



# PARTNERING WITH BANBURY UNITED

---

SPONSORSHIP FOR THE 26/27 SEASON  
PACKAGES TO FIT YOUR REQUIREMENTS





# ABOUT

Banbury United Football Club was established in 1931 and is North Oxfordshire's largest football club. Known as 'The Puritans' we are proudly owned by our community and are based at the Spencer Stadium in central Banbury.

Our men's first team currently competes in the Southern League Premier Central and is supported by our open age Development squad and U18s.

Our women's team plays in the Thames Valley Counties Women's Football League, Divisions 3 North.

Twenty junior teams play across the region, wearing the Banbury United RED and GOLD colours.

Banbury United Community Football Club Ltd is registered in England and Wales as a Community Benefit Society with the Financial Conduct Authority - Registration Number 7135. The club is run according to the Supporters Direct model rules for a Sports Community Mutual registered in 2015.



# STADIUM

## SPONSORSHIP

26/27 SEASON |



As the Stadium Sponsor of Banbury United FC, your brand will be at the forefront of everything we do – from football matches to community and private events. With exclusive naming rights for the stadium, your business will enjoy prominent exposure across all our communications, media coverage, and signage. Imagine your company name tied to every goal, every cheer, and every memorable moment on matchday - a unique opportunity to solidify your presence within the Banbury community and beyond.

### Unrivalled Exposure and Prestige

This premium sponsorship package also includes a matchday sponsorship and match ball sponsorship package, offering a tailored experience for you and your guests.

As a VIP, you'll enjoy entry to all league home games, complete with access to the best seats in the house for you, your clients, family or friends. Immerse yourself in excitement of live football while building unforgettable connections with our dedicated fanbase.

50+ league games | FA Cup & Trophy magic | A host of community and private events

CONTACT US FOR PRICING

[clairedumbreck@banburyunitedfc.co.uk](mailto:clairedumbreck@banburyunitedfc.co.uk)



### A Bespoke Partnership Opportunity

Stadium sponsorship is more than just advertising, it's a partnership. We'll work with you to craft a package that suits your goals, whether that includes additional perks, exclusive promotions, or bespoke branding opportunities. Join Banbury United FC in positioning your business as a pillar of the community. For more information and to discuss this prestigious opportunity, please contact us today.

# OFFICIAL KIT

## SPONSORSHIP

---

26/27 SEASON |



Sponsoring Banbury United's official kit offers your business unparalleled visibility and an association with a thriving football community. Whether you choose to sponsor the front of the shirt, or the back of the shirt, shorts or training kit – for any or all of our teams – your branding will gain premium exposure to fans, partners and wider audiences both on matchdays and through extensive media coverage.

Each kit sponsorship opportunity ensures your company name is prominently displayed on the attire worn by players at every game, enhancing brand recognition across the league and beyond.

Brand exposure is not just via our playing squads – we sell hundreds of branded shirts to fans each season. In addition to the prestigious placement of your logo, kit sponsorship includes negotiable passes, for all league home games, allowing your team, guests, or clients to enjoy the full match day experience.

The package also incorporates Matchday Sponsorship and Match Ball Sponsorship, giving you even greater engagement and promotional opportunities on matchdays.

Kit sponsors can also enjoy bespoke marketing collaborations tailored to elevate their brand's reach through the Club's social media platforms, official website, and matchday programmes. With these exclusive benefits and the opportunity to support a dynamic and community-focussed Club.

Kit sponsorship represents a comprehensive platform for advancing your business objectives whilst celebrating the passion of sport.

CONTACT US FOR PRICING

[clairedumbreck@banburyunitedfc.co.uk](mailto:clairedumbreck@banburyunitedfc.co.uk)

# MEET SOME OF OUR SPONSORS



Leon De Oro



JB Archery



AJ Fox Logs



Kick n Splash



RST Roadshow



TITANIUM TALKS

# THE SPENCER CLUBHOUSE

26/27 SEASON |

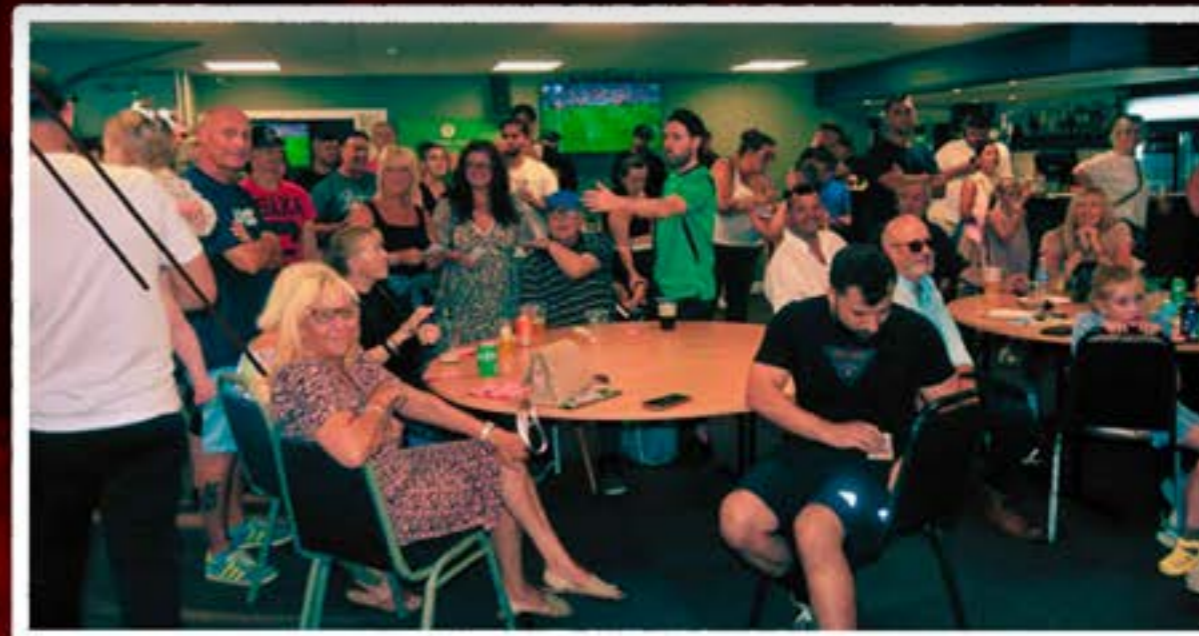


## SPONSORSHIP

Position your business at the heart of Banbury United's community by sponsoring The Spencer Clubhouse. Known for its lively atmosphere on matchdays, the clubhouse is home to TNT Sports and hosts countless private functions, including weddings, parties, conferences and more. Your branding will be prominently displayed in this hub of activity, ensuring year-round exposure to fans, guests and event attendees.

In addition, your sponsorship will feature on all clubhouse promotional materials and event advertising, extending your reach beyond matchdays. Join us in creating memorable experiences for fans and the community while promoting your business.

This premium package includes four complimentary passes to all league home games, ensuring you and your guests experience the action firsthand. Additionally, you'll enjoy the benefits of a Matchday Sponsorship package and a Match Ball Sponsorship package, offering further promotional opportunities on key occasions.



CONTACT US FOR PRICING

[clairedumbreck@banburyunitedfc.co.uk](mailto:clairedumbreck@banburyunitedfc.co.uk)

# SUTTON END

## SPONSORSHIP

26/27 SEASON |



For companies wishing to make their mark at Banbury United and claim a section of our historic ground as their own, we are excited to be able to offer sponsorship of the entire end of the ground, behind the goal. We'll enjoy working with you on ways to make an incredibly powerful visual impression, a special place where hundreds of fans meet and cheer on the team every Saturday.



CONTACT US FOR PRICING

[clairedumbreck@banburyunitedfc.co.uk](mailto:clairedumbreck@banburyunitedfc.co.uk)

# THE JOHN WARD CLUB SHOP

SPONSORSHIP

**£6,000 +VAT**

Showcase your company while supporting Banbury United by sponsoring the John Ward Club Shop. As the heartbeat of our retail operations, your branding will be proudly displayed inside and outside the clubhouse, giving your business visibility to thousands of fans and stadium visitors throughout the season.

This premium package includes complimentary passes to all league home games, ensuring you and your guests experience the action firsthand. Additionally, you'll enjoy the benefits of a Matchday Sponsorship package and a Match Ball sponsorship package, offering further promotional opportunities on key occasions.

Your sponsorship extends beyond the shop itself, with your branding featured on all promotional materials related to the Club Shop, from social media campaigns to matchday programmes. This partnership is perfect for businesses looking to align with the passion and community spirit of Banbury United.

For more information, contact us today!

[clairedumbreck@banburyunitedfc.co.uk](mailto:clairedumbreck@banburyunitedfc.co.uk)

26/27 SEASON |



# FLOODLIGHTS

## SPONSORSHIP

# £2,500

See and be seen on all eight of our stadium floodlights. The marketing messages will come naturally for this brightest of options! This sponsorship will see new branded padding ordered, bearing your name, and installed around each floodlight.



# MEET SOME OF OUR SPONSORS

26/27 SEASON



CAPRINOS



TECH PROFESSIONALS



GEM TOOL HIRE



STREETS

# MATCHDAY

## SPONSORSHIP

**£500 +VAT**

Matchday Sponsorship at Banbury United is the perfect way to showcase your business while enjoying a VIP experience. Join us for your chosen game and make the most of the following exclusive benefits:

- Officially named as the Match Sponsor in all fixture preview promotion by the Club e.g. website and social media.
- Up to 10 passes to your sponsored game, with an exclusive reserved space for your group within the Sponsors' Lounge.
- Up to 10 drink tokens for soft or alcoholic beverages.
- Up to 10 meals selected from our menu.
- Logo and company name on the digital matchday programme (circulated on social media) and printed Team Sheet.
- Company mentions during public address announcements on matchday, plus invitation to be interviewed before the game or at half time.
- Invitation to submit a one-page article on your business to be included in our digital matchday programme.
- Man of the Match selection, including a photo with your chosen player after the match, shared on social media and the Club website.



# MATCH BALL

## SPONSORSHIP

**£250 +VAT**

Match Ball Sponsorship at Banbury United is a fantastic way to support the club whilst promoting your business on matchday. Enjoy the following:

- Officially named as the Matchball Sponsor in all fixture preview promotion by the Club e.g. website and social media.
- Up to 4 passes to your sponsored game, with access to the Sponsors' Lounge.
- Logo and company name on the digital matchday programme (circulated on social media) and printed Team Sheet.
- Company mentions during public address announcements.
- Signed Match Ball presented to you as a memento of the game.



# PITCHSIDE

BANNERS

£500

## What's included:

- Promote your business with an 8ft x 2ft pitchside banner at Banbury United FC and gain exposure to hundreds of fans every matchday!
- Join the 50 local and national business that take up this excellent opportunity to showcase their brands to our loyal supporters and visiting fans alike.

# PERIMETER FENCE

BANNERS

£1,125

## What's included:

- More prominent branding is available via larger, 13ft x 5ft banners on the stadium perimeter fencing. Contact us for details of other high-traffic areas around the stadium with custom-designed signage tailored to your needs.



# CORNER FLAG

## SPONSORSHIP

**£400 +VAT**

This is a unique and affordable way to get your name right on the pitch, via sponsorship of all four corner flags.



# MEDIA

## SPONSORSHIP

**£2,000 +VAT**

Becoming a Media Sponsor is an ideal way to get the name of your organisation out to the public, several times a day on Facebook, Instagram, X, and frequently on LinkedIn and TikTok. Your logo will adorn every fixture-related Banbury United social media graphic and will be seen by several thousand accounts each week. If you are already investing in digital brand awareness to a regional audience, then working with us will certainly boost your reach. The price quoted is for the Men's first team. Please get in touch for details of the Women's and Development teams.

**YOUR NAME HERE**



# MEET SOME OF OUR SPONSORS

26/27 SEASON |



"EVEN AS FANS OF PREMIER LEAGUE TEAMS, IT'S MUCH MORE ENJOYABLE TO SUPPORT A LOCAL CLUB."

HIGHAM CRITCHLEY BARROWS



"AS A BANBURY UNITED SUPPORTER LIVING WITH EPILEPSY, THIS PARTNERSHIP, TO USE THE CLUB AS A PLATFORM FOR BETTER EPILEPSY AWARENESS, IS A WIN-WIN"

EPILEPSY SOCIETY



"JOHN NICHOLLS AND BANBURY UNITED IS A RELATIONSHIP BUILT ON LONGEVITY. AS A COMPANY, IT'S WHAT WE SHOULD BE DOING"

JOHN NICHOLLS PLUMBING & HEATING MERCHANTS



"BANBURY UNITED IS REALLY IMPORTANT FOR THE TOWN. WE WANT TO BE PART OF A RETURN TO THE HIGH TIMES."

STANBRA POWELL



# PLAYER

£225 +VAT

## SPONSORSHIP

Whether you're a business looking to boost your profile or a loyal fan wanting to support a player, this sponsorship package is the perfect way to show your commitment to Banbury United FC.

With approximately 60 players available to sponsor in our male and female open age teams, there is nothing quite like the rewarding experience of sponsoring your own player.

Act now to secure your player sponsorship and become part of the team this season!

### What's included:

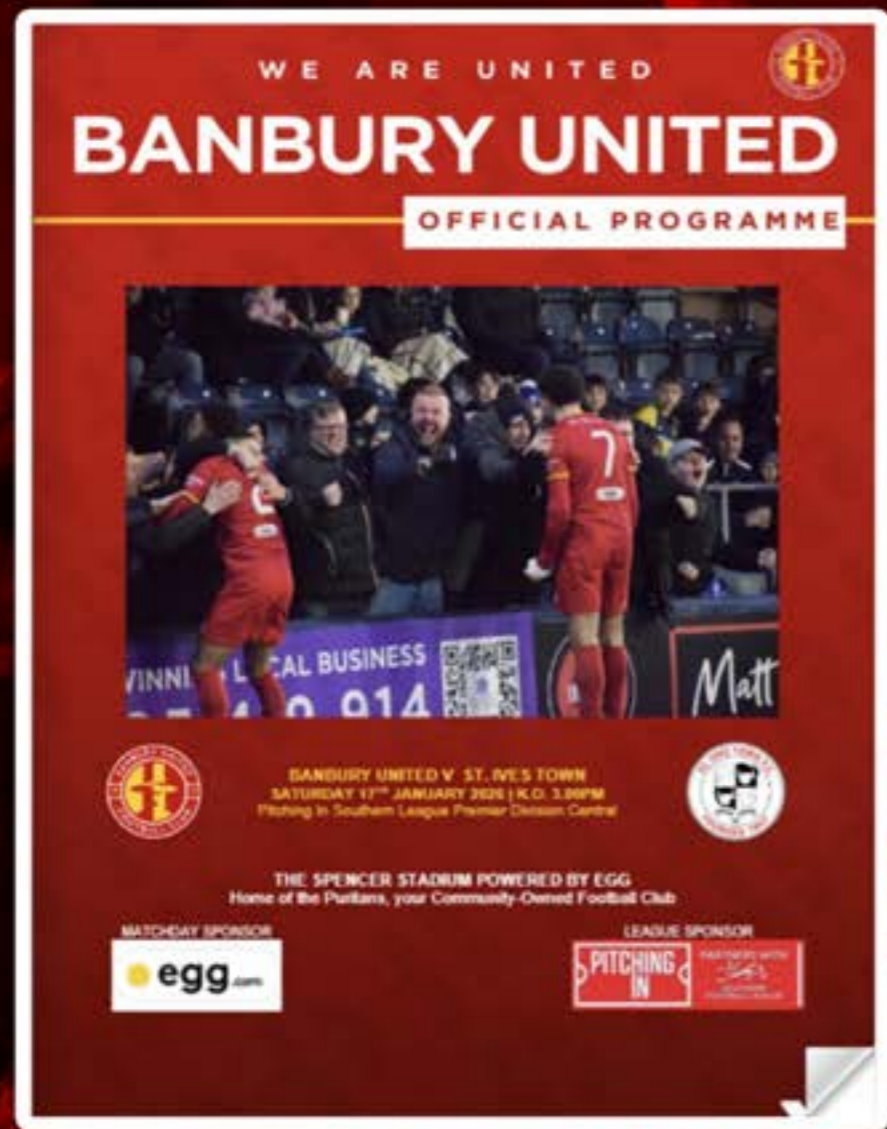
- Website and social media announcement of your sponsorship.
- Exclusive photo opportunity with your player.
- PA Announcements at every home game whenever your sponsored player scores a goal, comes on as a substitute, or is awarded Man of the Match.
- Inclusion on the 'Wall of Fame' on the side of The Spencer Clubhouse
- Your company name and logo in every matchday programme (digital and shared on social media before every home match).
- At the end of the season, you'll receive a signed shirt from your sponsored player as a lasting memento.



# DIGITAL PROGRAMME ADVERTISING

SPONSORSHIP

£1,000 +VAT



## What's included:

- Full page colour advert in each of our digital matchday programmes.
- 25+ programmes produced per year.
- Advert performance data can be provided on request e.g. views and clicks.
- Links to all programmes posted online and shared via Banbury United's socials accounts twice before each match.
- Interactive digital content permitted e.g. live links to videos and promotions.

# 50/50 RAFFLE TICKETS

SPONSORSHIP

£1,200 +VAT



## What's included:

A matchday ritual for almost every Puritan is entering the Banbury United 50/50 raffle where the winning ticket holder, announced at half time, wins half of the prize fund. Regardless of the match result, someone always goes home happy!

Would you like your logo to be in the hands of hundreds of fans each match, many of whom take them home after the match? With regular reprints of the tickets, we can adapt your company message seasonally and according to different promotions.

# MATCHDAY COMMENTARY

SPONSORSHIP

**£3,000 +VAT**

Banbury United is launching a new digital audio service in 2026/27, building on the excellent match commentary provided by Puritans Radio over previous years. With a commentary broadcast for as many Men's first team matches as possible, provided by Dave England, fans near and far can tune into Banbury United matches from wherever they are in the world - home and away, live and recorded - through our app.

This presents a fantastic opportunity for a sponsor to have their name associated with the excitement of a Banbury United matchday, with live mentions on the broadcast, branding across the app and logos on previews and post-match social media posts and website articles. Start planning your jingle today! We are keen to expand our audio content this season.

If you'd like to be part of introducing match commentary for our Women's and Development team matches, and other formats such as weekly/monthly podcasts, we are all ears!

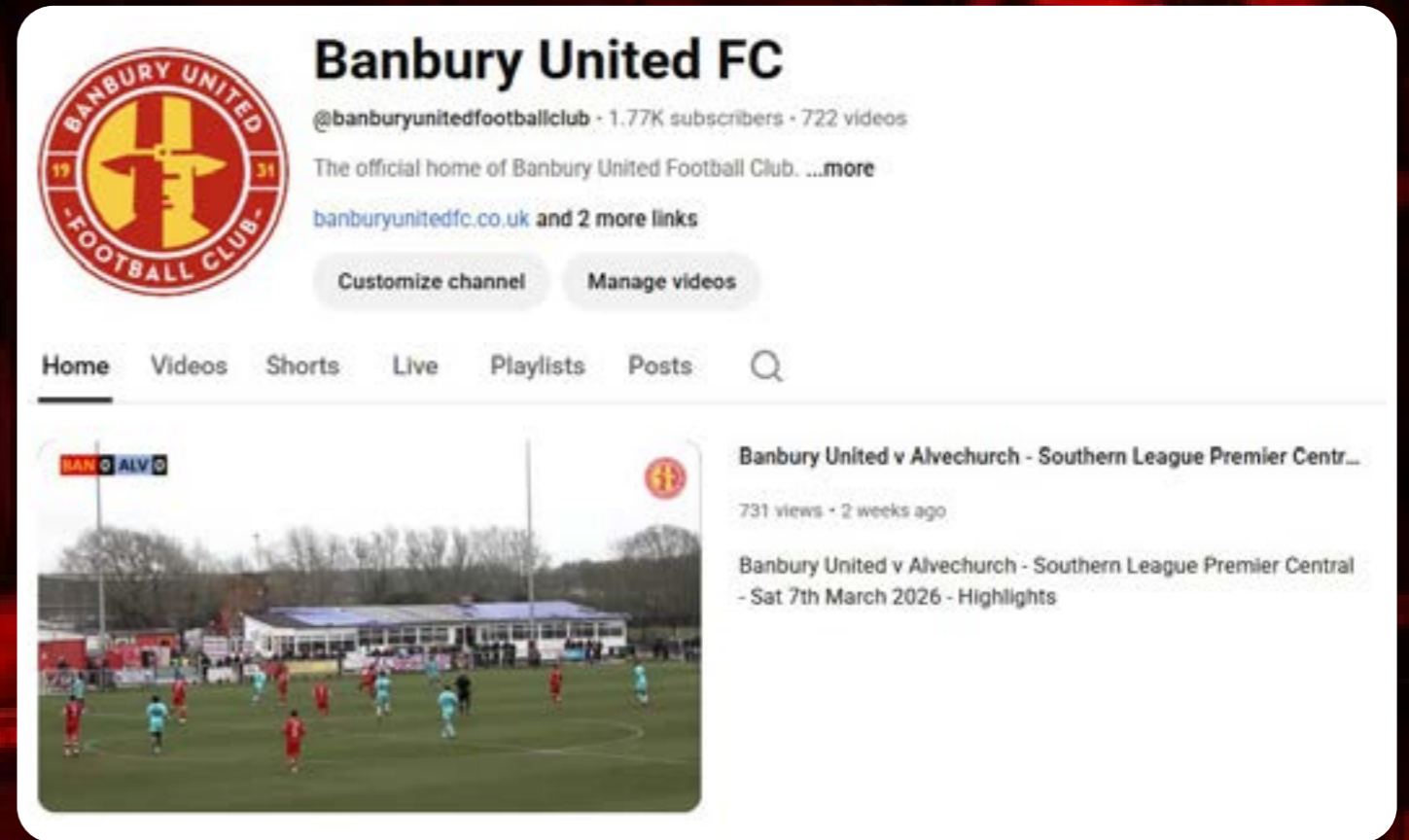


# YOUTUBE MATCH FOOTAGE

SPONSORSHIP

**£2,500 +VAT**

We are offering sponsorship of Banbury United's Men's first team match coverage, published on our YouTube channel. Filmed from 'Shadders Towers' at the Town End, views of our match highlights and goals videos average several hundred per video. We will add your logo or GIF to our videos, bringing wide exposure.



# MEET SOME OF OUR SPONSORS

26/27 SEASON



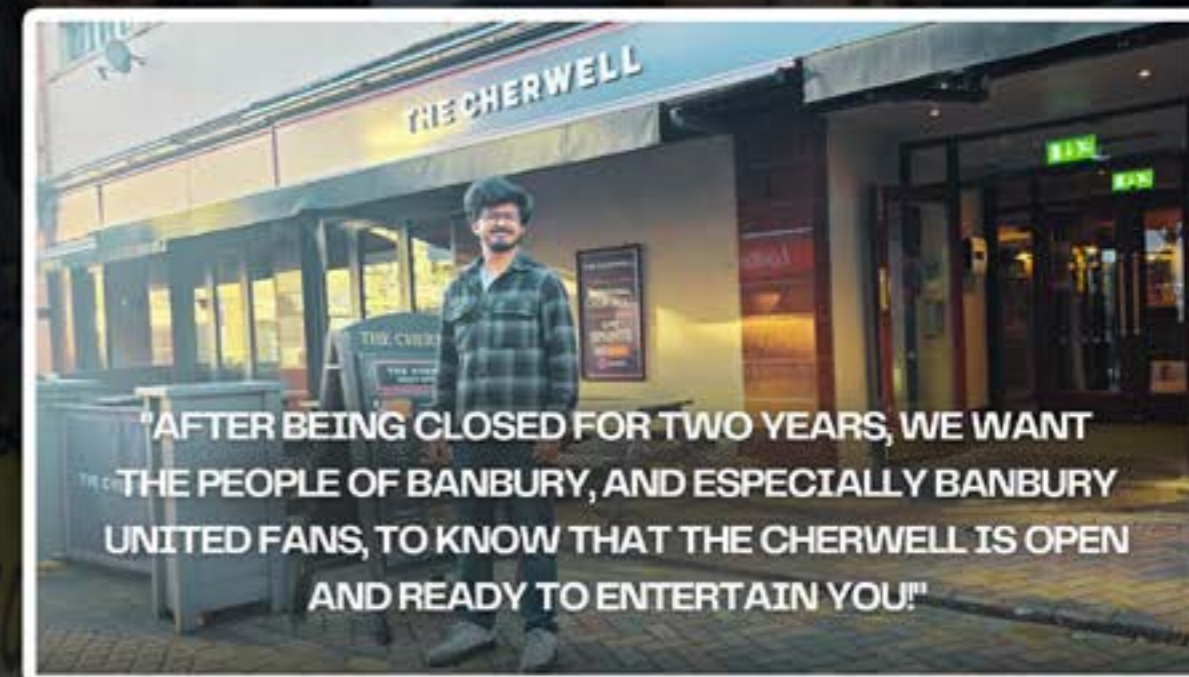
AMAZING LOFTS



WALRAVEN



TUGO



THE CHERWELL

# GOAL AND PLAYER OF THE MONTH POLLS

SPONSORSHIP

**£795 +VAT EACH**

For this season, we're set to add monthly social media polls on Facebook, Instagram and X for Goal of the Month and Player of the Month from our men's first team, "brought to you by our sponsor(s)".

For high digital reach and engagement, we're offering an affordable way to get your brand involved in what promises to be our most interactive content yet.



# TRANSFERRABLE COMPANY SEASON TICKETS UNLIMITED NUMBERS

UNLIMITED NUMBERS

PRICE TBC

Buying a number of season tickets is a great way to add to your employee benefits package, while supporting your local community football club. Our Sponsor Season Tickets are transferrable and in the name of the company. Companies can rotate them around staff members, match by match.

Contact us for details, including options for combining with food and drink, and for booking company match day events. Season ticket prices are announced in May.



# SPONSOR BENEFITS

26/27 SEASON |



“I have found the activation at Banbury United and how you have worked with us to be better than many outfits far larger than yourselves.”

Marketing Manager at a major renewables brand.

## All Banbury United sponsors benefit from the following:

- Access to the Sponsors' Lounge on match days (for the main sponsor contact and any sponsor season ticket holders).
- Social media coverage of the sponsorship – e.g. original content creation, liking and sharing of your company posts – on Facebook, X, Instagram and Linked In.
- Monthly exclusive Club newsletter.
- Logo on our sponsor board at the stadium.
- Dedicated account manager to ensure all your needs are met.
- Invitations to ad hoc sponsor events.
- Logo on all pages of our website.

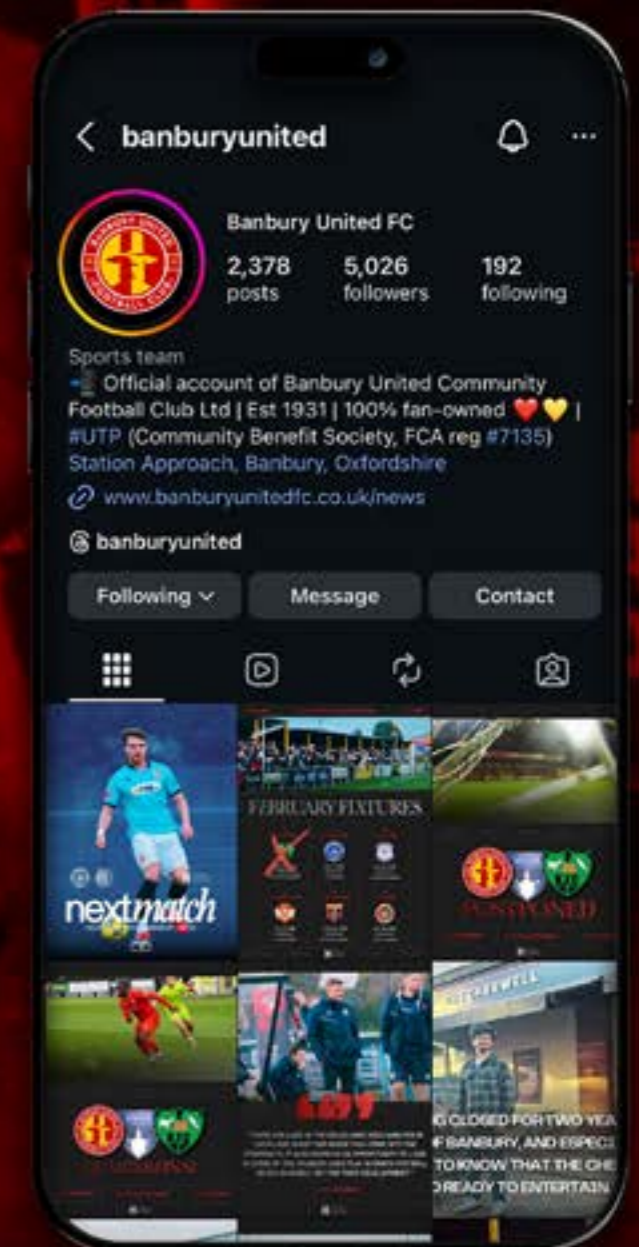
## IMPRESSIVE DIGITAL REACH IN BANBURY, THE REGION AND WITHIN NON-LEAGUE FOOTBALL

For many companies, partnering with Banbury United adds an authentic marketing channel, a route to reaching highly engaged audiences that would just not be possible via other means. Sponsors frequently report that working with Banbury United on tailored communications has resulted in increased brand awareness and sales, a boost for recruitment and building deeper links with the community.

### Media Presence\*:

\*As of March 2026

- X – 13.6k followers  
5M impressions in past 12 months
- Facebook – 7.5k followers  
6.7M impressions in past 12 months
- Instagram – 5.1k followers  
609,000 views in 90 days
- LinkedIn – 700 followers
- YouTube – 1.8k subscribers





# BANBURY IN THE COMMUNITY

26/27 SEASON



As a community-owned football club, our work to support the community and partner with local educational institutions and charities is fundamental to who we are and what we're about.

We run sessions in schools and at local sports venues, providing opportunities for children of all backgrounds to play football and sports, for fun and in a competitive environment.

For students of Sports Level 2 and 3 courses at Banbury & Bicester College, we provide the Banbury United Academy.

We also make our facilities available, where we can, to community groups. Sponsorship investment into the Club allows us to do more good work with local groups.





# CONTACT US

---

**f** | <https://www.facebook.com/BanburyUnitedFCOfficial>

**@** | <https://www.instagram.com/banburyunited>

**X** | <https://x.com/BanburyUnitedFC>

**in** | <https://www.linkedin.com/company/banbury-united-fc>

**YouTube** | <https://www.youtube.com/@banburyunitedfootballclub>



Have you seen our documentary film, Our Club, Our Town? To really understand what Banbury United is about, click [here](#) or search for the title on our YouTube channel.

---



The Spencer Stadium  
Station Approach  
Banbury  
Oxfordshire  
OX16 5AB

Main Contact: Claire Dumbreck  
Women and Girls: Natalie Brown  
[info@banburyunitedfc.co.uk](mailto:info@banburyunitedfc.co.uk)

[www.banburyunitedfc.co.uk](http://www.banburyunitedfc.co.uk)