



ADVERTISING & SPONSORSHIP OPPORTUNITIES 2026/27

WITH WORCESTERSHIRE'S NON-LEAGUE SLEEPING GIANT



BROMSGROVE SPORTING FC

Born from adversity and built by its community, Bromsgrove Sporting has quickly become the standard bearer for football in the town. The club was founded in 2009–10 by supporters determined to preserve local football following the financial collapse of Bromsgrove Rovers, whose 125-year history had been rooted at the historic Victoria Ground.

Today, the club enters an exciting new chapter, a consortium of five local entrepreneurs has recently taken ownership, bringing fresh investment, strategic leadership, and a shared vision rooted in community values. Their plans focus on strengthening the club both on and off the pitch developing facilities, expanding community engagement, and ensuring the Victoria Ground remains a thriving hub for football, families, and supporters across Bromsgrove.

With deep historical roots and renewed energy for the future, Bromsgrove Sporting continues to carry forward the town's proud footballing tradition ambitious, inclusive, and driven by the community it represents.

We are looking for ambitious commercial partners to join us. This is a unique opportunity to align your brand with the club that embodies heritage, success and community spirit.

Partner with us and be a part of Bromsgrove Sporting's compelling story.



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RICH HISTORY, EXCITING FUTURE.

Based at the Victoria Ground, the club benefits from established ownership and exciting stadium expansion plans.

We're deeply committed to fostering an inclusive and vibrant culture through our Fan Engagement Plan and we're also dedicated to building a Football League standard club. The Club has a powerful vision to become a launchpad for new lives in football through its colts "We are just as excited about our future as we are proud of our rich history.

This is a unique opportunity to share in the success of this dynamic club.



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UNTAPPED POTENTIAL

Bromsgrove Sporting already enjoys loyal support and one of the stronger fanbases at this level of the game. Yet the true opportunity lies in what comes next.

The community around the club is ready to be unlocked – with families, businesses, and local supporters who can turn matchdays into a central part of town life. With the right vision, engagement, and commercial partnerships, Bromsgrove Sporting has the potential to grow into a powerful focal point for the community, creating bigger crowds, stronger connections, and a vibrant matchday experience that reflects the pride and passion of the town it represents.



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OUR AUDIENCE

The typical matchday audience for Bromsgrove Sporting F.C. is a mix of traditional non-league supporters and local community groups centred around Bromsgrove. At games held at the Victoria Ground in the Southern League Premier Central, the core audience is typically local families, long-time supporters, grassroots football players and coaches, and groups of friends looking for an affordable and social football experience.

Many fans are lifelong residents who follow the club as a representation of the town, while others attend for the relaxed, community-focused atmosphere that non-league football offers compared with the professional game. Matchdays often include multi-generation supporters, local business owners, youth teams, and football enthusiasts from surrounding Worcestershire areas, creating a friendly, loyal crowd that values accessibility, community pride, and the chance to support a local club at the heart of the town.



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MATCHDAY METRICS

MATCHDAY ATTENDANCE

13,650

Average: 653 Per Game

BROMSGROVE POPULATION

100K+

Untapped Potential Audience

YOUTUBE STREAMS

390,380

Average Monthly Views 2,585

SOCIAL REACH

28,817

Across All Social Media Channels



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LED ADVERTISING

With LED being one of the most eye catching ways of showcasing your brand, you can now advertise your business on the brand new crowd facing LED boards here at the Victoria Ground.

Alongside the increased football at the ground Large Format High Quality Digital Container Screen, our LED boards will not only reach our local match day fan base within the stadium but also provides your brand with Regional and Football league wide exposure on social media and wider press communications. Our LED packages are the perfect way to showcase your brand at one of the soon to be fastest growing non-league clubs in the area.

Full package details are available on the following page.



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LED ADVERTISING PACKAGES

	Bronze Partner	Silver Partner	Gold Partner	Platinum Partner
In-game LED advertising	1 minute (90 metres)	1 minute (120 metres)	1 minute (180 metres)	2 minutes (350 metres)
Pre-match LED advertising	2 minutes	2 minutes	4 minutes	5 minutes
Logo on the big screen	✓	✓	✓	✓
Big screen video	X	X	X	✓
Logo in the programme	✓	✓	✓	✓
Logo on the website	✓	✓	✓	✓
Social post / LinkedIn	2	3	5	6
Match tickets per season*	X	20	40	60
Hospitality places per season*	4	8	15	20
Associate match sponsorship*	X	X	1	2
Branded shirt	X	X	✓	✓
Signed ball	✓	✓	✓	✓
County Business Club Membership	✓	✓	✓	✓
Price	POA	POA	POA	POA

*Category B games only



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PITCHSIDE PERIMETER BOARD

Maximise Your Brand Exposure at Bromsgrove Sporting

We can work closely with brands to create advertising that connects with our passionate, local audience and generates maximum impact on matchdays at the Victoria Ground.

Advertising Package Includes:

2/4/6 metre pitchside perimeter board options along the pitch.

In-house design team to create eye-catching, professional board graphics.

Full cost and installation of the board.

Business Club Membership with networking opportunities.

£500 - £1,500 +VAT



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PITCHSIDE JUMBO SCREEN

Bromsgrove Sporting also offers brands the opportunity to feature on our digital scoreboard screen, mounted atop a prominent container at the Victoria Ground.

This high-visibility, eye-level display reaches every supporter in the stadium and creates dynamic, engaging opportunities for both matchday messaging and advertising. Whether it's promoting your business, special offers, or supporting the club, the screen ensures your brand is seen by a loyal, passionate audience every game.

Includes:

Company advert displayed on the big screen (scoreboard) for all 22 league match days.

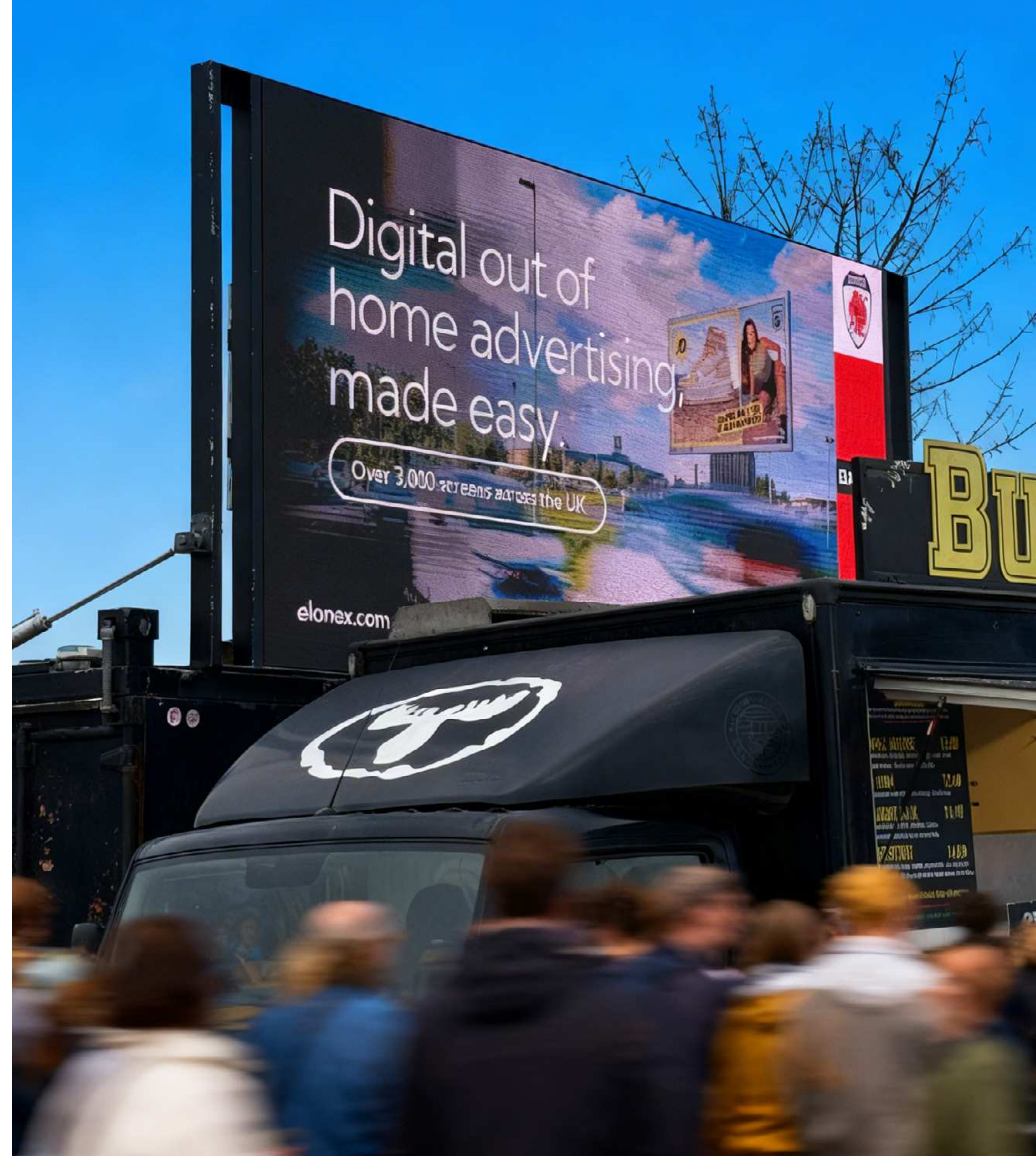
Business Club Membership.

4 General Admission Tickets to watch your big screen advert LIVE.

£2,500 +VAT



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THE BROMSGROVE DIGIVAN

Bromsgrove Sporting now offers brands the opportunity to feature on our mobile digital advertising van (“digivan”), strategically deployed across Bromsgrove ahead of every matchday at the Victoria Ground.

This high-impact, street-level display is positioned in key fan zones—town centre locations, busy pubs, and main routes to the ground—ensuring your brand is seen by supporters before they even enter the stadium. The digivan creates dynamic, engaging opportunities for both pre-match messaging and targeted advertising, capturing attention when excitement is building and footfall is at its highest. Whether you’re promoting your business, highlighting special offers, or showing your support for the club, this format delivers strong visibility to a loyal and passionate audience every game.

Includes:

Company advert displayed on the digivan screens ahead of all 22 league matchdays



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SIGNAGE UPGRADE

BEFORE



AFTER



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DIGITAL SPONSORSHIP

Reach Your Audience Online

With over 40,000 website sessions and over 10,000 unique users during the 2024/25 season, our website offers a prime opportunity to connect with a wide audience in Bromsgrove.

Our email database has grown by over 100% since 2023, with an average open rate of 52%. Meanwhile, our social media channels continue to expand year on year, delivering strong engagement.

With a combined audience of over 30,000, your business will stand alongside a growing football club, both online and off the pitch.

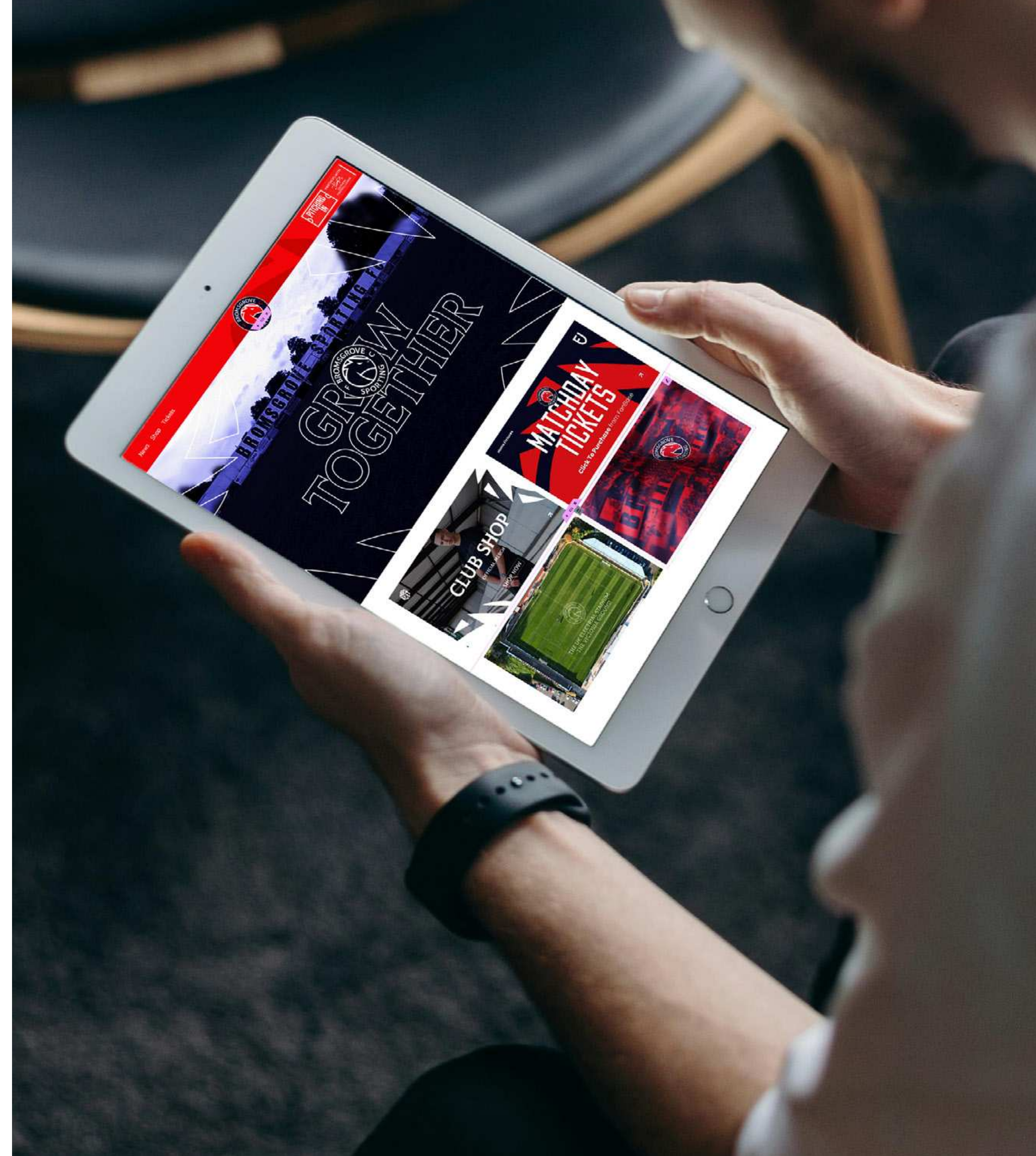
Includes:

- Website Banner (MPU served across .com)
- Business Club Membership
- Weekly Email Feature
- Banner with your company advert and logo sent weekly to a database of 10,000+ supporters
- Hyperlink to your company website included in the newsletter

PRICE ON REQUEST



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MATCHDAY SPONSORSHIP PACKAGES

Teamsheet Sponsorship

Our teamsheet is printed for every home match day, making it an essential way to get visibility for your business.

Includes:

- Name or logo on all team sheets throughout the 2026/27 season
- A4 advert on the back of all team sheets throughout the 2026/27 season
- County Business Club Membership

Programme Sponsorship

Our full-colour match day programme is highly regarded and was recently named joint best in League Two at the annual Soccer Club Swap Shop Programme awards.

With over 5,000 copies printed in the 2025/26 season, this sponsorship ensures maximum exposure.

Includes:

- Your company advert in all match day programmes next year
- County Business Club Membership

POA



HALF SEASON POA

FULL SEASON POA



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MATCHDAY KIT SPONSORSHIP

A - Front of Shirt Sponsor

Main kit sponsor with the logo on the chest. The most visible position and the club's primary commercial partner.

B - Sleeve Sponsor

Logo placed on the shirt sleeve. Good visibility during matches, photos, and highlights.

C - Top Back Sponsor

Logo above the player name/number on the back of the shirt. Seen when players line up, celebrate, or walk away from play.

D - Bottom Back Sponsor

Logo below the number on the back of the shirt. Regular exposure during match action.

E - Shorts Sponsor

Logo placed on the shorts. Visible during running, tackles, and sideline photos. Often a good entry-level sponsorship.

Prices available upon request



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SPONSOR THE MANAGER

Elevate your brand and inspire success by becoming the sponsor of the Manager!
This unique opportunity aligns with a true winner. A premier league winning goalkeeper.

Includes:

- Name of sponsor/company in the managers programme notes.
- Your logo featured in the matchday programme under the managers headshot.
- Your logo featured on the official club website on the managers profile.
- Personalised video from the manager.
- A 2026/27 shirt signed by the manager.
- Signed match day programme.
- Business Club Membership.

£1,000 +VAT



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MATCHDAY MASCOT

Ages: 4 - 13 years old (Max No. of mascots: 11)

Includes:

- A full Bromsgrove Sporting football kit.
- Mini tour of The Victoria Ground
- 4x match tickets.
- 20% food discount (kiosk only).
- Complimentary matchday programme which includes a photo and feature of the mascot.
- PA announcement.
- Lead the team out on the pitch at The Victoria Ground.
- Official centre circle photograph with the team captains and match officials before kick off. A copy of the photo will be provided digitally post match.

POA



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ADDITIONAL PARTNERSHIP OPPORTUNITIES & PACKAGES

Prices & full package details for each of the below is available upon request;

- Stadium Naming Rights
- Main Stand Sponsor
- Academy Sponsorship
- Training Kit
- Back of Shirt Sponsorship
- Sleeve Sponsor

Prices available upon request



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Tailored to you.

Looking for something a little different?

We have a variety of personalised packages that can be tailored to your specific needs.

Get in touch to discuss with a member of the team.

Interested in partnering up with Bromsgrove Sporting?
Get in touch now.



hello@bromsgrovesporting.co.uk



07353 862559