



Durham Women Football Club

# Partnership Brochure

2026/27





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# Welcome to Durham

**Durham Women Football Club offers a unique opportunity for partners to play their part in shape and developing future of the women's game in County Durham and beyond - working alongside an ambitious, independent club with a game-changing future ahead of them.**

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.



### 2007

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

### 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.

### 2021

The club enjoy their best season to date - finishing second in Barclays Women's Super League 2.

### 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.

### 2025

Durham attract new investment from Euromillions winners Patrick & Frances Connolly - while unveiling plans for a new stadium and high performance centre.





# Meet

# Durham WFC

## 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.

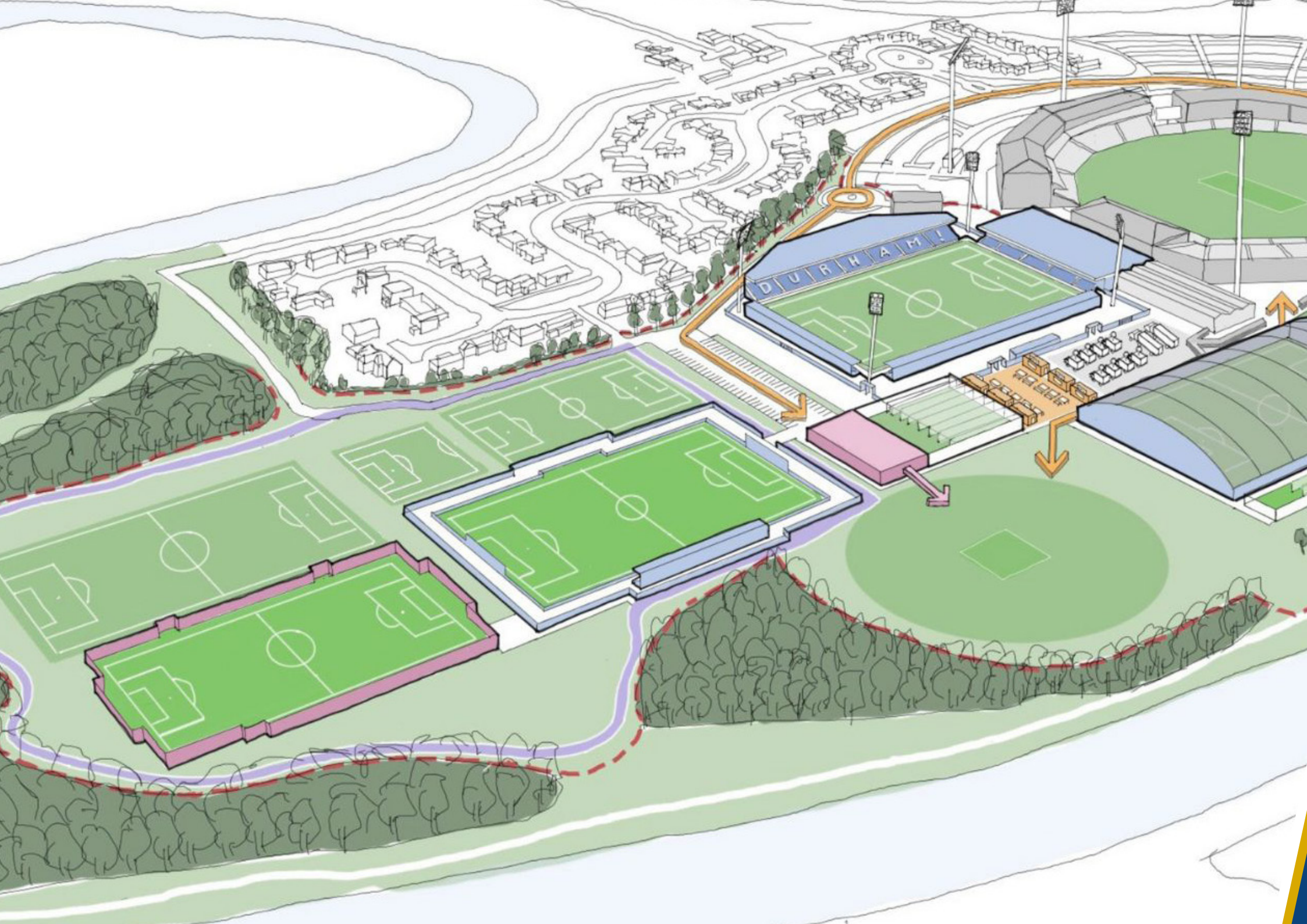
We show the world our uniquely tailored approach and elite environment for female athlete health, performance wellbeing and personal development is transformational.

## 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.

Find out more about the club at [durhamwfc.co.uk/club-details/](https://durhamwfc.co.uk/club-details/)





# Discover Our Future

**Durham Women Football Club are working with WSL Football, Durham County Council and the North East Combined Authority to develop a first-of-its-kind Stadium and High Performance Centre at the Riverside in Chester-le-Street.**

The proposal would create a women's football high performance centre alongside would be the UK's first new stadium designed around the needs of the female athlete and fan - with wider ambitions from all parties to create a women's sports hub.

The centre would become our base, with facilities for day-to-day training, a performance centre and administration offices. These facilities would also be available for community use for male and female grassroots sport.

There are also proposals to create a 150-room hotel as part of the overall strategy of the site, creating more opportunities for residential sports events which will support the advancement of women's and junior sports teams as well as benefitting the region's economy.

**We are keen to work with partners who can add value to the Stadium & High Performance Centre project both through the planning, design and construction phase and once operational.**

BASEL

UEFA WOMEN





# The growth of the Women's Game

**Women's football is one of the fastest-growing sports globally - and with the Lionesses having won back-to-back European Championships, domestic growth has been supercharged.**

Sky Sports and the BBC recently 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 Super League 2 game streamed worldwide for the first time - providing major brand and commercial growth opportunities.

The summer of 2024 saw the Women's Super League 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.

Other major international brands - such as Apple, Mercedes Benz and AirBnb - have recently joined the WSL's partnership roster with attendances and participation continuing to climb.



Key Data

**1.8M**

AVERAGE MONTHLY  
SOCIAL MEDIA  
REACH

**+64%**

ATTENDANCE  
GROWTH SINCE  
2021

**3500**

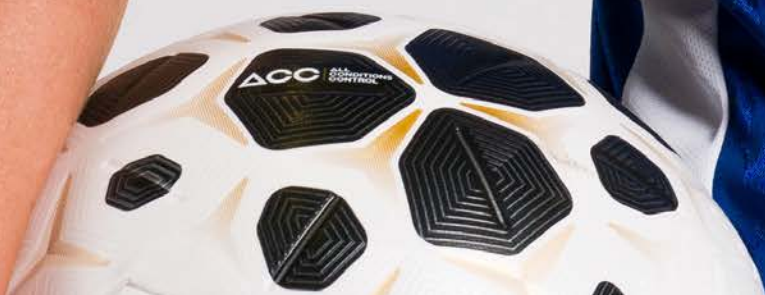
YOUNGSTERS AS  
PART OF OUR SISTER  
CLUB NETWORK

**125k**

VIEWERS OF  
LIVE GAMES  
IN 2025/26



**VISION for  
EDUCATION**



# Meet our Current Partners



Club  
Partners



League  
Partners



BARCLAYS  
Title  
Partner



Official Partners



Broadcast Partners



Licencees



**We want to work with partners who share our desire to push the boundaries and drive forward the next stage of growth for the game - for players, supporters and staff.**



# Partnership Activations

**We pride ourselves on working with partners to deliver impactful, purpose-driven activations - with some recent examples below:**

## **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, & 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.

## **The Library Watch Parties**

Our fans voiced the desire to find a welcoming space to watch women's games in Durham - so we teamed-up with The Library sports bar 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 Super League 2 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.

# Front of Shirt

## Price Available on Request

**A headline package which will see your logo feature on the front of our First Team shirts.**

Your company logo will take pride of place on the front of the shirts worn by our players throughout the season - as well as on the replica kits sold to supporters.

You'll benefit from maximum exposure on a game day, with your logo captured by local and national media while being streamed worldwide via the Barclays Women's Super League's deal with YouTube. You'll also see your logo featured in the Football Manager video game series, while it will also appear prominently in the league's Panini sticker album.

This can be sold as a joint package - combining our home, away and third shirts - or separately.

## What's Included?

- Branding on the front of our first-team playing shirts and supporter replica shirts
- Four perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
- Tickets, VIP seating and signed merchandise
- Category exclusivity



### About Club



You can feature in the Football Manager video game series!

# Back of Shirt

Price Available on Request

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

This is another headline package, offering major exposure both on the playing kit and through the associated package benefits.

Your logo will be seen by supporters on the ground and globally through live streams and the extensive media coverage that the club and the league enjoys.

## What's Included?

- Branding on the back of our first-team playing shirts
- Two perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
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- Category exclusivity



YOUR  
LOGO  
HERE

# Back of Shorts

**SOLD FOR 2026/27**

**Our back of shorts package offers a cost-effective way for your branding to feature on our home, away and third playing kits.**

Your logo will be on the back of our first-team shorts for the duration of the partnership term, and will be seen by thousands of fans both at the ground and worldwide via live match broadcasts on YouTube.

Combine that exposure with the additional benefits associated with this package and your brand will be seen across various touchpoints both on match day and beyond.

## What's Included?

- Branding on the back of our first-team playing shorts
- Two perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
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LOGO  
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# Shirt Sleeve

**Price Available on Request**

**Your company's branding on the sleeve of all our first-team playing kit - providing major worldwide exposure.**

One of the most photographed and captured elements on our playing kit, the sleeve partner receives year-round exposure - from WSL content days to high-profile matches and worldwide social media and broadcast coverage.

You'll also receive additional inventory such as ground advertising boards, interview backdrop advertising and branding on our club assets - meaning your brand will constantly be in view.

## What's Included?

- Branding on the sleeve of our first-team playing shirts
- Two perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
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Hummel



MRM

VISION

# Training Kit

**Price Available on Request**

**Worn by our players every day as they prepare for big games, your branding could feature on our training kit.**

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.

You'll receive brand awareness via social media, local and national media and through club and player channels - making this a fantastic value for money package.

## What's Included?

- Branding on the front of our first-team training kit
- Two perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
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**YOUR  
LOGO  
HERE**

# Travel Kit

**Price Available on Request**

**See your branding spread across the UK as it features on our travel kit.**

This is 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.

It is also heavily captured by photographers and broadcasters - offering wider worldwide exposure via social media and live match broadcasts.

Couple that with the additional promotion that comes with this package and this is a great way to grow your brand both at home and overseas.

## What's Included?

- Branding on the front of our first-team travel kit
- Two perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
- Tickets, VIP seating and signed merchandise
- Category exclusivity



www.murgatroydofharrogate.co

**YOUR  
LOGO  
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DURHAM

hummel

hummel

# Warm-up Shirts

**Price Available on Request**

**Your branding will be 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.**

Our warm-up shirts are also popular with supporters, and your logo can be included on the replica warm-up shirts sold to fans throughout the partnership term.

And your brand won't just be visible during the warm-up - with perimeter boards, interview backdrop branding and social media presence ensuring you receive 24/7 worldwide exposure.

## What's Included?

- Branding on the front of our first-team warm-up shirts and supporter replica warm-up shirts
- Two perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
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hummel

  
DURHAM

YOUR  
LOGO  
HERE

# Pathway Partner

## Price Available on Request

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

Within our pathway, we have players representing England, Scotland, Wales and the Republic of Ireland at youth level.

Our Emerging Talent Centre model for U10s to U12s ensures we offer high level coaching at more accessible and cost effective locations in the north of England.

We also run a Tier 1 Professional Game Academy - 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.

We are seeking a partner to help us continue to deliver a best-in-class player pathway to aspiring footballers in the North East.

## What's Included?

- Branding on the front of our pathway playing shirts
- Two perimeter advertising boards at our home ground
- Interview backdrop branding
- Branding on first-team match day social media assets, the match day programme, match tickets, season tickets and the club website
- Access to collaborative posts on the club's social media and to our email database
- Opportunities to activate at any Durham Women FC home game
- Tickets, VIP seating and signed merchandise
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LOGO  
HERE**

# Other Opportunities

In addition to the headline packages outlined in this brochure, we also have a number of other opportunities available for potential partners:

## Bespoke Packages

We are happy to discuss bespoke packages with partners - combining or tweaking inventory to suit your business goals and objectives.

## Stadium & High Performance Centre Project

We are keen to work with brands who wish to be part of our Stadium & High Performance Centre project - both during the current design and construction phase and once the site is fully operational.

## In-Stadium Branding

We have a limited number of ground perimeter boards at our home ground available for brands. These are in situ 24/7 at Maiden Castle, meaning they are seen by thousands of site users per week as well as worldwide via our live match broadcasts.

**£2,500+VAT**



de WOMEN'S FA CUP

Adobe WOMEN'S



GGS

3

SALIGNI

14

VISION for EDUCATION

15

VISION for EDUCATION

2

Radisson  
HOTEL, SPA. EVENTS.

NE. SPA. EVENTS.

WELL THE DIFFERENCE

# Want to find out more? Get in Touch

We always love to speak with brands and businesses to explore how we can work together.

Get in touch with one of us below to start the conversation...



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