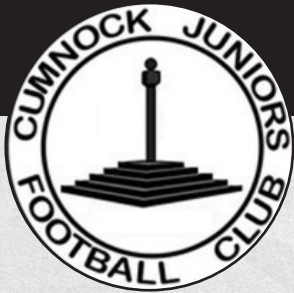


# Sponsorship Opportunities

## Season 24/25





# INTRODUCTION

## Sponsorship Opportunities 24/25

Cumnock Juniors Football Club are a community focussed club based in the town of Cumnock in East Ayrshire. We are currently playing in the West Of Scotland Football League Premier division and a full member of the SFA, allowing us entry into the Senior Scottish Cup.

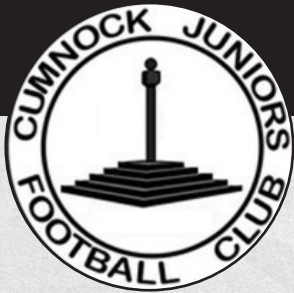
### **Key points about advertising with Cumnock Juniors Football Club:**

- Focal point of the Town of Cumnock which has a population of over 10,000 people.
- Large presence through our community enterprise partners charitable work within the local community.



- Our park has a footfall over 100,000 people per annum from all age groups and backgrounds.
- Large social media presence with 6900 twitter followers, 2300 followers on Facebook and over 50,000 views per season on our Nock TV channel.
- West of Scotland premier league club with SFA license to play in the Senior Scottish Cup.





# SPONSORSHIP OPPORTUNITIES

## Sponsorship Opportunities 24/25

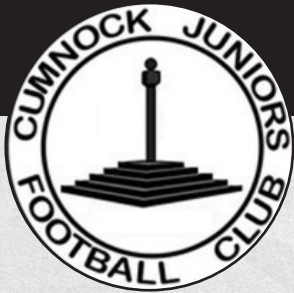
### Overall Club Sponsor £10,000 Per Season

- Prominent Advertising on Social Media releases from CJFC.
- Trackside Sponsor Board at Townhead Park.
- 2 Prominent advertising boards within Townhead Park.
- Separate tab on Cumnock Juniors Football Club's website with link to company webpage.
- Increased advertising on club's social media channels and Nock TV.



- 10 spaces at a total of 2 Hospitality Days of your choice.
- 10 Spaces at Cumnock Juniors Sportsmans Dinner per annum.
- Access to our players and sponsors lounge after a home match.
- 8 Season tickets to distribute to members of your company.





## Sponsorship Opportunities 24/25

### **Executive Club Sponsor £5,000 Per Season**

Become an executive sponsor of Cumnock Juniors Football Club.

#### **Key Features**

- Prominent Advertising on Social Media releases from CJFC.
- Trackside Sponsor Board at Townhead Park.
- 2 Prominent advertising boards within Townhead Park.
- Separate tab on Cumnock Juniors Football Club's website with link to company webpage.



- Increased advertising on clubs social media channels and Nock TV.
- 10 spaces at a Hospitality Days of your choice.
- 10 Spaces at Cumnock Juniors Sportsmans Dinner per annum.
- Access to our players and sponsors lounge after a home match.
- 4 Season tickets to distribute to members of your company.





# HOME KIT SPONSORSHIP

## Sponsorship Opportunities 24/25

### Front of Home Kit £6,000 per season

An effective way of advertising your business throughout Scotland is by taking out the front of home kit package for the season.

#### Key Features

- Company Name and Logo at the front of our Home Top.
- Trackside Sponsor Board at Townhead Park.
- Prominent stand advertising board.



- Separate tab on Cumnock Juniors Football Club's website with link to company webpage.
- Increased advertising on clubs social media channels and Nock TV.
- 10 spaces at a Hospitality Day of your choice.
- Prominent advertising on photos taken on matchdays in both local and national media.





## Sponsorship Opportunities 24/25

### **Back of Home Kit £2,000 per season**

An effective way of advertising your business through our high selling home strip for season 24/25.

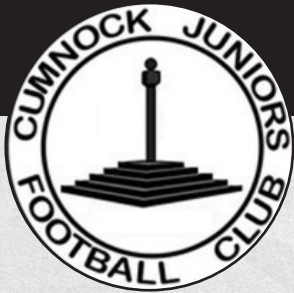
#### **Key Features**

- Company name and Logo at the back of Strip.
- Trackside sponsor board at Townhead Park.
- Prominent stand advertising board.



- Separate tab on Cumnock Juniors Football Clubs website with link to company webpage.
- Increased advertising on clubs social media channels and Nock TV.
- 4 spaces at a hospitality day of your choice.
- Prominent advertising on photos taken on matchdays in both local and national media.





## Sponsorship Opportunities 24/25

### **Home Kit Sleeve £1,000 per season**

Eye catching advertising for your business through logo being placed on the sleeve of our Home match top.

#### **Key Features**

- Company logo on a prominent position within the home top.
- Trackside advertising board
- Advertising within Company website.



- Prominent advertising on club social media channels and Nock TV
- 2 spaces at a hospitality day of your choice.
- Prominent advertising on photos taken on matchdays in both local and national media.





# AWAY KIT SPONSORSHIP

## Sponsorship Opportunities 24/25

### Away Kit Consortium £100 per month

CJFC are a community focussed club and as such we have focussed on supporting local charities in the Cumnock and surrounding area. We see this as a way of giving back to the community of Cumnock who have supported CJFC.

Since 2019 we have used the front of our away strip to promote a local charity and work with this charity to run awareness events and a bucket collection at home games in aid of these charities. So far since the start of the away kit consortium we have placed 2 local charities on the front of the home strip and worked with these charities to raise awareness of the work these charities carry out on the local community.



These two charities Create a Smile Scotland and Memories are better than dreams spent a season each in the front of our Away top.

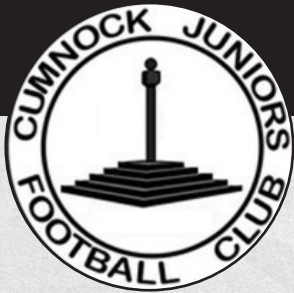
This season we will be supporting local mental health charity Release Ayrshire.

6 local business's agreed to support this Charity Consortium each season. These businesses are Charlesfort, Resolute Financial Advisers, Kerr and Smith, Kings Homes, WR accountants and Cumnock Juniors Social Club.

This season again we are giving the opportunity for business's to join this consortium to support and promote another local charity.

## **Key Features**

- Prominent advertising board within Townhead Park Cumnock.
- Advertising within clubs social media channel's.
- Advertising through press release and advertising of away kit consortium.
- 2 tickets to Cumnock Juniors Sportsmans dinner.
- Advertising through CJFC website.



## Sponsorship Opportunities 24/25

### **Back of Away Kit £2,000 per season**

An effective way of advertising your business through our high selling home strip for season 24/25.

#### **Key Features**

- Company name and Logo at the back of Strip.
- Trackside sponsor board at Townhead Park.
- Prominent stand advertising board.



- Separate tab on Cumnock Juniors Football Clubs website with link to company webpage.
- Increased advertising on clubs social media channels and Nock TV.
- 4 spaces at a hospitality day of your choice.





## Sponsorship Opportunities 24/25

### **Away Kit Sleeve £1,000 per season**

Eye catching advertising for your business through logo being placed on the sleeve of our Away match top.

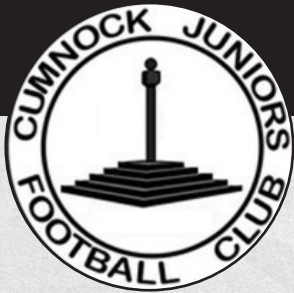
#### **Key Features**

- Company logo on a prominent position within the home top.
- Trackside advertising board.
- Advertising within Company website.



- Prominent advertising on club social media channels and Nock TV.
- 2 spaces at a hospitality day of your choice.
- Prominent advertising on photos taken on matchdays in both local and national media.





# THIRD KIT SPONSORSHIP

## Sponsorship Opportunities 24/25

### Third Kit Sponsorship £4,000 per annum

An effective way of advertising your business throughout Scotland is by taking out the Third Kit Sponsor Package for the season.

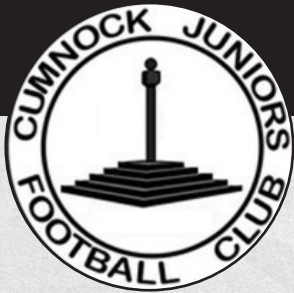
#### Key Features

- Company Name and Logo at the Front of our Third Kit.
- Trackside Sponsor Board at Townhead Park.
- Prominent Stand Advertising Board.



- Increased Advertising on clubs social media channel and Nock TV.
- 5 spaces at a Hospitality Day of your choice.
- Prominent Advertising on photos taken on match days in both local and national media.





# TRACKSUIT SPONSORSHIP

## Sponsorship Opportunities 24/25

**£2,500 per annum**

Your company's Graphics displayed on players tracksuits. Advertised across West of Scotland area and throughout Scotland for Scottish Cup games.

### Key Features

- All Playing staff displaying your company logo.
- Social Media Advertising.
- Trackside Advertising Board included
- 8 Hospitality passes for a home Cumnock match.
- Photo and video exposure.



# POLO SHIRT SPONSORSHIP

**£1,250 per annum**

Your companys graphics displayed on players polo shirts. Advertised throughout the west of Scotland area and throughout Scotland for Scottish Cup Games.

## **Key Features**

- All playing staff displaying your company logo.
- Social Media Advertising.
- Trackside Advertising Board Included.
- 4 Hospitality passes for a home Cumnock match.
- Photo and Video Exposure.



# MANAGEMENT SPONSORSHIP

## Sponsorship Opportunities 24/25

### Management Team Kit £800 per season

An effective way of advertising your business throughout Scotland is by taking out the front of home kit package for the season.

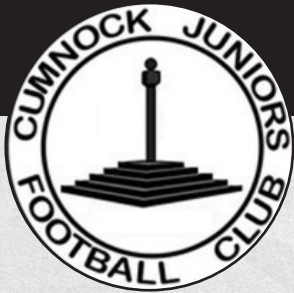
#### Key Features

- Company logo on a prominent position within the management teams kit.
- Trackside advertising board.
- Advertising within CJFC website.



- Prominent advertising on club social media channels and Nock TV
- 2 spaces at a hospitality day of your choice.
- Prominent advertising on photos taken on matchdays in both local and national media.





# TELEVISION SPONSORSHIP

## Sponsorship Opportunities 24/25

### **Nock TV Sponsorship £3,000 per annum**

Your business can become the sponsor of Nock TV for this season.

#### **Key Features**

- Nock TV is a highly professional you tube and highlights channel operated by a media graduate.
- Over 50,000 YouTube views per season from all over Scotland and overseas.
- Huge numbers of interaction on social media with highlights and interview packages having reach all over Scotland.



- Prominent advertising on highlights and interview packages with company logo in introduction, half time and at the end of the video.
- Interviews of players and staff in front of your company's branding.
- Increased social media promotion.
- 2 advertising boards within Townhead Park.

The video player shows a match highlight for the Scottish Junior Cup Quarter Final. The title is "Hurlford United 1-2 Cumnock Juniors | Scottish Junior Cup Quarter Final | 11/02". The channel is "Cumnock Juniors FC" with 344 subscribers. The video content includes a starting lineup for Cumnock Juniors FC:

**QUARTER FINAL**

**SCOTTISH JUNIOR CUP**

**HURLFORD UNITED** v **CUMNOCK JUNIORS FOOTBALL CLUB**

**SUBS**

- A. STRAIN
- S. TART
- C. ROSS
- J. DOLAN
- R. CARNWATH
- G. BOYD

**- STARTING**

- J. MOORE
- C. VEITCH
- J. WILSON
- J. WILLET
- K. MCAUSLAND
- J. BARCLAY

At the bottom of the video player, there are social media icons for YouTube, Facebook, and Twitter, along with a play button and a progress bar showing 0:12 / 8:49. There are also logos for "Wilson & Gray GENERAL SERVICES", "ATN", "GLENCAIRN ESTABLISHED", "RELEASE #chatfout", and "POLLOCK".



# MATCH BALL SPONSORSHIP

## Sponsorship Opportunities 24/25

### Match Ball Sponsor £1500 per annum (home league matches)

#### Key Features

- Increased advertising on social media and CJFC website.
- Announcement on tannoy at Home Games.
- Access to players and sponsors lounge after CJFC home games.
- Hospitality for 4 at a CJFC home game.
- 2 season tickets per season.

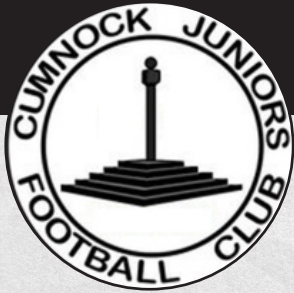


# MATCH SPONSORSHIP

## Home League Match £1500 per annum

### Key Features

- Increased advertising on social media and CJFC website.
- Announcement on tannoy at Home Games.
- Access to players and sponsors lounge after CJFC home games.
- Hospitality for 4 at a CJFC home game.
- 2 season tickets per season.



# P.O.T.M SPONSORSHIP

## Sponsorship Opportunities 24/25

### Player of the Month £2000 per annum

Your company will sponsor the player of the month award. Great exposure on Cumnock Juniors Social media channels and local media outlets.

#### Key Features

- Large exposure on Cumnock Juniors FC Social Media Channels.
- Advertising within local media outlets such as the Cumnock Chronicle.
- Trackside advertising board included.
- 4 Hospitality passes for a home Cumnock match.
- Photo and Video Exposure.



# DUGOUT SPONSORSHIP

## Dugout Sponsor £500 per annum

Your company's graphics displayed on one side of the dugout's at Townhead Park making your company's advertisement stand out within Townhead Park.

### Key Features

- Large Graphic in a prominent area.
- Prominent Location.
- Photo and Video Exposure.
- 4 Hospitality Passes for a home Cumnock Match.
- Social Media Advertising.



# PITCH ADVERTISING

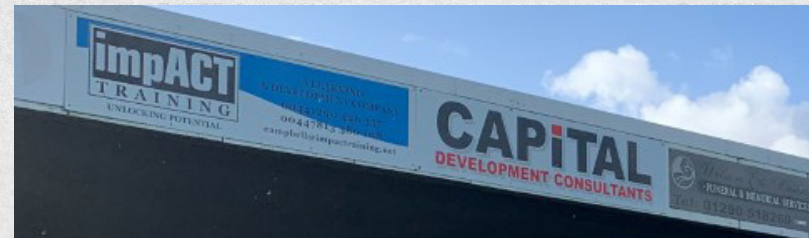
## Sponsorship Opportunities 24/25

### Pitchside Advert Board £250 per annum

You can purchase a pitchside advertising board for your business for only £250 per year.

#### Key Features

- Footfall within Townhead Park of over 80,000 people per year.
- Exposure within the west of Scotland football league and Senior Scottish Cup.
- Exposure online via social media and CJFC website.





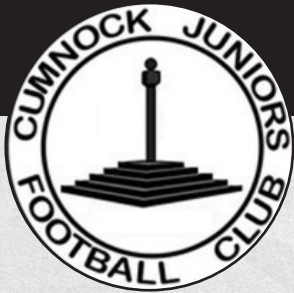
# TURNSTILE ADVERTISING

## Turnstile Advert Board £500 per annum

### Key Features

- Prominent signage for your company on Turnstiles as you enter Townhead Park.
- Eye catching for fans as the queue to enter the ground.
- All year round advertising from passing pedestrians and cars.





# STAND BOARD ADVERTISING

## Sponsorship Opportunities 24/25

### **Board on the Stand at Townhead Park £500 per annum**

Your board will be attached to the stand at Townhead Park making your board stand out to spectators within Townhead Park and Video Recordings of Matches at Townhead Park.

#### **Key Features**

- Large Advertising Board.
- Prominent Location within Townhead Park for all to see.
- Close to Dugout and areas fans gather within the ground.
- 4 Passes to hospitality for a Cumnock Match.
- Social Media Advertising.



# PREMIUM ADVERTISING

## Premium Advertising within Townhead Park £750 per annum

We have pinpointed 4 prominent areas for a large advertising board within Townhead Park.

### Key Features

- 4ft x 12ft advertising board.
- At prominent location within the ground for all fans to see.
- Close to “pinch” points for fans moving around the ground and on exits and entrances to the ground.
- To be installed in an eye catching area.

Sponsorship Opportunities 24/25

[www.cumnockjuniors.com](http://www.cumnockjuniors.com)



## FOR MORE INFORMATION CONTACT:

📍 Townhead Park, 148 Townhead Street,  
Cumnock KA18 1LZ

☎ 07545 882291

✉ [cumnockjuniors@gmail.com](mailto:cumnockjuniors@gmail.com)

📘 Cumnock Juniors FC

🐦 @CumnockJnrsFC