become the first FA WSL 2 club to stream a game on their own channels - with the club's approach to fan engagement recognised with the FA WSL Club of the Year prize



**2013**

Durham are named as one of the founding members of the FA Women's Super League 2 - beating high-profile clubs to one of the highly coveted spots in the league



**2015**

England's Lionesses finish third in the Women's World Cup - supercharging a period of strong growth in the game



**2018**

The on-field progress continues - with Durham securing a historic win over Manchester United in front of a record-breaking crowd





# OUR STORY

2019

Durham reach the FA Cup Quarter Final for the second consecutive year - and are narrowly beaten by Chelsea in front of a new record crowd



2022

England win the UEFA Women's European Championships



2023

Durham become the first professional independent women's club to sign a deal with Nike

2024



The club draw Manchester City in the FA Cup - with tickets selling out in record time. The game is broadcast live on the BBC as Durham benefit from major commercial exposure and record-breaking ticket revenue.

## THE FUTURE

At an exciting time for the women's game, Durham prepare to embark on an exciting new chapter of their own - with a new stadium and high performance centre in the pipeline. We remain one of only two independent clubs at the elite of the women's game - breaking the mould and forging our own path.

2021

The club enjoy their best season to date - finishing second in Barclays Women's Super League 2 to Leicester City, while utilising live streaming to raise valuable funds to support the fight to end child food poverty during the COVID pandemic.



2022

Durham's on and off-field growth continues - with a dramatic penalty victory over Manchester United in the League Cup drawing another record crowd.

2023

England reach the final of the Women's World Cup for the first time

2024

The professional women's game moves into a new structure - owned by the clubs - as a record-breaking new broadcast deal with Sky Sports and the BBC is agreed alongside the highest-ever female sports sponsorship rights with Barclays



# THE FUTURE

We have recently agreed with the local council to takeover and develop a centre for female sporting excellence - to include the first UK bespoke women's football stadium and training centre.

As well as our first-team, this space will also cater for our Academy and will give us the opportunity to host sport alongside the local community on a day to day basis.

This will be a first-of-its-kind facility in the country and a huge boost for the North East.







# KEY DATA

**1.5 MILLION**

Our average monthly reach on social media - as supporters from across the world engage with the club's wide range of multimedia content.

**#1**

We are ranked number one in the Barclays Women's Super League 2 for Match Day Experience - and have been for several seasons.

**+430%**

Our attendance growth from 2014 to 2025 - with our supporter base continuing to expand year-on-year thanks to our fan-centric approach.

**3500+**

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



2025/26 COMMERCIAL & PARTNERSHIP OPPORTUNITIES

# WOMEN'S GAME INSIGHTS





# RECENT DEVELOPMENTS IN THE WOMEN'S GAME

## NEW DOMESTIC & INTERNATIONAL BROADCAST DEALS

Sky Sports and the BBC have just agreed a new five-year broadcast deal for the Women's Professional Game - worth over £66million. This agreement will also see every Barclays Women's Super League & Barclays Women's Championship game streamed worldwide for the first time - providing major brand and commercial growth opportunities.



## RECORD-BREAKING COMMERCIAL DEALS

The summer of 2024 saw the Women's Super League & Barclays Women's Championship sign a landmark sponsorship deal with Barclays. It is the biggest deal in women's domestic football history and sees Barclays double their investment to build on their long-term support of the women's game. The deal is worth £45million over a three-year period.



## HIGH-PROFILE INVESTMENT INTO WOMEN'S CLUBS

Women's clubs are becoming valuable assets. In the USA, Angel City FC have just been sold at a valuation of \$250million, while closer to home Barclays Women's Championship side London City Lionesses were bought by investor Michelle Kang in a multi-million pound deal in December 2023.





# CURRENT PARTNERS







# LEAGUE PARTNERS



## HEADLINE PARTNER



## PRINCIPAL PARTNERS



## LICENSING & BROADCAST PARTNERS







# CLUB PARTNERS 2025/26

HEADLINE PARTNER (x1)

AVAILABLE

PRINCIPAL PARTNERS (x4)



AVAILABLE

AVAILABLE

AVAILABLE

GAMECHANGER PARTNERS (x4)



AVAILABLE

AVAILABLE

MATCHWINNER PARTNERS (x5)



AVAILABLE

AVAILABLE

£100K+

£70K+

£40K+

£10K+



# FIRST TEAM PACKAGES





# FRONT OF SHIRT

## PACKAGE OVERVIEW

A headline package which will see your logo feature on the front of our First Team shirts. Your brand will be captured by broadcast cameras and seen worldwide - as well as featuring on national and local television, media and on video games such as Football Manager.

## BENEFITS

- Your logo on the front of our first team home or away 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 including both kits, or on an individual basis.***



**PACKAGE TIER**  
**HEADLINE PARTNER**



# BACK OF SHIRT

## PACKAGE OVERVIEW

A logo in a prominent position on our home and away first team shirts, which will be captured regularly by cameras and featured in broadcast, print and online media throughout the partnership term.

## BENEFITS

- 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

## PACKAGE OVERVIEW

A logo in a prominent position on our home and away first team shirt sleeves, which will be captured regularly by cameras and featured in broadcast, print and online media throughout the partnership term.

## BENEFITS

- 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



# TRAINING & COMMUNITY KIT

## PACKAGE OVERVIEW

Our players are filmed and photographed at every training session, and also frequently make visits to schools, clubs and groups in the local community where media content is captured. Your logo could be prominent on the kit worn during all of these activities.

## BENEFITS

- 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.



**PACKAGE TIER**  
PRINCIPAL PARTNER



# BACK OF SHORTS

## PACKAGE OVERVIEW

A logo in a prominent position on our home and away first team shorts, which will be captured regularly by cameras and featured in broadcast, print and online media throughout the partnership term.

## BENEFITS

- 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 PARTNER



# TRAVEL KIT

## PACKAGE OVERVIEW

A logo in a prominent position on our travel kit - worn by our players as they arrive to home fixtures and while travelling to away fixtures, guaranteeing exposure across the country throughout the partnership term.

## BENEFITS

- 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 PARTNER



# WARM-UP SHIRTS

## PACKAGE OVERVIEW

A logo in a prominent position on our warm-up shirts, which are worn ahead of every game both home and away and are heavily captured by TV and photographic cameras.

## BENEFITS

- 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 PARTNER**



# GROUND BOARDS

## PACKAGE OVERVIEW

- 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.



## PRICE

£2,500 + VAT (inclusive of production)





# 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

## PACKAGE OVERVIEW

Support the next generation of the talent in Durham and the North East by becoming our Club Pathway Lead Partner - with clear brand exposure and CSR benefits as you back our teams from U10 to U21.

## BENEFITS

- 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 as well as the main club accounts.
- ***Can be sold as bespoke, individual team packages.***



**PACKAGE TIER**  
**GAMECHANGER PARTNER**



# ACTIVATIONS





# JUNIOR TAKEOVER DAY

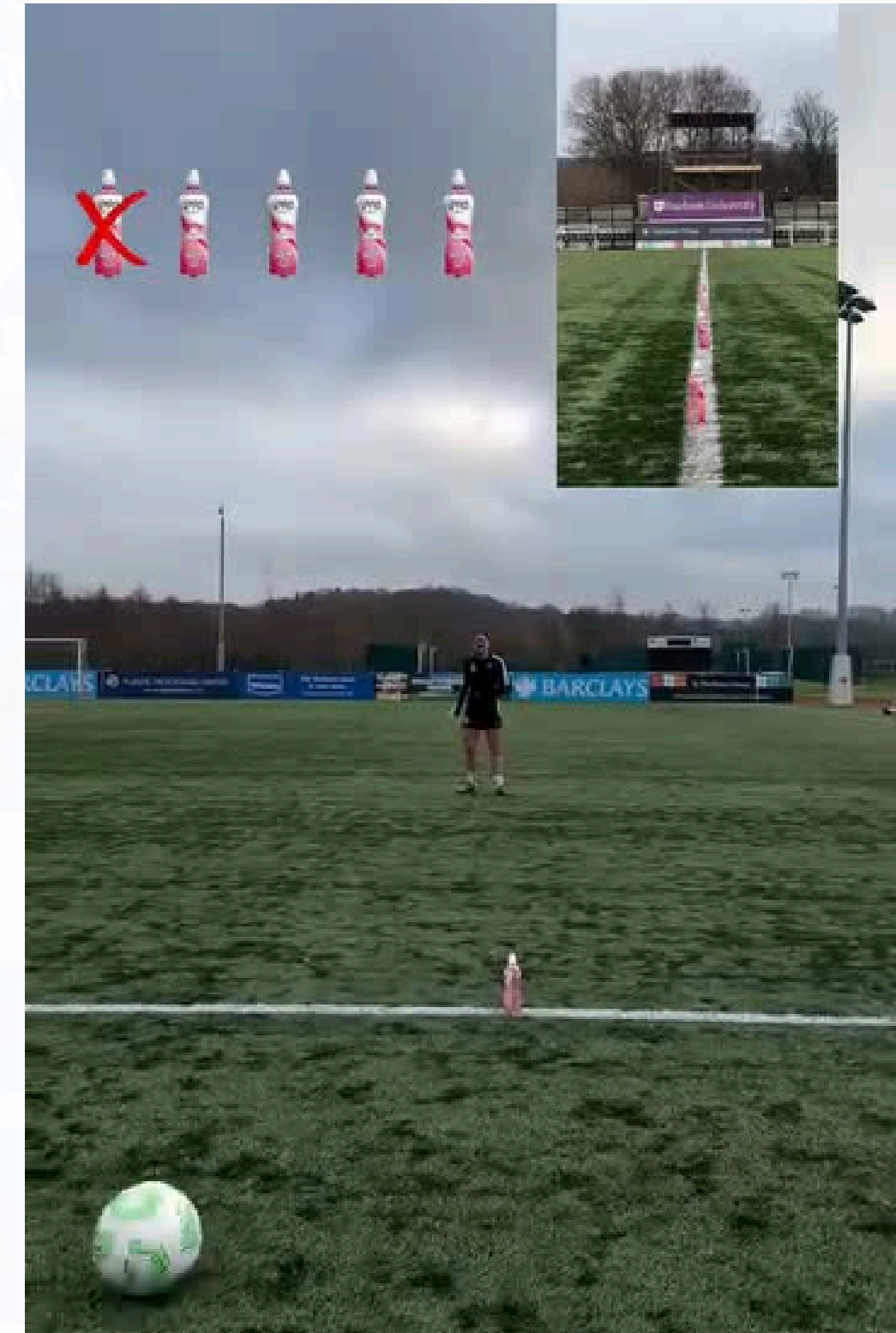
- Along with club partners Vision for Education, we held a Junior Takeover Day in February 2025 - giving local students the chance to take on match day roles.
- Hundreds of students from across the region applied to take on a variety of jobs, including Match Reporter, Stadium Announcer, Co-Commentator, Programme Cover Designer and Half-Time Entertainment.
- The lucky winners were invited down to our game against Blackburn where they completed their roles.
- It provided an inspirational day for the youngsters, showing them what is possible in football away from the pitch.
- It also provided significant visibility and positive brand sentiment for Vision for Education.





# IPro CHALLENGE

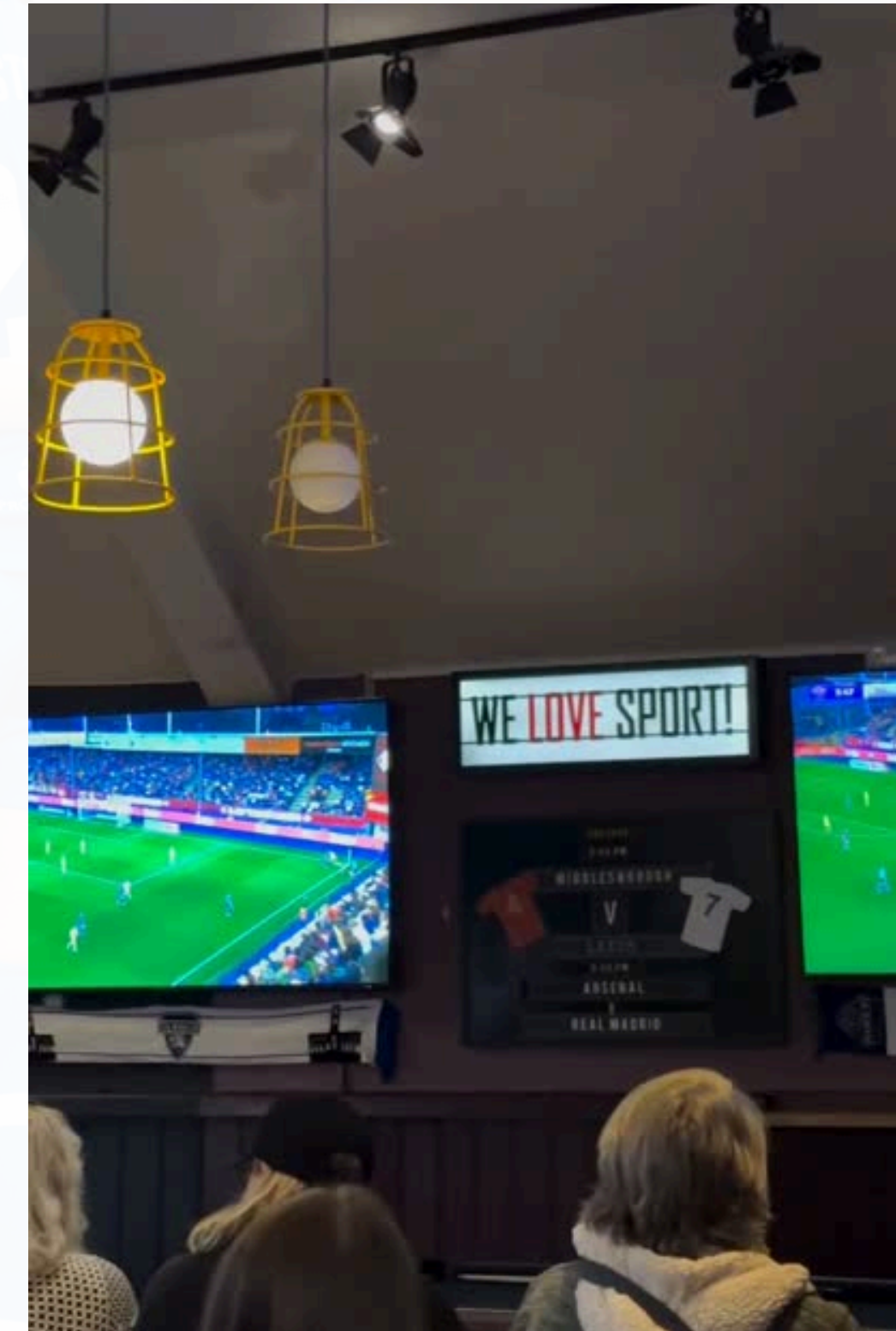
- We worked with our Hydration Partner, iPro, to devise a fun, socially-targeted challenge with our players.
- With strong product placement combined with our players' personalities, the content resonated well with fans and the wider sports community.





# THE LIBRARY

- We are working with a sports bar in Durham - The Library - to deliver dedicated spaces for women's football fans to watch games.
- We have hosted Watch Parties at the venue centred around Lionesses games and our own Barclays Women's Championship fixtures.
- This has delivered positive national promotion for both the club and venue as well as repeat revenue for the venue itself.
- We also produced shareable social content to promote the parties and the venue itself - offering more great exposure for our partner.





# OTHER PROMOTIONAL OPPORTUNITIES

- Player promotional imagery
- Players as brand ambassadors
- Ground boards at home games
- Organic product placements
- Content production for club and partner social channels





# GET IN TOUCH







# CONTACT US

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## CLUB LINKS



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Durham Women FC



@DurhamWFC