



Oldham Athletic AFC  
**Commercial Opportunities**

2023 / 2024 Season

# Oldham and *Proud!*

The summer of 2022 brought about 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 events of recent months have galvanised the whole club and its town; the outpouring of emotion from supporters resulting 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 the FA Cup and EFL Cup, now stand on the threshold of something special once again.

## Honours and Achievements

<b>Premier League</b> <i>Founding 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>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, 1966-67, 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>

# The Board

Our newly-constituted Board of Directors, each of whom played a significant role in the takeover of 2022, provide an elite breadth of skills and experience.

From local business people who have flourished thanks to their individual foresight and acumen, to an international business leader and prominent figures in the football world, now shaping the return and long-term growth of Oldham Athletic.



**Frank Rothwell**

Chairman

The Chairman whose energy and drive to succeed knows no limits, Frank left school aged 14 and proceeded to build a multi-million-pound business in Manchester Cabins. In 2020, he became the oldest man to row solo across the Atlantic, has built the world's only coal-powered Land Rover and is hugely passionate about championing local enterprise.



**Luke Rothwell**

Director

Oldham born and bred, Luke is a Director at Bunkabin, a local business which started from humble beginnings before growing to become an award-winning, leading supplier of temporary accommodation. He played a prominent role in the takeover negotiations of the club and surrounding land, and provides a shrewd business mind.



**Su Schofield**

Director

Director of The Mills Hollinwood Ltd, a property developer which is currently overseeing one of the region's first out-of-town developments in recent years at a nearby ten-acre site. Playing a key part in a number of local businesses, she was a season ticket holder at Boundary Park in the 1990s and is keen to bring more children and families to the club.



**Darren Royle**

Chief Executive Officer

Having been instrumental in the takeover of the club, Darren brings a wealth of experience in football operations and administration to his role as CEO. A former semi-professional footballer himself and Director at NPL Football Academy, he has transformed the club's off-field activities with the implementation of a progressive new business strategy, operational structure and commercial blueprint for the future.



**Joe Royle**

Director

There is no figure more steeped in Oldham history than the architect of the club's fairytale rise. Having arrived at Boundary Park as manager in the summer of 1982, Joe transformed the club's fortunes during 12 magical years, masterminding a journey to the Premier League, two FA Cup semi-finals and EFL Cup final at Wembley. He also enjoyed success in change of Everton and Manchester City.



**Peter Norbury**

Director

Recognised as one of the UK's leading employment lawyers, Peter has an impressive track record in acting for a range of clients including FTSE100 PLCs, start-up businesses, institutions and private clients. As well as working for the Football Association, he is also a former chairman of Wigan Warriors, member of the Rugby Super League Board and a Non-Executive Director of Footasylum.



**Kevin Roberts**

Directors

An international business leader, founder and educator, Kevin spent 17 years as New York-based CEO at Saatchi & Saatchi, one of the world's leading creative organisations. A former senior marketing executive for Gillette, Procter & Gamble and CEO of Pepsi-Cola Middle East, he has also advised the New Zealand All Blacks and now counsels business leaders on creative thinking and marketing.

# Prospective Sponsor

Previous replica kits, purchased by supporters, has grown over the past two seasons and the new partnership is expected to surpass those with both kit manufacturer and having a local presence in secondary locations.

While hosting an online store which delivers worldwide, the brick and mortar store is a hive of activity during matchdays at Boundary Park.

The Oldham Athletic Fan Store, situated in the modern Joe Royle Stand, the club boasts a spacious, agile Fan Store with the capacity and flexibility for a broad range of displays and promotions. It also benefits from a large car parking area and, housed next to the club's hospitality, events and gym, it is located in a busy area of the stadium.

The store regularly holds events which contribute to additional footfall outside of match days, primarily with charitable or community events organised by the club and Oldham Athletic Community Trust. Adding to this retail space, the online club shop has produced a turn-over of £400,000 since the start of this season.



# Major Opportunities

As the club embarks on a new era for the 2023/24 season, the Club 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 to your business.

## Benefits of Commercial Opportunities

- 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

## Stand Sponsor

Available

The opportunity to putting your company's name to 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.

## Back of Shirt

Sold

Becoming the Back of Shirt sponsor will showcase your company can be either above or below the players' name and number.

## Shirt Sleeve Sponsor

Sold

Shirt Sleeve sponsors are available for the whole 2023/24 campaign in addition to all cup competitions for the season. As part of your company's logo situated on the left-hand sleeve.

## Back of Shorts

Available

We have the opportunity for your business to be involved as back our of shorts partner, located on the back of the right leg. The package is a great value way for you to align your brand with the Club for what promises to be an exciting season.

## Supporter Bar Sponsor

Available

With a capacity of over 200, all of the signage within the supporter bar would include your company branding in addition to official mentions by the Club through its digital platforms.

# Secondary Sponsorships

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.

## The Reach of Oldham Athletic

2.2 Million Visits on the Official Club Website over the last year

Social Media Audience - Over 200,000

3rd Highest Average Attendance in the National League  
Nearly 7,000 supporters per fixture

National Coverage  
*BT Sport, BBC Sport and ITV Sport*

Local and Regional Coverage through  
*BBC North West Tonight, BBC Radio Manchester,  
ITV News Granada, Manchester Evening News,  
The Oldham Times and Oldham Evening Chronicle*

## Official Digital Media Partner

**Available**

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.

## Starting XI Sponsor

**Available**

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 a full page to advertise on physical team sheets and tannoy announcements for home fixtures.

## LED Perimeter Advert

**Available**

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 live audiences through live match coverage and packaged highlights.

## Physical Advert Board

**Available**

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

## Player Sponsorship

**Available**

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. Alongside a presentation of the match-worn shirt at the end of the season and an opportunity to meet your sponsored player for a photograph.

# 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 for growth of any club in the National League this season and the majority of clubs in the two leagues 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, our 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.

<b>Facebook</b> <b>95,600</b> Followers	<b>Twitter</b> <b>82,400</b> Followers	<b>Instagram</b> <b>44,300</b> Followers	<b>YouTube</b> <b>7,800</b> Subscribers
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## National Coverage

BT Sport                      BBC Sport                      ITV Sport

## Regional & Local Press

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 last season, these figures highlight the exceptional online growth and significant progress that the club's digital coverage continues to enjoy.

## Retail Outlet

On-site 209 . 5m2 store open five days a week including home fixtures. On line platform delivering worldwide

## Matchday Attendance

Third highest average in the National League  
Averaging nearly 7,000 per match

# Our Purpose

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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.

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## Our Dream

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

## Our Spirit

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All Oldham

## Our Beliefs

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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

## Our Character

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Inspirational  
Innovative

Brave  
Inclusive

Ambitious  
Proper

Relentless  
Family

## Our Focus

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Win Football Matches

## Our Greatest Imaginable Challenge

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Return to the English Football League



# Our Dream

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Affiliation with a football club is all about being part of a journey and Oldham Athletic now carries the dream of its supporters, stakeholders and the community it represents.

The takeover of summer 2022 was a watershed moment for the club and the town. Out of it has come an enormous opportunity for the surrounding community to prosper with the club becoming an invaluable force for good.

As we would say, we want our work to have *'proper'* impact on all we do. Our goal is to drive forward changes in all areas of our business, ensuring our name becomes a byword for success that is achieved in the correct manner.

We would relish the chance to form a close partnership with a company that prides itself on working around original ideas and we believe there is significant scope for that relationship to flourish in the digital market in particular.

We also believe that change for the local area can be achieved through the work of both parties in representing the town, developing the presence of both businesses for the benefit of the wider community.

In the national and international area, we are proud to be the flag-bearer for the town, local economy and we strive for all our partners to be a part of mutual success.

With new businesses now incorporated into our ever-growing commercial footprint, we believe we are in a perfect position to deliver sustainable changes in every area.

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***Our dream is to lead a proper, positive and sustainable change to the town of Oldham.***

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For further details and to discuss any commercial or hospitality opportunities at Oldham Athletic please contact below

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**0161 660 6085**