



Corporate Sponsorship Packages | 2023-24

HISTORY

INTRODUCING NEWTON AYCLIFFE FC...

Newton Aycliffe FC was originally formed in 1965.

The club joined the Wearside League in 1984–85 and spent just under a decade in that league, their best finish being in 1988–89 when they finished in seventh place.

They folded in March of the 1993–94 season after picking up two points from their opening 20 games.



Newton Aycliffe were crowned Northern League first division winners at the end of the 2022-23 season.

The team competed in the FA Vase in every season, their best run being in 1991–92 when they got to the third round.

The club reformed and played in local football before joining the Durham Alliance. They won that league in 2007–08 and joined the Wearside League.

The club was elected into the Northern League for the 2009–10 season, after finishing first in their previous season in the Wearside Football League.

Finishing in ninth place in their first season in the second division of the Northern League, they went on to become the

Newton Aycliffe won the Northern League second division title, and promotion to the first division, in 2011.

Champions of the division with three games remaining.

Having anticipated the possibility months before, the team were required to make more improvements to the home ground to be eligible to play in the First Division of the Northern League.

Upon ensuring their place in the top division, they finished in ninth place and participated in the FA Cup for the first time.

The club were promoted to the eighth tier in the 2022–23 season as Division One Champions.



HONOURS

Durham Challenge Cup, Winners 2015–16

Durham Alliance, Champions 2007–08

Wearside League, Champions 2008–09

Northern League Division Two, Champions 2010–11

Northern League Division One, Champions 2022–23

HISTORIC TITLE

Aycliffe achieve their dream of Northern League silverware



“We’re not resting on our laurels.”

It sounds like a footballing cliché, but it couldn’t be more appropriate for Newton Aycliffe manager Brian Atkinson.

The ex-Sunderland midfielder has masterminded a revolution at Aycliffe which has seen them clinch a historic league title.

But Atkinson, the former Sunderland and Darlington player and assistant manager is under no illusions of the huge task ahead in taking on promotion.

“There’s a lot of hard work to do,” said Atkinson.

“A lot of planning and preparation, and support is needed. Whether it’s through more fans or more business involvement.

“Our ground needs upgrading, there’s a lot to do and we need the local community to get behind us in a big way.”

Aycliffe’s scintillating form at the run of the year saw them go from league contenders to favourites in just a few short months.

“Our form since Christmas has been great,” said Atkinson.

“It’s togetherness and a bit of quality. The lads have been great. The whole club, everyone rowing in the same direction. The gateman, the grounds people, the kit man, the coaching staff, the players, everyone. A massive effort and we’ve got our just rewards.

“The chairman Allan Oliver, his vision and the support he’s given over the years has been fantastic.

“But hopefully next season we can start to see a few more coming down to support the lads.”

Aycliffe chairman Allan Oliver – who once managed the team and took the club from the Durham Alliance League to the Northern League more than a decade ago – admitted it took a few days for the title to sink in.

But he said: “With about three games to go, I was confident, the way the players had been playing,

and the togetherness, I thought they’d get over the line.

“I’m just really pleased for everyone involved. The work behind the scenes is probably double of what goes on, on the pitch.

“We now have a good young team that is at it. There’s a good feel. They all stick together after the game, they don’t just turn up, they enjoy each other’s company. It’s a social thing as well as a football thing, which is priceless.

“It’s been a massive team effort and a special mention goes to the coaching staff, Brian, Tony Norman and Danny Mellanby. Mark Wood has also done a tremendous job on the coaching side as well as raising funds behind the scenes.”

Oliver admits, however, the jump to the Northern Premier League is a huge challenge.

“We don’t have a massive committee, we have more quality than quantity,” he said.

“We’re confident the lads we’ve got will hold their own. Brian and I have watched enough games at the next step up. We’ll give a good account of ourselves.

“We just need more support, from local businesses and fans coming through the gate.

“One thing we can guarantee them is good quality football.”

Newton Aycliffe FC chairman Allan Oliver.



SUPER SIX!

Half a dozen reasons to support Newton Aycliffe FC

Sponsoring Newton Aycliffe Football Club (NAFC) after their promotion to the Northern Premier League can offer several benefits to local businesses.

Here are a few potential advantages:



INCREASED VISIBILITY

Sponsoring NAFC can provide exposure and visibility for local businesses. The club's matches and events draw local fans and media attention, offering an opportunity for sponsors to reach a targeted audience.

BRAND RECOGNITION

Sponsoring a local football club can enhance brand recognition within the community. By associating their brand with NAFC, businesses can increase their visibility and build a positive reputation among local residents.

COMMUNITY ENGAGEMENT

Supporting a local football club demonstrates a commitment to the community. It helps foster goodwill and a sense of community pride, which can translate into customer loyalty and positive brand perception.

NETWORKING OPPORTUNITIES

Sponsorship often includes various networking opportunities, such as exclusive events, VIP access, and corporate hospitality. These experiences can provide businesses with chances to connect with other sponsors, fans and community members, potentially leading to valuable partnerships or collaborations.

ADVERTISING AND PROMOTION

Sponsors typically receive advertising and promotional benefits, such as logo placement on the club's website, matchday programmes, signage at the stadium and social media shout-outs. These marketing avenues can increase brand awareness and reach a broader audience.

EMPLOYEE MORALE AND MOTIVATION

Supporting a local football club can boost employee morale and create a positive work environment. Employees may feel a sense of pride knowing their company is involved in the community and supporting local sports.

It's important to note that the benefits of sponsorship can vary depending on the specific packages offered by Newton Aycliffe Football Club. Each sponsorship opportunity may have its own unique advantages and levels of exposure. Therefore, it's advisable for local businesses to directly engage with the club's promotions team to discuss available options and tailor a sponsorship package that aligns with their goals and budget.

PACKAGES AVAILABLE FOR 2023-24

AWAY SHIRT SPONSOR

Including:

- Company logo on away shirts.
- Logo on front page of official matchday programme.
- Logo on website home page.
- Pitchside perimeter advertising board (value £350).
- 4 season tickets (value £540).
- One matchday hospitality package (value £500).
- Press release and pictures circulated to the local media (value £350).
- A full page advertorial in one issue of *Aycliffe Business* (value £495).

Cost: £5,000.

CONTACT

Any businesses interested in supporting Newton Aycliffe FC for the 2023-24 season can contact Martin Walker on 01325 728024 or email martin.walker@mantis-media.com



PACKAGES AVAILABLE FOR 2023-24

MATCHDAY SPONSOR (HOME)

Including:

- Pre-match social media post.
- 4 hospitality passes and matchday tickets, including fizz reception.
- Pre-match buffet and drinks (alcoholic and soft drinks).
- Pre-match pictures with club management.
- Half-time snacks & drinks.
- Post-match Man of the Match presentation with official picture.
- Post-match social media post (with picture).
- 250-word feature with picture in an issue of *Aycliffe Business* and on *Aycliffe Today* (value £295).

Cost: £500.

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MATCHDAY SPONSOR (AWAY)

Including:

- Pre-match social media post.
- 4 seats on official club coach, including buffet and drinks.
- Large company branding on the front of team coach.
- 4 matchday tickets.
- Post-match Man of the Match presentation with official picture.
- Post-match social media post (with picture).
- 250-word feature with picture in an issue of *Aycliffe Business* and on *Aycliffe Today* (value £295).

Cost: £500.



PACKAGES AVAILABLE FOR 2023-24

PITCHSIDE PERIMETER BOARD

- A large, landscape pitchside perimeter advertising board at the SecuriCorp Stadium, Moore Lane.
- Social media post.
- Logo in matchday programme.

Cost: £350.

PLAYER SPONSORSHIP

- Certificate presentation with player.
- Social media post.
- Matchday programme.

Cost: £100.

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