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Oldham Athletic AFC  
**Commercial Opportunities**

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# Oldham and *Proud!*

The summer of 2022 brought a momentous development in the long and distinguished history of Oldham Athletic.

The takeover of the club by the Rothwell family not only represented a financial rescue act but has enabled the club to look forward with genuine optimism as local people carve out an exciting future for a famous footballing name.

The takeover has galvanised the whole club and the town; the outpouring of emotion from supporters resulted in significantly increased attendances, whilst as a business the club is now engaging in greater activity than ever before.

With the beginning of a new era has come a heightened profile that continues to grow, both in a football context and as a business entity.

The takeover has also been significant for the acquisition of Boundary Park Stadium, associated businesses and the surrounding land, providing a huge platform for growth and future prosperity.

The Premier League founder members, who won the hearts of the nation by reaching the top division and with exploits in both domestic cup competitions (*FA Cup and EFL Cup*), now stand on the threshold of something special once again.

## Honours and Achievements

<b>Premier League</b> <i>Founder Members</i>	<b>1992</b>
<b>First Division</b> <i>Runners-Up</i>	<b>1914/15</b>
<b>Second Division</b> <i>Champions</i>	<b>1989/90</b>
<b>Second Division</b> <i>Promoted</i>	<b>1909/10</b>
<b>Third Division</b> <i>Champions</i>	<b>1953/54, 73/74</b>
<b>Fourth Division</b> <i>Promoted</i>	<b>1962/63, 70/71</b>
<b>The FA Cup</b> <i>Semi-Finalists</i>	<b>1912/13, 89/90, 93/94</b>
<b>EFL Cup</b> <i>Runners-Up</i>	<b>1989/90</b>
<b>Anglo-Scottish Cup</b> <i>Runners-Up</i>	<b>1978/79</b>
<b>Lancashire Cup</b> <i>Winners</i>	<b>1907/08, 66/67, 2005/06</b>
<b>Lancs Combination Div. 1</b> <i>Winners</i>	<b>1906/07</b>
<b>Manchester Senior Cup</b> <i>Winners</i>	<b>1902/03</b>

# Our Purpose

Sculpted by a range of stakeholders with a strong affiliation to the club and under the guidance of Director, Kevin Roberts, our Purpose defines the new Oldham Athletic.

By ensuring the ultimate focus of winning football matches underpins all operational areas of the club, the Purpose incorporates a dynamic blend of values and characteristics that mould our future vision for achieving success.

We are hugely proud to say that we are all Oldham: led by a board consisting of local people and energised by a fanbase which is the heartbeat of the club, whilst crucially providing the bedrock of the local community and business network.

## Dream

To lead a proper, positive, sustainable change to the town of Oldham

## Spirit

All Oldham

## Beliefs

Providing a positive, enjoyable experience 365 days a year  
Demonstrating proper values in all aspects of the club  
Delivering value for money in everything we offer  
Creating life-long memories  
Engaging, developing and progressing our people in the pursuit of our purpose  
Being a team that strives to win and never gives up  
A successful academy is foundational to the sustainable future of the club  
Expanding our community impact by building our commitment to women's football and other sports

## Character

Inspirational  
Innovative

Brave  
Inclusive

Ambitious  
Proper

Relentless  
Family

## Focus

Win Football Matches

**Greatest  
Imaginable  
Challenge**

Return to the  
English Football League

# Our Reach

The visibility of the Oldham Athletic brand continues to develop at an ever-growing rate. With a social media strategy that has led to increased exposure at its fastest pace in recent years, our primary accounts currently boast the second-best figures of any club in the National League and ranking 9th when comparing our current division and the league above.

With a passionate fanbase and proactive commercial partners, the club's social media presence is key to the new business model and the level of engagement presents exciting opportunities for our major sponsors.

Coverage of club activities through national media outlets has also increased significantly in recent months, with notable events and developments covered by national media outlets.

Add to this the exposure gained through recent live broadcasts and an association with Oldham Athletic consistently provides high-profile opportunities through multiple platforms.

## Digital Coverage

In an ever-evolving world, presence on social media spans our four major platforms whilst building on the recent growth by developing our reach across other channels. These tools are a crucial mechanism in connecting with a diverse fanbase, the wide football family and new audiences.

Our channels continue to expand with a wide of content to drive engagement whilst also promoting the club and its partners. The figures for followers and engagement are currently at their highest in recent years, comparing increasingly favourably to other clubs in the National League and at higher levels, whilst also offering excellent exposure for our partners and sponsors.

Facebook	97,000	Followers
Twitter	85,000	Followers
Instagram	45,700	Followers
TikTok	9,250	Followers
YouTube	8,270	Subscribers

*Figures correct as of 19th September*

## National Coverage

TNT Sports	ITV Sports
BBC Sports	National League TV

## Regional and Local Coverage

BBC North West Tonight	Manchester Evening News
BBC Radio Manchester	The Oldham Times
ITV News Granada	Oldham Evening Chronicle

## Club Website

As the home of all the latest news, interviews, match commentary, highlights are more, our official website is the cornerstone of the club's online presence.

Over the past 12 months, the website has attracted more than 2.2m visits, including 1.4m for the period between May 2022 and November 2022. This represents a 49% increase in the same period in 2021.

Despite operating in a lower division than previous seasons, these figures highlight the exceptional online growth and significant progress that the club's digital coverage continues to enjoy.

## Retail Outlet

On-site 209.5m<sup>2</sup> store open six days a week in addition to home fixtures. Online platform delivering worldwide.

## Matchday Attendance

Second highest average in the National League, averaging over 7,000 supporters per game.

# Platinum Partner Opportunities

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As the club has embarked on a new era for the 2023/24 season, we are seeking partners as we look to make significant progress both on and off the pitch.

All of the following packages include becoming a club partner with a full press launch of the new working relationship alongside a presentation of a signed shirt and digital coverage that signposts your business.

## Benefits of becoming a Platinum Partner

Becoming an Official Club Partner

Press Launch of the Partnership

Company Branding on Applicable Package

Signed and Framed Shirts Presented

Opportunity to use Oldham Athletic players and staff for commercial and promotional purposes

Company Logo on Club Website

Invitation to all Club events held during the Season

Digital LED Advert for all home fixtures during the Season

Full Page Advert in the Programme

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## Stand Sponsor

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The opportunity to put your company's name onto one of the stands at Boundary Park is a high-profile opportunity for brand association with both supporters of Oldham Athletic and visitors to the stadium. With branding on your selected stand and all official mentions to include your company's name.

## Training Ground Sponsor

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The opportunity to sponsor the training ground facility. Your company logo will be visible around the training ground and interview backdrops.

## Training Kit Sponsor

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Becoming the Training Kit sponsor will showcase your company logo on all of the first team's training kits. The package is a great value way for you to align your brand with the Club not just on matchdays but to be visible throughout the week.

## Legends Lounge Sponsor

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The opportunity to add your company branding to our Legends Lounge in the Main Stand. You will receive 4 season tickets for the legends lounge and official mentions by the Club through its digital platforms.

## Community Trust Sponsor

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The opportunity to Sponsor our Community Trust. Playing a key role within the local community, we have numerous opportunities available to support your business' Corporate Social Responsibility policies.

# Sponsorship Opportunities

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Whether you are an individual supporter looking to sponsor a player or a business seeking to support your local club, there are many ways to get involved as we prepare to embark on a new chapter in the club's history.

Regardless of the size of your company, partnering with the club at the start of this exciting new journey is an opportunity that will have many shared benefits as we look to build new working relationships for the future.

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## Official Digital Media Partner

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We are offering the opportunity for your business to become the principal partner of the club's digital media. Our digital media platforms are the first place for supporters to view all the goals and highlights from every match, as well as exclusive interviews with players and management.

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## Starting XI Sponsor

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Make your company logo our twelfth man for the starting eleven announcements with the publication of the starting line-up through digital platforms. In addition to social media coverage you will receive a full page to advertise on physical team sheets and tannoy announcements for home fixtures.

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## LED Perimeter Advertising

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Digital advertising screens are situated in front of three of the camera-facing stands. It is a prime location for your business to be shown to audiences through live match coverage and packaged highlights.

*Advertising before the game and during half-time are now available.*

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## Physical Advertising Board

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Placed either facing the crowd or the pitch, a physical advertising space ensures your business' permanent presence at Boundary Park throughout the season.

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## First Team Player and Staff Sponsorship

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Supporting the team either home or away with your name on the player's profile on the club website alongside being featured on the Club's official social media channels. You will also be presented with the match-worn shirt by your chosen player at the end of the season.

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# Matchday Opportunities

Matchday sponsorship and hospitality packages at Boundary Park offer the opportunity for businesses to entertain clients and reward staff or supporters to celebrate key events.

Enjoy a delicious, pre-match dining experience with table service in our Broadway Suite, located within the Joe Royle Stand.

Following the game, you will have full access to the Broadway Suite to meet and greet the Player of the Match alongside the Matchday Captain, in addition to a question and answer session with a former player.

## Benefits of Matchday Sponsorships

Access to the Broadway Suite

Car Parking Space

Three Course Meal with Table Service

Complimentary Matchday Programme and Team Sheet

Pre-Match Interview & Post Match Q&A with Former Player

Post-Match Player of the Match and Captain Interview

Executive Seating within the Joe Royle Stand

Social Media Post and Digital LED Acknowledgement

Cash Bar

## Official Matchday Sponsor

The principal matchday sponsorship which sees your company featured on matchday literature and over the Boundary Park speakers throughout the day of the game. Having the opportunity to select the Player of the Match and present the award following full-time.

For 10 People **£800** + VAT

## Match Ball Sponsor

Our Match Ball Sponsorship package will see you present the match ball in the centre circle ahead of kick off. You and your party will receive an Oldham Athletic ball signed by the players and management team, presented to you after the game by the Player of the Match.

For 8 People **£560** + VAT

## Captain Sponsor

The newest matchday sponsorship package, where you can sponsor the captain for your selected game. You will receive the match worn captain's armband which will be signed and presented at the conclusion of the game.

For 8 People **£520** + VAT

## Match Programme Sponsor

As part of the matchday tradition, being the Match Programme Sponsor see your company on the front of the Boundary Bulletin.

For 6 People **£390** + VAT

## Broadway Suite Hospitality

Enjoy a delicious pre-match dining experience with table service in Broadway Suite, pre and post-match entertainment, executive padded seating for the match, and an official match programme and teamsheet for each guest.

**Adult £60 Under 12s £30**

## 100 Club

Enjoy access to Broadway Suite bar & entertainment, pre-match buffet and executive padded seating for the match. Team sheets and matchday programme included.

**Adult £60 Under 12s £30**

## Legends Lounge Main Stand

The Legends Lounge is situated close to the dressing rooms, taking you 'behind the scenes' at Boundary Park, offering a great build-up to the game and fantastic halfway line seating.

**Adult £35 Concession £25**

## Executive Boxes 2024/25 Season

All of our executive boxes have been taken for the 23/24 season. Please contact a member of the commercial team to enquire about our 2024/25 campaign packages.



# Conferences at Boundary Park

Our team is hugely experienced in hosting all manner of events, from small business meetings to large-scale corporate exhibitions. We have a range of great spaces to accommodate events up to 200 people.

Let us take care of all of your requirements with our great value Day Delegate rates, or speak with a member of our events team to plan a more bespoke event. We are here to help in any way that we can.

We have a fantastic range of menus created by our in-house chefs, all freshly prepared on-site. The venue also boasts easy transport links, motorway access, on-site parking and free wifi.

To enquire about availability with one of our team members

**0161 785 5185**

**[EventsAndHospitality@OldhamAthletic.co.uk](mailto:EventsAndHospitality@OldhamAthletic.co.uk)**





# Events at at Boundary Park

The Oldham Event Centre is the ideal venue for any Occasion. Whether it's an intimate dinner, Birthday Party, Anniversary, Office Party or any other social gathering, our experienced events team are on hand to ensure that your event is a huge success.

We have a range of great spaces available all with bar facilities. Our in-house chefs take pride in delivering quality food for every event. We also have a great list of suppliers to help with entertainment, room dressing and anything else to ensure your event runs just as you want it to.

There's always something exciting going on at Oldham Event Centre. From our in-house party nights with exceptional entertainment, to our fantastic festive Christmas Parties!

Visit our website to stay up to date with what's on!



## Your Wedding at Oldham Athletic

At Oldham Athletic, we are dedicated to making your special day perfect and as individual as you are.

Whether you are planning a celebrant service, evening only reception or a full day event, our dedicated events team will discuss your specific requirements to ensure that we provide your dream wedding day!

Together with great food and a dedicated wedding planner, we will make your wedding a truly amazing day to remember.



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For more information or to discuss any commercial or hospitality opportunities at Oldham Athletic AFC and Boundary Park, please contact the below

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**Commercial@OldhamAthletic.co.uk**  
**0161 660 6085**

OldhamAthletic.co.uk

OldhamEventCentre.co.uk

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