

# HOSPITALITY, ADVERTISING & PARTNERSHIPS



PROUD TO BE POSH

# WELCOME TO THE POSH



For over 85 years, Peterborough United has been at the heart of our city. We're not just a football club, we are the embodiment of local passion, connecting football enthusiasts and the beating heart of our community. Our home, the Weston Homes Stadium, sits proudly at the city's core, drawing more than 350,000 visitors annually. It's more than a stadium; it's the beating heart of our city.

With a progressive and community-focused approach, The Posh are moving forward, embracing innovation and embracing our role in shaping the local narrative.

We would love for you to become a part of our journey, to join hands with a club that's not just about football but about community, growth, and the exciting future we're building together.



*At Peterborough United, we pride ourselves on being a family-friendly club deeply ingrained in our local community. We engaged with a group of fans to capture their sentiment towards the club in just three words, and the resounding themes were 'family,' 'community,' and 'emotion.' These words truly encapsulate our essence.*

*Our commitment extends to supporting local businesses through various avenues. We strongly believe that our collaboration can extend a helping hand to your business as well.*

**Darragh MacAnthony – Co-Owner & Chairman**

# OUR REACH



OVER  
**315,000 FOLLOWERS**  
ACROSS SOCIAL MEDIA CHANNELS



**83,000**  
FOLLOWERS



**109,000**  
FOLLOWERS



**60,000**  
FOLLOWERS



**63,000**  
FOLLOWERS



A STAGGERING  
**1,200,000+**  
WEBSITE VISITS PER YEAR



OVER  
**8,000**  
ACTIVE  
USERS  
ON OUR OFFICIAL APP



EMAIL DATABASE OF  
**OVER 40,000**  
ENGAGED SUPPORTERS

A STRONG  
**270,000 PEOPLE**  
POPULATION IN PETERBOROUGH

# OUR CITY

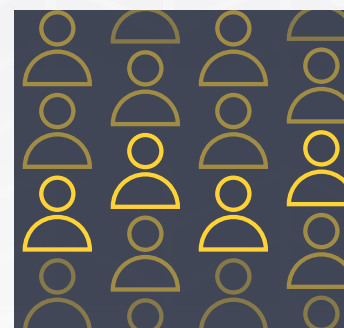


**350,000 FANS**

VISITED THE WESTON HOMES STADIUM IN THE 2022/23 SEASON



**70,000 LOCAL SCHOOL KIDS**  
REACHED THROUGH OUR SCHOOLS INITIATIVE



**A GROWING CITY**

17.5% POPULATION INCREASE IN THE LAST 10 YEARS

# CLUB PARTNERS



Partnering with Peterborough United offers tailored packages designed to align perfectly with your business needs. As an official club partner, your brand will take center stage across the Weston Homes Stadium, the idverde training ground, and throughout the football club's digital channels. Enjoy the spotlight and the benefits of our strategic partnerships crafted to match your unique requirements.

As a partner of Peterborough United, you'll enjoy an extensive range of advertising options, join a group of like-minded businesses and relish in our award-winning hospitality.

Experience exceptional exposure through branding, advertising, and promotion avenues, along with opportunities for matchday involvement. Partner level status presents a unique experience for both you and your business.

Stay closely connected to the club's dynamics on and off the pitch. You'll receive special invitations to exclusive Partner events held throughout the year. It's a chance to be part of the action and engage with the heart of Peterborough United.

## Being a Club Partner gives you:

- Perimeter LED adverts
- Jumbo screen adverts
- Branding at the training academy
- Inclusion in weekly newsletters
- Access to first team players
- Tickets and shirts to use as giveaways
- Hospitality packages
- A full page programme advert

Starting from **£20,000 per season.**



# PREMIER OPPORTUNITIES



A number of headline Partnership Opportunities are available, including:

- Stadium Naming Rights
- Stand Sponsor
- Front of Shirt
- Back of Shirt
- Back of Short
- Training Wear
- Training Ground

Prices available on request.



# CLUB PARTNERS



# ADVERTISE WITH US

*Sponsorship and Advertising Opportunities*



No matter your product, service, or budget, we have the flexibility to customise a package that suits your requirements.

The football club, and its home, the Weston Homes Stadium, provide an array of advertising and branding prospects, ensuring your message reaches the right audience that you aim to captivate.

Harness the emotion and passion of this sport to achieve your goals, from the pre-game excitement, through the match itself, and even beyond the final whistle.



*Sponsorship Case Study*



*"We have built a genuine and valued affinity with both the club and supporters since we became the front of shirt sponsor in 2014 and consider that we are seen as much a partner and fellow fan as opposed to just a corporate sponsor."*

*"The Club is a critical hub for the community, representing the togetherness that exists in the City. That ethos is something that aligns with our business philosophies and we share in their vision of building a great football club that remains a key part of the community at all times."*

**Jon Stump - Joint CEO at Mick George Group**



PETERBOROUGH UNITED

# DIGITAL OPPORTUNITIES



With the Posh active across all major social media channels and offering a popular website, app and video on demand service, there has never been a better time to get involved with one of our digital advertising opportunities.

Your brand will appear across our social media platforms and our website, streaming service and app dependent on the package chosen.

Our bespoke packages have been designed with our partners in mind with options to suit all needs and budgets and fulfill your objectives.

These packages see your brand included both, on the graphic, and within the copy of the post for every match played that season.

## Our Packages

In Match Goal Sponsor | £2,500

Team Line Up Sponsor | SOLD

Full Time Score Sponsor | SOLD

Pre-Match Interview Sponsor | £2,000

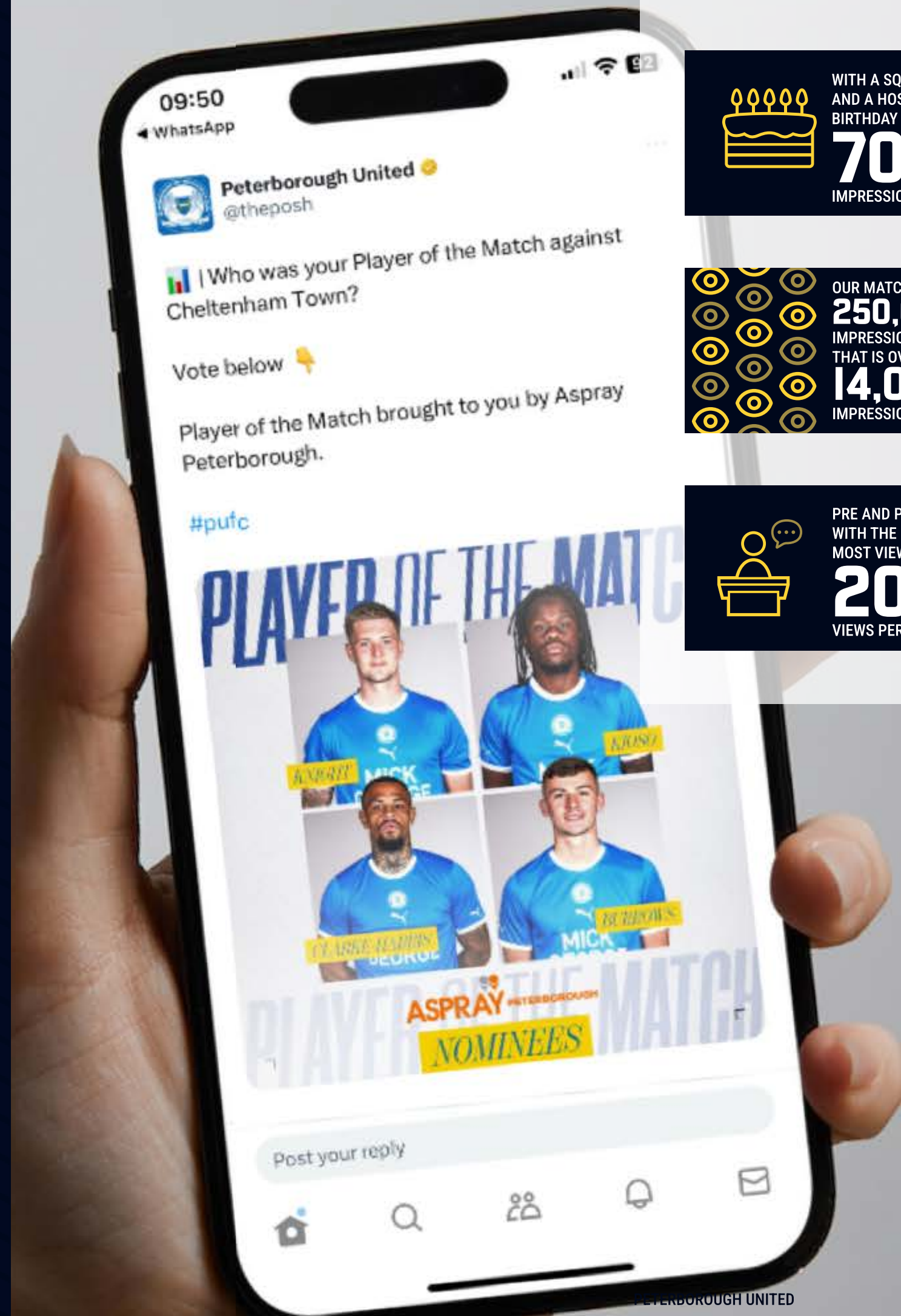
Post-Match Interview Sponsor | £2,000

Highlights Sponsor | £3,000

Match-Day Gallery Sponsor | SOLD

Birthday Sponsor | £3,000

Player of the Match Poll Sponsor | SOLD



WITH A SQUAD OF OVER 25 PLAYERS AND A HOST OF LEGENDS, OUR BIRTHDAY POSTS PROVIDE OVER  
**700,000**  
IMPRESSIONS PER SEASON.



OUR MATCHDAY POSTS GAIN AROUND  
**250,000**  
IMPRESSIONS EACH MATCH.  
THAT IS OVER  
**14,000,000**  
IMPRESSIONS PER SEASON!



PRE AND POST MATCH INTERVIEWS WITH THE GAFFER ARE SOME OF OUR MOST VIEWED VIDEOS WITH OVER  
**20,000**  
VIEWS PER MATCH.

# BROADCAST PARTNER



Peterborough United has secured a ground breaking broadcast deal with local community radio station PCR FM which will see all Posh Sky Bet League One matches as well as EFL Trophy and Carabao Cup games aired free on FM radio to listeners in Peterborough and the surrounding area, as well as on Posh+, the club's live streaming and video-on-demand subscription service.

With this new deal comes the opportunity for businesses to reach around 10,000 listeners on matchday with your 30 second advert played once before kickoff, twice at half time and again after the final whistle.

## Our Packages

Ten Game Package | £1,200

Full Season Package | £5,000





# DISPLAY NETWORK



Advertising through the Peterborough United digital ad network presents a multitude of advantages for your brand. First and foremost, it offers a highly targeted and engaged audience of passionate football fans, providing a unique opportunity to connect with a dedicated and captivated demographic. The network's reach extends beyond matchdays, ensuring year-round exposure for your brand.

With a trusted and well-established football club like Peterborough United as your partner, your brand will benefit from increased credibility and trustworthiness in the eyes of fans and potential customers.

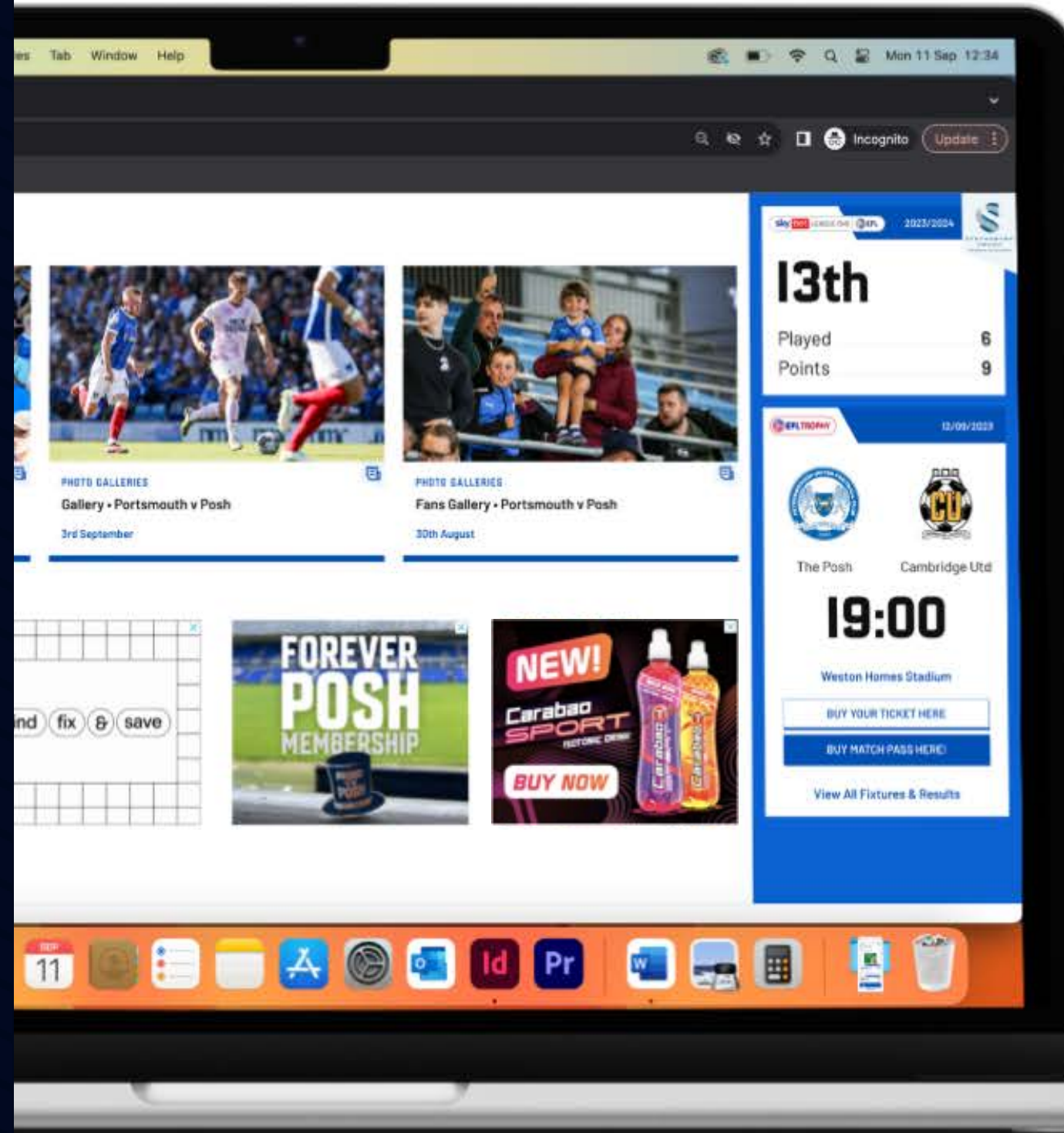
All packages include four tickets to a Peterborough United match in the 2023/24 season.

## Our Packages

300,000 Impressions | £1,500

500,000 Impressions | £2,000

1,000,000 Impressions | £3,000



# JUMBO SCREEN ADVERTISING



Showcase your brand on Peterborough's largest outdoor LED screen. The Jumbo Screen at the Weston Homes Stadium offers precise moments for targeted marketing during the 90 minutes, such as goals, substitutions, and extra time – capturing the attention exactly when it matters.

Prices start from £2,000.

## Our Packages

Attendance Sponsor | £2,500

Team News Sponsor | £2,000

Corner Sponsor | £5,000

Goal Sponsor | SOLD

5 x 10 Second Advert | £3,500

Substitution Sponsor | £4,000

Timing Sponsor | £8,000

Half Time Scores Sponsor | £2,000

Added Time Sponsor | SOLD



# STADIUM ADVERTISING



## Lamp Post Advertising

Around the stadium, we have 17 sites for advertising and footfall guaranteed: not just on match days, but throughout the week, with functions staged daily. Lamp post advertising is the brightest way to promote to your target audience.

Prices start from £1,000.



## Match Ball Display Tower

Our match ball display tower takes prime position on the pitch up to kick-off for every home match. It houses the official match ball ready for the referee to collect as the teams enter the field of play.

Priced at £3,000.



## Wash Room Advertising

Engage cost-effectively with our Wash Room adverts, capturing undivided attention during a rare moment of pause. Perfect for delivering concise, targeted messages, these spots are seen by over 1,000 supporters monthly.

Prices start from £600.

# PERIMETER LED ADVERTISING



Illuminate your brand through LED Perimeter Advertising at the Weston Homes Stadium, a dynamic way to connect with a diverse audience.

With over 350,000 individuals passing through the stadium gates during the 2022/23 season, your brand gains exposure to an extensive reach. Our appearances on both Sky Sports and BT Sport, including the riveting Emirates FA Cup Fifth Round match against Manchester City, brought our action, and most importantly – our partners, to millions worldwide.

Our advertising packages give you full coverage on our 220m of pitch side LED for a total of 80 seconds (4x20 seconds slot) every home league match.

Prices start from £4,000 a season.



# KIT SPONSORSHIP



Kit Sponsorship offers an impactful and cost-effective exposure avenue, showcasing your commitment to the club whilst presenting an excellent introduction to sponsorship.

Choose to sponsor home, away, or both kits, and enjoy an exclusive event at the back end of the season where you will receive the kit from your sponsored player. Not only that, but by sponsoring a player you will get access to them for a personal appearance of your choosing!

## Being a Kit Sponsor gives you:

- Access to exclusive kit sponsor event
- The kit(s) of your sponsored player
- Your logo in our programme and online
- A pair of tickets for a home league match
- Access to sponsored player for an appearance

Priced at **£450** for one kit, or **£800** for both.

# BALL BOY SPONSORSHIP



At every home game at the Weston Homes Stadium, our Under 16's and Under 18's serve as ball boys, positioned strategically around the pitch. This setup offers excellent brand visibility. Each ball boy will wear a bib featuring your logo on both sides for optimal exposure.

Priced at **£2,500**.

# PROGRAMME ADVERTISING



The match day programme returns for the 2023/24 season and this package allows you a superb opportunity to get your brand out there. Our publication offers match statistics, exclusive interviews, information about the opposition and much more. There are opportunities to advertise in the match day programme, at some of the most competitive and cost effective prices around, whilst demonstrating your support to the team in the process.

Priced at **£300** for one match, **£600** for two matches, or **£2,500** for all 23 league matches.



# TRAINING GROUND ADVERTISING



As the idverde Training Ground continues to expand, including the completion of a state-of-the-art 3G pitch for community use, an exciting advertising opportunity has arisen in the form of advertising banners around the entire pitch.

With the participation of the first team, academy, development, and women's teams, who regularly take to this pitch each week, the decision to enhance your commercial portfolio at an affordable cost is truly a straightforward one.

Priced at £1,200 per season.



# BESPOKE PACKAGES

*Sponsorship and Advertising Opportunities*



Are you in search of a personalised advertising opportunity or do you have an innovative concept that you'd like to implement through football? Reach out to our team, as we offer tailor-made packages that can be customised according to your requirements.

Whether you're planning a product launch and envision taking over a matchday, or if you're aiming to enhance brand visibility using our digital ads inventory or email newsletters that reach over 40,000 fans, we've got you covered.

Contact us today with your ideas, and we'll create a unique package specifically designed to meet your needs.

Send your brief to [commercial@theposh.com](mailto:commercial@theposh.com)



*Sponsorship Case Study*



“When the opportunity to become a Club Partner as the Official Training Kit Sponsor arose, there was no hesitation in taking that step. Here at Smart Solutions Group, we have a fabulous relationship with Peterborough United, and have had for many years. The team works hard on a daily basis to keep everything running smooth behind the scenes, so to get the chance to also show our support with our branding too, is something we are incredibly proud of.

We have ambitious growth plans for the future and believe with The Posh’s influence, reach and importance within the City of Peterborough and wider region, strengthening our partnership was a natural progression for our business.

I cannot express the feeling of excitement and anticipation when the training shirts were first unveiled with our both the Peterborough United crest and the Smart Solutions logo, the entire team have felt the lift it has given us. As a business we support the football club, staff are season ticket holders attending the games, and the Managing Director often refers to standing in the terrace with his Dad. The Club has a family community feel, it always has, which is something we like to think is a culture we also hold.

The partnership we have with Peterborough United is special, we are a team together, we support each others ventures which is part of what we love about it.

It is an absolute pleasure to be a part of the Peterborough United ‘Team’ and we are excited for the future for both businesses, that we will build together, united.”

**Jenny Melling - Sales and Marketing Manager**



# MASCOT PACKAGES



Just imagine the thrill of being a child leading The Posh onto the Weston Homes Stadium pitch - that thrill will be sure to provide memories that will last a lifetime.

The mascot and their guardian will start their experience meeting the players in the dressing room before the mascot heads out for a warm up on the Weston Homes Stadium pitch. The mascot will then walk out the tunnel with the players to the roar of the crowd, perfectly rounding off their special day.

This package is perfect for birthdays or other special events and is sure to provide memories for years to come.

## The Mascot Package Includes:

- A full Posh junior kit
- A behind-the-scenes tour
- A visit to the dressing room to meet the team
- Photographs with their favourite player
- A training session on the pitch with a fully qualified coach
- Lead the teams out onto the pitch
- Two complimentary match day programmes
- Two tickets for the game (for the mascot and guardian)
- Memories that last a lifetime

**Priced at £199 for a midweek match, and £249 for a weekend match.**



# PLAY ON THE PITCH



Jimmy Bullard, Simon Davies, Dwight Gayle, George Boyd, Lee Tomlin, Craig Mackail-Smith, Britt Assombalonga, Ivan Toney - they have all played and scored at the Weston Homes Stadium and we are giving you a chance to follow in their footsteps.

In the close season we offer supporters the chance to demonstrate their skills on the Weston Homes Stadium pitch. Our 'Pitch Hire' package is not just us letting you loose on the pitch - you will get changed in the dressing rooms, line-up in the tunnel and enter the pitch to your chosen entrance music.

Your friends and family are welcome to share your big day, too, and can cheer you on from either the dugouts or the stands. Of course, that will add to the pressure of ensuring that you score, but you'll have the last word if you do find the back of the net.

So what are you waiting for? Whether you're the gaffer of your pub team or just think you and your mates have always been destined to play at the Weston Homes Stadium, get in touch now as places will be limited.

## Our Play On The Pitch Package includes:

- 3 hour hire (to include 90-minute match)
- Goals, corner flags, nets
- Fully qualified officials
- Use of home and away changing rooms
- First aider supplied
- Opportunity for guests to watch (max 200)
- Free parking
- Opportunity for post-match buffet/refreshments (additional cost)
- Opportunity to have your match covered by the official club photographer/match filmed (additional cost)

## Prices start from £1,000.

10am - £1,000

2pm - £1,100

6pm - £1,200

Weekends/Bank Holiday - £1,300





# SEASONAL HOSPITALITY

The Weston Homes Stadium offers a variety of hospitality choices tailored to your preferences. Whether you're interested in hosting clients for your business in a private box or seeking an enhanced match day experience in a laid-back and friendly atmosphere with friends, the football club provides an array of options for single matches and the entire season.



## Executive Boxes

An Executive Box is the perfect way to entertain clients or guests and with over 20 luxury glass-fronted boxes situated in the South Stand, all offering superb panoramic views of the pitch.

## Alan Boswell Insurance Executive Suite

Situated in the North Stand, the The Alan Boswell Insurance Executive Suite is the perfect way to enjoy hospitality and mingle with like-minded businesses and supporters.



## Club75

The Club75 Lounge, situated in the Noel Cantwell Suite in the South Stand, offers views of the Weston Homes Stadium and the pitch in its entirety.

## Director's Box

Have you always wondered what it would be like to watch The Posh from the Director's Box? Well, now you can with our Director's Box Package available on a seasonal or match-by-match basis.



# EXECUTIVE BOXES



An Executive Box offers an ideal setting for entertaining clients or guests, with over 20 luxurious glass-fronted boxes located in the South Stand, each providing excellent panoramic views of the pitch.

Watching the game from our executive boxes provides an exceptional match day experience at the Weston Homes Stadium. Your executive box can be accessed two hours before kick-off, and you can unwind for an hour after the final whistle. This allows you to discuss the 90 minutes with friends or colleagues in the comfort of your private box, while the stadium and its surroundings clear.

## Your Executive Box Package includes:

- Exclusive access to the executive pay bar
- Choice of hot buffets for all league matches
- Complimentary tea and coffee
- Two designated parking spaces
- Use of the box on non-match days
- External advertising space
- Indoor and outdoor seating
- Match Day Programme and team sheet for each guest
- Complete furnishings, including a flat-screen TV
- Accommodating up to 12 guests for all league matches

**Executive Boxes are sold out for the 2023/24 season.**

Cup fixtures priced from £750. (Subject to availability)



# CLUB75



Enjoy our premium hospitality and connect with like-minded businesses and supporters in the Club75 Lounge, located within the Noel Cantwell Suite.

We've meticulously crafted a comprehensive package for your desires. Nestled within our Noel Cantwell Suite, Club75 pays homage to The Posh, spanning our journey from 1934's inception to the present day.

Relish the game from the comfort of a pitch-view restaurant, dedicated to enhancing the match day experience for fans and businesses alike.

Your Club75 Package includes:

- Admission to all 23 home league matches
- Indulge in a three-course meal
- Enjoy half-time refreshments
- Receive a match day programme for each guest
- Team sheets for each guest
- Live matches shown on a large projector screen
- Choose between indoor and outdoor seating
- Access to an executive bar
- Reserved car parking for your convenience

**Priced at £1,500 per season.**

Cup fixtures priced from £75. (Subject to availability)



# ALAN BOSWELL INSURANCE EXECUTIVE SUITE



The ideal way to enjoy hospitality and network with fellow businesses and supporters, the Alan Boswell Insurance Executive Suite, located in the North Stand, offers an elevated matchday experience.

Enjoy the game from cushioned seats positioned along the half-way line, all within a venue dedicated to delivering the ultimate match day ambiance for both fans and businesses.

Your Executive Suite Package includes:

- A designated table for all 23 home league matches
- Three-course meal
- Half-time refreshments
- Matchday programme for each guest
- Team sheet for each guest
- View live matches on our projector screen
- Sit in padded seats along the half-way line
- Access to an executive bar
- Reserved car parking

Priced at £1,400 per season.



# DIRECTOR'S BOX PACKAGE



Ever imagined experiencing a matchday like a director of the football club? Now you can, through our Director's Box Package at the Weston Homes Stadium.

This opportunity lets you enjoy the action in the finest seats available (except the dugout, of course), and you'll be in close proximity to both home and opposition directors and their guests.

## Your Director's Box Package includes:

- Reserved parking space
- Welcome drink upon arrival
- Enjoy a three-course meal
- Access to the bar facility
- A Q&A session with the first team manager
- Relax in the Director's Box seating
- Receive a match day programme and a team sheet
- Receive a complimentary gift

**Priced at £165 per match, or £2,650 per season.**





# MATCHDAY HOSPITALITY

## Match Sponsorship

As the Match Sponsor, you'll have the chance to choose the 'Player of the Match,' present champagne to your chosen player, enjoy an exclusive Q&A with a first-team member and, of course, watch the game from premium seats.

## Match Ball Sponsorship

Our match ball sponsorship package allows you the opportunity to entertain up to 10 guests with first class hospitality at the match, making it an unforgettable occasion for your party.

## Associate Sponsor

The Associate Sponsorship package offers individuals and companies the opportunity to treat your most valued clients, staff, guests or friends and look after them in one of our many lounges at the Weston Homes Stadium.

## Director's Box Package

Have you always wondered what it would be like to watch The Posh from the Director's Box? Well, now you can with our Director's Box Package available on a seasonal or match-by-match basis.

# MATCH SPONSOR



The Match Sponsorship package offers individuals and companies the chance to provide an exceptional experience for valued clients, staff, guests, or friends in our sponsors' lounge at the Weston Homes Stadium.

As the Match Sponsor, you have the privilege of selecting the official Peterborough United 'Player of the Match' and presenting a bottle of champagne to your chosen player after the final whistle. An exclusive question and answer session with the first team manager will take place ahead of kick-off whilst you're enjoying your pre-match meal. You will enjoy the game in our padded seats with the best views of the pitch at the Weston Homes Stadium.

## Your Match Sponsorship Package Includes:

- Complimentary match day programme for each guest
- Q&A session with the first team manager
- Opportunities to meet the players
- Presentation of a signed and framed Posh shirt
- Entertainment from our magician, Sean Heydon
- Commemorative photographs
- Four guests can join the teams onto the pitch pre-match
- Indulge in a three-course carvery meal
- Half-time refreshments
- Reserved car parking
- Exclusive boardroom and pitch side visit
- Complimentary gift for each guest
- Full-page advertisement in the match day programme
- Your logo featured on the inside cover of the matchday programme
- Your sponsorship announced over the tannoy
- Opportunity to distribute promotional literature

**Prices start from £3,500 per match for 30 guests.**

Silver Matches - £3,500

Gold Matches - £3,850

Platinum Matches - £4,250



# MATCH BALL SPONSOR



Our Match Ball Sponsorship package is designed to introduce you to the world of football sponsorship.

We are confident that our partnership with the football club can elevate your company's visibility. Recognising the paramount importance of brand awareness for businesses, this package offers an ideal platform for those aiming to advance their brand. It provides an opportunity to entertain up to 10 guests with top-tier hospitality during the match, creating an unforgettable experience for your group.

## Your Match Ball Sponsorship Package includes:

- Indulge in a three-course carvery meal for up to 10 guests
- Two guests join the teams onto the pitch
- Chance to meet the 'Player of the Match'
- Engage in a Q&A session with the first team manager
- Enjoy entertainment from our magician, Sean Heydon
- Half-time refreshments
- Reserved car parking
- Feature your logo on the inside cover of the matchday programme
- Explore the stadium and dressing room during a tour
- Receive complimentary matchday programmes
- Opportunities to meet the players
- Receive a signed match ball
- Capture memories with commemorative photographs
- Complimentary gift for each guest
- A full-page advert in the matchday programme
- Hear your sponsorship announcement over the tannoy
- Possibility to distribute promotional literature
- Opportunity for a pitchside visit

**Prices start from £1,350 per match.**

Silver Matches - £1,350

Gold Matches - £1,500

Platinum Matches - £1,650





# ASSOCIATE SPONSOR



The Associate Sponsorship package provides individuals and companies with the opportunity to extend a special experience to their valued clients, staff, guests, or friends within one of the numerous lounges at the Weston Homes Stadium.

This package allows you the flexibility to select and tailor your chosen matches, ensuring a day that remains etched in memory. It also presents the chance to elevate your company's image at an affordable yet impressive level, whether you're sponsoring as a business or as an individual.

## Your Associate Sponsorship Package encompasses:

- Exclusive access for a boardroom and pitch side visit
- Opportunity to meet the 'Player of the Match'
- A Q&A session with the first team manager
- Enjoy entertainment from our Magician, Sean Heydon
- Feature a half-page advert in the match day programme
- Hear your sponsorship announcement over the tannoy
- Option to distribute your promotional literature
- Half-time refreshments
- Two guests join the teams onto the pitch
- A three-course carvery meal
- Reserved car parking
- Display your logo on the inside cover of the matchday programme
- Complimentary match day programme
- Opportunities to interact with the players
- A signed and framed matchday programme for your party
- Capture memories with commemorative photographs
- Complimentary gift for each guest

**Prices start from £135 per match, per person.**

Silver Matches - £135

Gold Matches - £150

Platinum Matches - £165

(Minimum of 4 guests)



## **CONTACT US**

Email - [commercial@theposh.com](mailto:commercial@theposh.com)

Phone - 01733 865665

**Alex Harris**

**Commercial Manager**

[alex@theposh.com](mailto:alex@theposh.com)

**Horris Jones**

**Commercial Executive**

[horris@theposh.com](mailto:horris@theposh.com)

**Bobby Copping**

**Commercial Executive**

[bobby@theposh.com](mailto:bobby@theposh.com)

*All prices quoted subject to VAT*