



COMMERCIAL AND SPONSORSHIP PACKAGES  
**TRANMERE ROVERS**

2023/24

SWFA

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# WELCOME TO PRENTON PARK

Tranmere Rovers Football Club is Wirral's Family Club and we pride ourselves on being a community focused football club, striving for success both on and off the pitch.

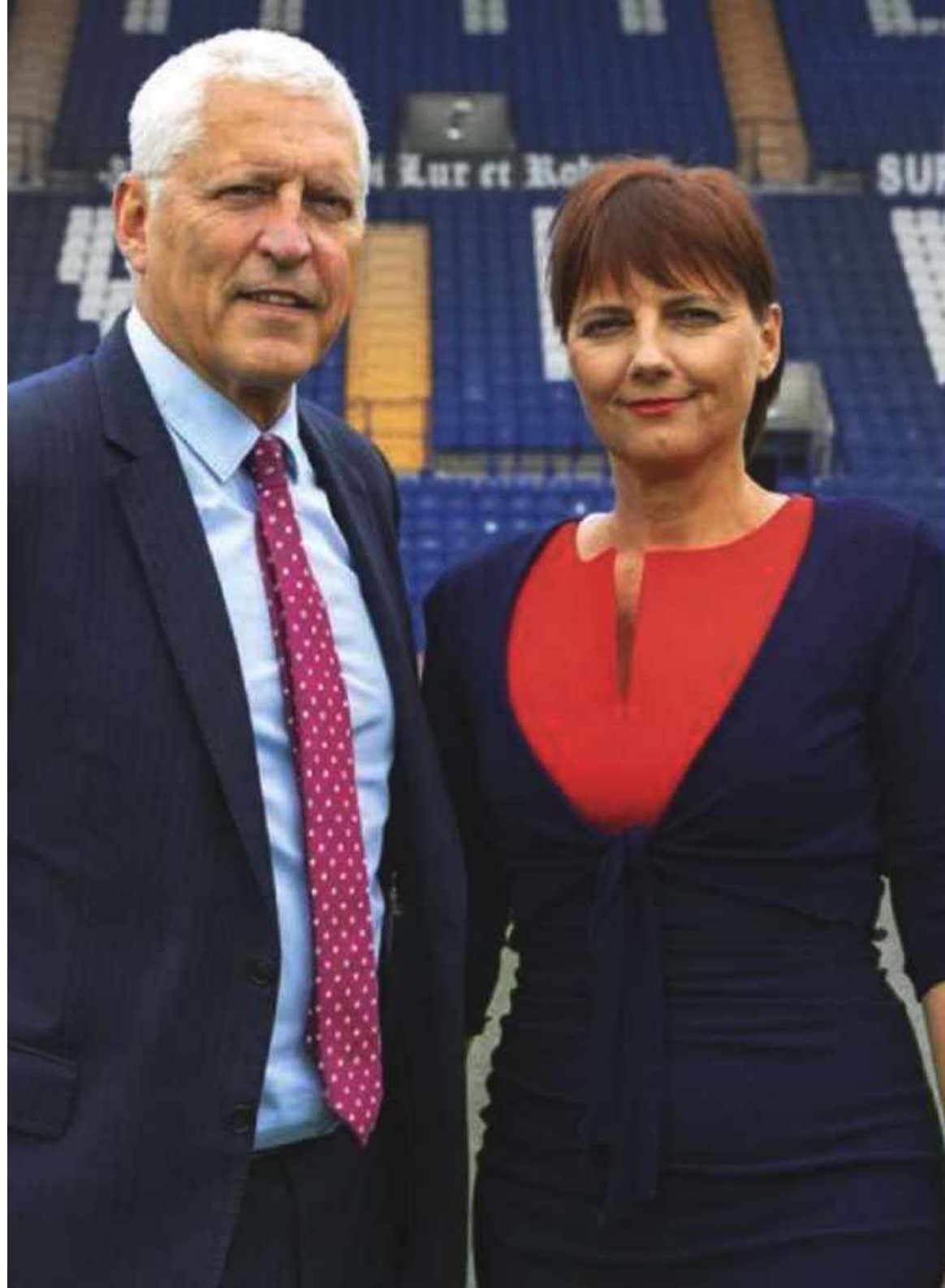
In recent years, Tranmere Rovers has been on a remarkable journey, with cup finals, promotions, four trips to Wembley stadium and competing against some of the biggest names in football such as Manchester United, Liverpool, Newcastle United and, Tottenham Hotspur.

We have featured in matches which have been broadcast live to millions of people on BBC, Sky Sports and BT Sports, and are regularly featured in news stories on global platforms such as CNN, Forbes and Reuters due to our pioneering work in the community, and the influence of our Chairman, Mark Palios, on matters of football finance and governance. We have hundreds of thousands of followers across our social media platforms, and punch above our weight when it comes to media coverage.

We are now preparing to write the next chapter with the new season fast approaching as we prepare to welcome thousands of Tranmere Rovers supporters to Prenton Park.

Tranmere Rovers is much more than a football club, and we can provide you with the perfect platform to promote your business, engage with new clients or reward your employees. In return, you will be helping us to bring a sense of pride back to Wirral and to expand our work in the community.

**For more information please contact our commercial department  
07788725145 | [DebbieQ@tranmererovers.co.uk](mailto:DebbieQ@tranmererovers.co.uk)**



## INTRODUCTION



# A MESSAGE FROM MARK AND NICOLA PALIOS

**At Tranmere we pride ourselves in being an open and accessible Club, and that extends to our relationships with our partners and sponsors.**

**We recognise that there are lots of different reasons why an individual or a business may choose to work with a football club, whether it is for brand recognition and advertising, a way to access hospitality to reward staff or customer loyalty, to mark a family celebration, or simply to support a club which is a community asset.**

**At Tranmere we will work with you to understand what your objectives are, and will tailor a package to meet your needs rather than simply trying to sell advertising space. More importantly, we can offer opportunities to interact with the players, coaches and owners of the Club that would be inconceivable at most other clubs.**

**At a time when some people say that football at the very highest level has lost its soul, we are quietly working to put our supporters and sponsors at the very heart of everything we do. We do hope you will come and join us.**

# PARTNERSHIP OPPORTUNITIES



**By becoming an official partner at Tranmere Rovers Football Club, we can provide your company with an ideal platform to gain regional, national and international exposure with a wide variety of options available!**

**The Club has a consistent media presence, and in the past 12 months alone, we have received coverage from globally recognised TV channels and newspapers about our work, both on and off the football pitch.**

**Tranmere Rovers Football Club play in the third most watched sport league in the World, and for the 2023/24 season our match highlights will be broadcast via ITV4 and are available for 30 days after transmission on ITV Hub. ITV4 reaches over 22 million viewers every month and ITV Hub has over 30 million registered users.**

**Company branding can improve your chance of a better return on investment. Why advertise with us?**

- Huge exposure (matchday highlights, live TV, social media/website, community impact reports and matchday programme)
- Brand awareness
- Corporate social responsibility
- Impactful advertising
- Reach a target audience
- Strong return on investment and incredible value



# TRANMERE ROVERS MEDIA COVERAGE

TRANMERE ROVERS FEATURE HEAVILY ACROSS A WIDE RANGE OF MEDIA OUTLETS WORLDWIDE. COVERAGE EXPANDS FROM MATCH CONTENT TO OUR COMMUNITY ACTIVITIES, IT'S SAFE TO SAY TRANMERE ROVERS FOOTBALL CLUB ARE GLOBAL IN RELATION TO OUR MEDIA PRESENCE.

## ESTIMATED FIGURES FROM EXTERNAL MEDIA

ITV Hub – 30 Million users

The New York Times – 9.7 Million Subscribers

BBC News – 18 Million Viewers

Sky Sports News – 7 Million Viewers

BBC Breakfast – 5.7 Million Viewers

Sky News – 3 Million Viewers

Liverpool Echo – 1.5 Million Viewers

The Telegraph – 1.5 Million Viewers

BBC North West – 1 Million Viewers

TalkSPORT – 500,000 Listeners

ITV Granda News – 500,000 Viewers

Wirral Globe – 80,000 Readers

The Jakarta Post – 40,000 Viewers

BBC Merseyside – 37,000 Listeners



**808,000 Likes**



**6,901,380 Views**



**85,000 Followers**

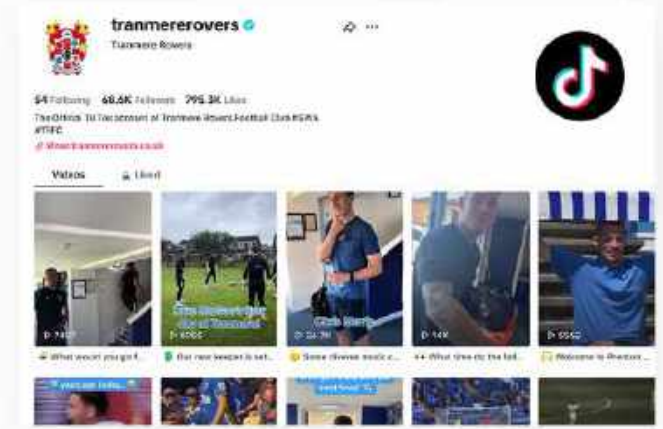


**72,200 Followers**



**65,000 Followers**

\*Social Stats recorded 17th October 2023



# CLUB SPONSORSHIP

Tranmere Rovers Football Club is steeped in history and tradition, and has proudly sat in the heart of the local community since 1884.

Stadium Sponsorship	08
Stand Sponsorship	09
Kit Sponsorship	10
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TRANMERE ROVERS FOOTBALL CLUB

CLUB SPONSORSHIP

# STADIUM SPONSORSHIP



Prenton Park has been Tranmere's home since 1912. As stadium sponsor, your company's brand name would be incorporated within the name of one of the country's historic stadiums.

Tranmere competes in the English Football League, the oldest football competition in the world.

The stadium attracts an average crowd of around 7,000 spectators for each of Tranmere's 23 home league games per season, plus additional matches in the FA Cup, Carabao Cup and the EFL Trophy. Tranmere has a great reputation as a Cup side and in the past five years have hosted Liverpool, Manchester City, Manchester United and Tottenham Hotspur at Prenton Park, attracting a worldwide viewership and a potential for huge brand exposure.

The Club's games feature on television:

- Weekly on the ITV EFL highlights show aired on Freeview (average 153,000 viewers);
- On average two to three times a season by Sky Sports (average 110,000 viewers);
- On Sky Sports News's EFL Goals Round-Up (six times per week).

In addition to TV coverage, Tranmere's games receive regular coverage in both the local and national press, including the Daily Mail and Daily Mirror and match highlights are available via ITV 4 and ITV Hub.

In addition to Tranmere's games, Prenton Park also plays host to matches for Liverpool Women's Football Club, bringing a second opportunity for audience exposure through LFC TV and other media outlets.

Stadium sponsorship would enable your company's brand name to be exposed across all of these TV, print and digital platforms, as well as prominent exposure on stadium signage, match tickets and other collateral.

**PRICES AVAILABLE ON ENQUIRY**



# STAND SPONSORSHIP



Four stands, steeped with their own individual history and story to tell, form our home Prenton Park, and they are all available to sponsor!

This unique opportunity allows your brand/company to be at the forefront of everyone who visits the home of Tranmere Rovers by becoming an official TRFC stand sponsor.

The Cowshed, Jonny King, KOP and Main Stand offer the chance for any potential sponsor to enhance their exposure to thousands of people across the country each season, both in person and online.

Your sponsorship package includes but is not restricted to...

- Title sponsorship across the top of your selected stand throughout the partnership
- Extensive in-stand branding and additional ground advertising
- Half page advertising in our official match-day programmes
- Match tickets and hospitality for agreed number of matches
- Opportunities to engage with community and corporate clients
- Name and logo shown via stadium signage, maps, match tickets and online ticketing system
- Press release announcing the agreement which will be distributed to the Club's media mailing list

**PRICES AVAILABLE ON ENQUIRY**



# KIT SPONSORSHIP



Kit sponsorship has proven to be one of the most popular opportunities available with a huge exposure guaranteed!

The kit sponsorship opportunities all present the chance for your brand to be worn by the first team squad as they either prepare or play in competitive and friendly matches.

The exposure offers is not just limited to the thousands in attendance on matchdays, but also across the Club's online/social media channels, and seen in print, online and TV across local and national media.

Tranmere Rovers has four excellent packages available which include...

- Front of shirt sponsorship on all first team kits
- Back of shirt sponsorship on all first team kits
- Back of short sponsorship on all first team kits
- Front of shirt sponsorship on all first team training kits

**Please see page 06 for media stats.**

**PRICES AVAILABLE ON ENQUIRY**



## DUGOUT SPONSOR

From masterminding a substitution to make a positive impact on the game or giving an important instruction to the players on the pitch, a number of crucial decisions are made in the dugouts during each matchday at Tranmere Rovers!

We have an exciting opportunity to sponsor both the home and away dugouts at Prenton Park, which will be seen by thousands of supporters each and every game.

The Dugout Sponsorship includes the following...

- Sponsor the two dugouts at Prenton Park with your company branding on the roof facing the Main Stand
- Four match tickets for any game during the 2023/24 season in the Ray Mathias Lounge
- Signed TRFC home shirt
- Website story and press release confirmed the sponsorship to be published across Tranmere Rovers online and social media channels and distributed to the local media

**PRICES AVAILABLE ON ENQUIRY**

## PRESS BOX SPONSOR

Sponsor where the story of a matchday is told!

Located in the Main Stand, Tranmere Rovers' press box is the home of all the media when in attendance reporting on matches at Prenton Park.

The press box is visible to spectators watching in the KOP Stand, Cowsheds and Johnny King Stand.

This exciting and brand-new opportunity will see your company's branding across the front of the press box, which will be seen by thousands each matchday.

Alongside this, your branding will also feature at points during our iFollow home matchday feed, again seen by thousands watching away from Prenton Park.

The Press Box Sponsorship package includes the following...

- Company branding across the front of the press box
- Four match tickets for any game during the 2023/24 season in the Ray Mathias Lounge
- Signed TRFC home shirt
- Website story and press release confirmed the sponsorship to be published across Tranmere Rovers online and social media channels and distributed to the local media

**PRICES AVAILABLE ON ENQUIRY**





## TRANMERE ROVERS IN THE COMMUNITY MORE THAN A FOOTBALL CLUB

No phrase better describes Tranmere Rovers as the one above, and one of our priorities is to sustain ourselves as Wirral's Family Club and support our community!

Our official charity, Tranmere Rovers in the Community, has been making a positive impact on thousands of lives in Wirral for more than 30 years.

Working across the three themes of health and wellbeing, enhancement and citizenship – our dedicated Tranmere Rovers in the Community team has expanded from coaching in schools to a wide range of innovative projects covering all ages and abilities.

Below is a snapshot of some of the fantastic work undertaken by Tranmere Rovers in the Community during the 22/23 season...

- More than 500 food hampers delivered this year
- 790 toys donated and distributed to families who may otherwise struggle to provide
- Christmas presents to their children around Wirral
- Over 120 children attended our Christmas party at Beechwood Recreation Centre
- 100 adults and 60 children attended our Super White Christmas party
- 200 families and 10 local schools received food hampers at Christmas
- 1,340 engagements through six cohorts of Fit Rovers participants
- 26,254 engagements at Tranmere Rovers Beechwood Recreation Centre
- 8,145 engagements from Women and Girls on our football sessions
- 810 engagements at our mental health and wellbeing football sessions over 50 sessions
- 583 engagements at our dementia-friendly afternoons over 49 sessions
- 3,265 men over 40 engaged through our Active Rovers programme
- 91% of children improved our mental wellbeing through our Premier League Kicks programme through 120 sessions and 2,112 engagements
- 167 girls and 28 children with SEND engaged through Premier League Kicks
- More than 24,000 people helped through Nate's Tickets
- More than 800 children engaged through our County Lines programme with Merseyside Police



# PLAYER SPONSORSHIP



The Club has three different player sponsorship opportunities available, each tailored to suit Tranmere Rovers fans/groups, businesses and young supporters!

This is an excellent way to show your support for the first team squad and the available packages all have great benefits.

## FAN SPONSOR

- Your name alongside your selected player on their profile on the Club website
- Your name alongside your selected player on their profile in each matchday programme for the 2023/24 season
- Your chosen player's home and away replica kit (one of each)
- Signed picture and letter from your selected player

**FULL KIT - £500 PLUS VAT**  
**HOME OR AWAY KIT - £250 PLUS VAT**

## SWA2 SPONSOR

- Signed picture and letter from your selected player
- Signed Tranmere Rovers boot bag
- Tranmere Rovers goody bag from merchandise in the TRFC Store including hat, scarf and much more
- Name alongside player profile in each matchday programme for the 2023/24 season

**£120 PLUS VAT**

## BUSINESS SPONSOR

- Your branding across your selected player's social media GIFS
- Announcement of your agreement published on the Club website and social media channels
- Your company announced over the tannoy at home matches when your sponsored players scores or gets substituted
- Your branding situated your selected player's profile on the Club website
- Your branding and chosen logo/picture included alongside your player's profile in each matchday programme for the 2023/24 season
- Your chosen player's home and away replica kit (one of each)
- Signed letter from your chosen player for sponsoring them for the season
- A designated website story and social media post during the season promoting your brand

**£600 PLUS VAT**





# MATCHDAY SPONSORSHIP

There is no feeling like a matchday, as thousands of supporters flock to Prenton Park full of excitement to cheer the team to victory. You can be an integral part of the matchday experience through our sponsorship package.

Matchday Sponsorship	15
Ball Sponsorship	16
Centre Circle Sponsorship	17
Injury/ Added Time Sponsorship	18
Quriky Digital Media Suite Sponsorship	19
Mascots	20

# MATCHDAY SPONSORSHIP



Matchday Sponsorship is a fantastic way to enjoy our first class hospitality service and watch Tranmere Rovers in style!

Designed to host up to 15 people per game, guests will be served with a delicious three course meal prior to taking their premium seats within the Main Stand to enjoy the pre-match atmosphere before kick-off.

With refreshments available for you and your guests at half time, you will also have the responsibility of choosing Tranmere Rovers' Man of the Match and present your selected player with a bottle of champagne in our executive lounge after the final whistle.

The Matchday Sponsorship package presents the chance to promote your business in a number of ways, or to entertain guests, or treat family and friends!

## Match Sponsorship packages include...

- Executive seating for all guests in the Main Stand to watch the game
- Recognition of being our official match sponsor with tannoy announcement to thousands of spectators in the stadium
- Announcement via our social media channels, website and matchday programme to confirm you will be the matchday sponsor, with our social channels having a combined following of nearly 200,000 followers
- Three course meal for all guests and refreshments at half time
- Selecting Man of the Match and awarding the winning player with their award at full time, pictures included
- Complimentary parking on matchday for all guests
- Signed gift from the Club
- Networking opportunities with other sponsors in attendance at the game

**PRICES START FROM £1600 PLUS VAT PER GAME**



# BALL SPONSORSHIP



Another excellent and unique matchday opportunity we offer at Prenton Park is our Ball Sponsorship opportunity.

Designed to host up to eight people, the package presents a fantastic opportunity for businesses to gain brand awareness or for you to treat clients or friends and family to a day out, which will be fondly remembered.

The Ball Sponsorship package includes the following...

- Executive seating for all guests in the Main Stand to watch the game
- Recognition of being our official ball sponsor with tannoy announcement to thousands of spectators in the stadium
- Announcement via our social media channels, website and matchday programme to confirm you will be the ball sponsor, with our social channels having a combined following of nearly 200,000 followers
- Two course meal for all guests and refreshments at half time
- A photo in the centre circle moments before kick-off with the TRFC captain and the match ball
- Complimentary parking and matchday for all guests
- Signed gift from the Club
- Networking opportunities with other sponsors in attendance at the game

**PRICES START FROM £600 PLUS VAT PER GAME**





# CENTRE CIRCLE SPONSORSHIP



Thousands of eyes will be set on the pitch at Prenton Park as both teams walk out onto the field of play ready to fight for a victory!

Our Centre Circle Sponsorship package, which has proven extremely popular in previous years, will be returning, and presents a fantastic way for your brand to gain exposure on a matchday at Prenton Park for a guaranteed minimum 23 matches.

A large banner, with your branding, will be spread across the entire centre circle, as the teams walk out before the pre-match handshake and coin toss.

The options available are facing pitch boards, behind the goals, crowd facing and much more. This provides you with the opportunity to gain TV and media exposure and to be seen throughout each and every game by those in attendance at the stadium

The Centre Circle Sponsorship includes the following...

- Large banner with your company branding on show across the entire centre circle prior to the game
- Four match tickets for any game during the 2023/24 season in the Ray Mathias Lounge
- Signed TRFC home shirt
- Website story and press release confirmed the sponsorship to be published across Tranmere Rovers online and social media channels and distributed to the local media

**PRICES AVAILABLE ON ENQUIRY**





## INJURY / ADDED TIME SPONSORSHIP

For the first time, Tranmere Rovers Football Club will be introducing an added time/injury time sponsor for home matches at Prenton Park.

With thousands of fans in attendance at Tranmere Rovers home games each season, the sponsorship package offers a great way for your brand to be advertised on a weekly basis.

The package includes the following...

- Sponsor the two added/injury time announcements and company message included
- Company branding on all added time/injury time graphics on TRFC social media channels including Twitter, Facebook and Instagram with a combined following of 200,000 (this includes home and away matches)
- Four match tickets for any game during the 2023/24 season in the Ray Mathias Lounge
- Signed TRFC home shirt
- Website story and press release confirming the sponsorship to be published across Tranmere Rovers online and social media channels and distributed to the local media

### PRICES AVAILABLE ON ENQUIRY

Please email [DebbieQ@tranmererovers.co.uk](mailto:DebbieQ@tranmererovers.co.uk)



Please note, The Media Suite is not suitable for people with mobility issues, and is only accessible via external staircase.



# THE QUIRKY DIGITAL MEDIA SUITE

## The best seats in the house!

The Quirky Digital Media Suite, located inbetween the KOP and the Main Stand at Prenton Park, provides those watching the game from the lounge a view no one else has.

From an elevated position, you can see the entire Prenton Park surface to watch the drama unfold on the hallowed Tranmere Rovers turf.

Hiring out the Media Suite has proven extremely popular in recent years, with businesses, groups of friends, families and even stag do's, hiring the facility out during a matchday.

With Prenton Park located just ten minutes away from Liverpool city centre, it is the perfect way to start your weekend by watching Rovers in action.

## The package includes the following...

- A private executive box with its own bar for a maximum of 15 guests
- A front facing view of the pitch to watch the game
- Car parking spaces available for all guests
- A dedicated matchday hosts
- Buffet food
- Cheeseboard and half time refreshments
- A signed gift from the Club
- Scoreboard and PA announcement announcing you're the dedicated Media Suite sponsor for the game
- Announcement via our social media channels, website and matchday programme to confirm you will be the Media Suite sponsor

**PRICES START FROM £1800 PLUS VAT PER GAME**





# MASCOT PACKAGES

The goosebumps you feel before a home matchday is incomparable as you prepare to watch Tranmere Rovers in action!

But for those who are wanting to take their matchday experience to another level, we have a fantastic opportunity available for our young fan base.

There is nothing quite like the feeling of being involved behind the scenes at the Club so close to your heart on the day of a game, and our fantastic matchday mascot package provides a unique experience and one to cherish.

The package includes the following...

- Behind the scenes tour of the stadium
- Leading Tranmere Rovers first team out for the game
- Meet and greet with the first team for photo and signature opportunities
- A dedicated mascot co-ordinator to guide you through the day
- Photograph on the pitch moments before kick-off with the TRFC captain
- A free full home kit to wear on the day
- A signed photograph of you and your favourite player
- Two tickets in the Main Stand with a complimentary match programme and a message of thanks for being the mascot on the scoreboard

**PRICES START FROM £160 PLUS VAT**





# MATCHDAY HOSPITALITY

Tranmere Rovers Football Club has a wide range of matchday hospitality packages available for all home matches at Prenton Park so you can watch the game, or entertain clients, in style.

VIP Fan Experience	22
Ray Mathias Lounge	23
Ian Muir Lounge	23



## VIP EXPERIENCE / CELEBRATION PACKAGE AND BOX HIRE

The VIP Matchday Experience provides a great opportunity to enjoy the matchday hospitality on offer at Prenton Park

Available for individual and group bookings, or as a gift voucher, the VIP Matchday Experience provides the ultimate way to indulge in the beautiful game.

The package includes...

- Two course meal and table service
- Premium seating in the Main Stand to watch the game
- Complimentary matchday programme and team sheet
- Signed gift from the Club

**PRICES START FROM £800 PLUS VAT PER GAME**





# MATCHDAY LOUNGES

## RAY MATHIAS LOUNGE

The Ray Mathias Lounge, once referred to as the Gold, is our premium lounge to enjoy the full experience of a matchday at the home of Tranmere Rovers.

The lounge is named after Tranmere great, Mathias, who played more than 500 times for the Club.

The lounge includes the following...

- Two course meal pre match
- Table service
- Premium seats in hospitality seating
- Complimentary match day programme
- The opportunity to meet the Man of the Match

**PRICES START FROM £65 PER GAME**

In 2020, Tranmere Rovers honoured two Club legends, Ray Mathias and Ian Muir, by naming our matchday lounges after the pair following their heroic achievements during their playing days at Prenton Park.

## IAN MUIR LOUNGE

The Ian Muir Lounge, once referred to as the Platinum, is an informal lounge to enjoy the full experience of a matchday at Prenton Park.

The lounge is named after Rovers legend, and former striker, Muir, who made more than 300 appearances for Tranmere.

The lounge includes the following...

- A match ticket for the game
- One course pre- match meal
- Half time tea, coffee and cake
- Bar facilities to purchase drinks
- Complimentary matchday programme

**PRICES START FROM £55 PER GAME**



# DIGITAL SPONSORSHIP

Tranmere Rovers Football Club's digital footprint continues to go from strength to strength, with a global audience across our key channels, and our online opportunities therefore provide a fantastic platform to advertise your brand.

Social Media Sponsorship	25
Match Action Sponsorship	26
IFollow Sponsorship	26
Man of the Match Sponsorship	27
Website Sponsorship	27
Goal of the Month and Season Sponsorship	28
Player of the Month and season Sponsorship	28



# SOCIAL MEDIA SPONSORSHIP



There is an exciting opportunity for your business to be seen by millions of people each season online as Tranmere Rovers' social media sponsor!

With the ever-increasing focus on online coverage and live streamed matches, this is the perfect place to get your brand seen by millions of viewers across the globe.

Over a 12 month period, we have had 75 million impressions on Twitter, 11 million impressions on Instagram and over one million on Facebook. YouTube has also gained just under five million views since the channel launched and our TikTok page has reached nearly 800,000 likes.

This package includes....

- Brand logo included in all pre match and post-match content
- Brand logo included in all matchday social media graphics such as team sheet, half time and full time
- Brand logo included on YouTube intro (At least two videos per week)
- Brand to be featured on more than 50 first team matchdays across four competitions including the oldest competition in the world, the FA Cup
- Logo to feature as Club partner on iFollow for each matchday, with a coverage time of at least 100 minutes

**PRICES AVAILABLE ON ENQUIRY**





## MATCH ACTION SPONSORSHIP

This unique digital sponsorship opportunity will allow your brand to be seen prominently on all first team matchdays by thousands of people.

With matches coming thick and fast in 2023/24 and with Tranmere Rovers playing on average twice every seven days, this package provides the guarantee for your logo to be seen across our social media channels

The package includes the following...

- Company logo to be included as a watermark on all match action images published across the Club's Twitter, Facebook and Instagram. This is for match action images during the game only.
- Company logo to be included as a watermark on the post-match image gallery including a link to your company's website when the gallery is published on social media channels
- Company website or social media handle to be included in social media post notifying fans to read the match report
- Company website to be included at the bottom of each match report, with hundreds reading each report
- Press release announcing the sponsorship which will be published across the Club's official website and social media channels

**PRICES AVAILABLE ON ENQUIRY**



## IFOLLOW SPONSORSHIP

Whether we are playing at Prenton Park, or north in Cumbria, or hundreds of miles down south in Kent, Tranmere Rovers' iFollow team will be in place to provide full match commentary.

Listened to by thousands of fans across the World each and every matchday, our iFollow commentary sponsor is a fantastic way to advertise your business on a consistent basis throughout the 2021/22 season.

The package includes the following...

- Your company will receive a minimum of five mentions per matchday commentary, with the messages we delivered decided by you. Each matchday commentary begins 60 minutes before kick-off and last ten mins after the final whistle. For example, we can mention a special offer you might have, your opening hours, whatever it may be and you can change this message whenever you desire
- Your company will receive a free jingle recorded by the Club by two experienced radio commentators. This jingle will be played at the beginning and end of each show
- The package will last the duration of the 2021/22 season, and will guarantee you a minimum of 46 matches

**PRICES START FROM £2000 PLUS VAT**



## WEBSITE SPONSORSHIP

Tranmere Rovers' official Club website is the home of all the breaking news across the entire football club.

Each month, our website receives thousands of clicks so our fans read all about what is happening at Tranmere Rovers, from our first team to our positive impact in the community, plus much more!

We have an exciting opportunity to be our website sponsor for the 2023/24 season.

The package includes the following...

- Company logo go be permanently fixed at the top of the official Tranmere Rovers website in the far right hand corner which will act as a hyperlink to your company website for the entire season
- Company logo to be featured as a sponsor in every article published on the official Club website for the entire season
- Press release announcing the partnership which will be published on the official Club website
- Company to feature on the Club Partners page on the website and act as a hyperlink through to company's website

**PRICES AVAILABLE ON ENQUIRY**



## MAN OF THE MATCH SPONSORSHIP

Tranmere Rovers Football Club have an exciting opportunity to become the official online Man of the Match sponsor for the 2023/24 campaign.

Each competitive first team match will see the Club host a Twitter poll within 24 hours of the game asking fans to vote for their Man of the Match.

And with a minimum of 46 matches to be played not including three competitions, including the world-famous FA Cup, this is an ideal opportunity for your brand to get fantastic exposure on a weekly basis

The package includes the following...

- A Twitter poll 24 hours after each competitive first team game announcing the nominees for the Man of the Match award, with your company's branding included
- Announcement of the winner with your company's branding across all Tranmere Rovers' Club social media accounts
- Press release announcing the sponsorship agreement

**PRICES AVAILABLE ON ENQUIRY**



## GOAL OF THE MONTH AND SEASON SPONSORSHIP

There are not many sweeter moments in football when the team your cheering on scores a goal!

The feeling is second to none, especially if it is a winning or important goal to decide the outcome of a game.

Tranmere Rovers have an exciting sponsorship opportunity available to be our digital Goal of the Month and Season sponsor.

The package includes the following...

- A poll on our Twitter account, which has 72,200 followers, announcing the nominees for the goal of the month with your company's branding included in the announcement title and video
- Announcement of the winner with your company's branding across all Tranmere Rovers' Club social media accounts, which has over 200,000 followers
- A website article announcing the winner with your company's branding on the official Club website
- Press release announcing your sponsorship agreement with the Club

**PRICES AVAILABLE ON ENQUIRY**



## PLAYER OF THE MONTH AND SEASON SPONSORSHIP

Tranmere Rovers have an exciting digital sponsorship opportunity to recognise the best performing player from each month of the season, and the entire 2023/24 campaign!

Our digital Player of the Month/Season sponsorship package is now available and offers some fantastic opportunities for your company.

The package includes the following...

- A poll on our Twitter account, which has 72,000 followers, announcing the nominees for the player of the month with your company's branding included in the announcement title and video
- Announcement of the winner with your company's branding across all Tranmere Rovers' Club social media accounts, which has over 200,000 followers
- A website article announcing the winner with your company's branding on the official Club website
- Press release announcing your sponsorship agreement with the Club

**PRICES AVAILABLE ON ENQUIRY**



# ADVERTISING

Our advertising packages are tailored to help meet your business needs and reach thousands of people on a consistent basis.

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Billboards	32
Instadia	32

# PERIMETER BOARDS



If you are exploring an alternative option to acquiring advertising at Prenton Park – we have the answer for you!

With more than 100,000 people passing through our turnstiles each and every season from different areas of the country, perimeter boards offer a fantastic opportunity for your brand/company to be seen by the masses!

We have boards available in a range of sizes around the entire perimeter of the Prenton Park pitch, and you can choose the location most suitable for your brand/company!

The options available are facing pitch boards, behind the goals, crowd facing and much more. This provides you with the opportunity to gain TV and media exposure and to be seen throughout each and every game by those in attendance at the stadium

The package includes the following...

- Perimeter board including installation
- Logo including in the Club matchday programme for each game during the 2023/24 season
- Logo including on the Club website on the official Club partners page
- Social media announcement published across all Tranmere Rovers channels with a combined following of over 300,000
- Match tickets for selected fixture
- Networking opportunities with other Club partners
- One website story and social media post during the season to advertise your company to be published across the Club's online channels

**Prices from £2000 plus VAT (price includes design assistance and printing. Flexible payment options available)**

## LED Advertising

The Club is exploring further opportunities to host LED Advertising at Prenton Park during the 2023/24 season. If this is of interest, please email [debbieq@tranmererovers.co.uk](mailto:debbieq@tranmererovers.co.uk)



# PROGRAMME ADVERTS



For many years, Tranmere Rovers official programme has been a mainstay for supporters on a home matchday at Prenton Park!

Our programme has always proven to be a huge success, with hundreds of Tranmere Rovers fans and our opponent's supporters purchasing either before the game via our Club Store website, on the day of the game at the stadium, or after the match has concluded, again via our official retail website.

The opportunities provided by sponsoring our highly sought after programme is to reach a potential audience of more than 7,000 spectators per home game, with 23 home league matches a season.

The match programme is a great way to target our local supporters as well as visiting fans from across the country, also being bought internationally with new digital download options available for the 23/24 season.

Season ticket holders will now receive a digital copy of our matchday programme approximately 24 hours before the corresponding fixture for the 23/24 season.

## The opportunities available are as follows...

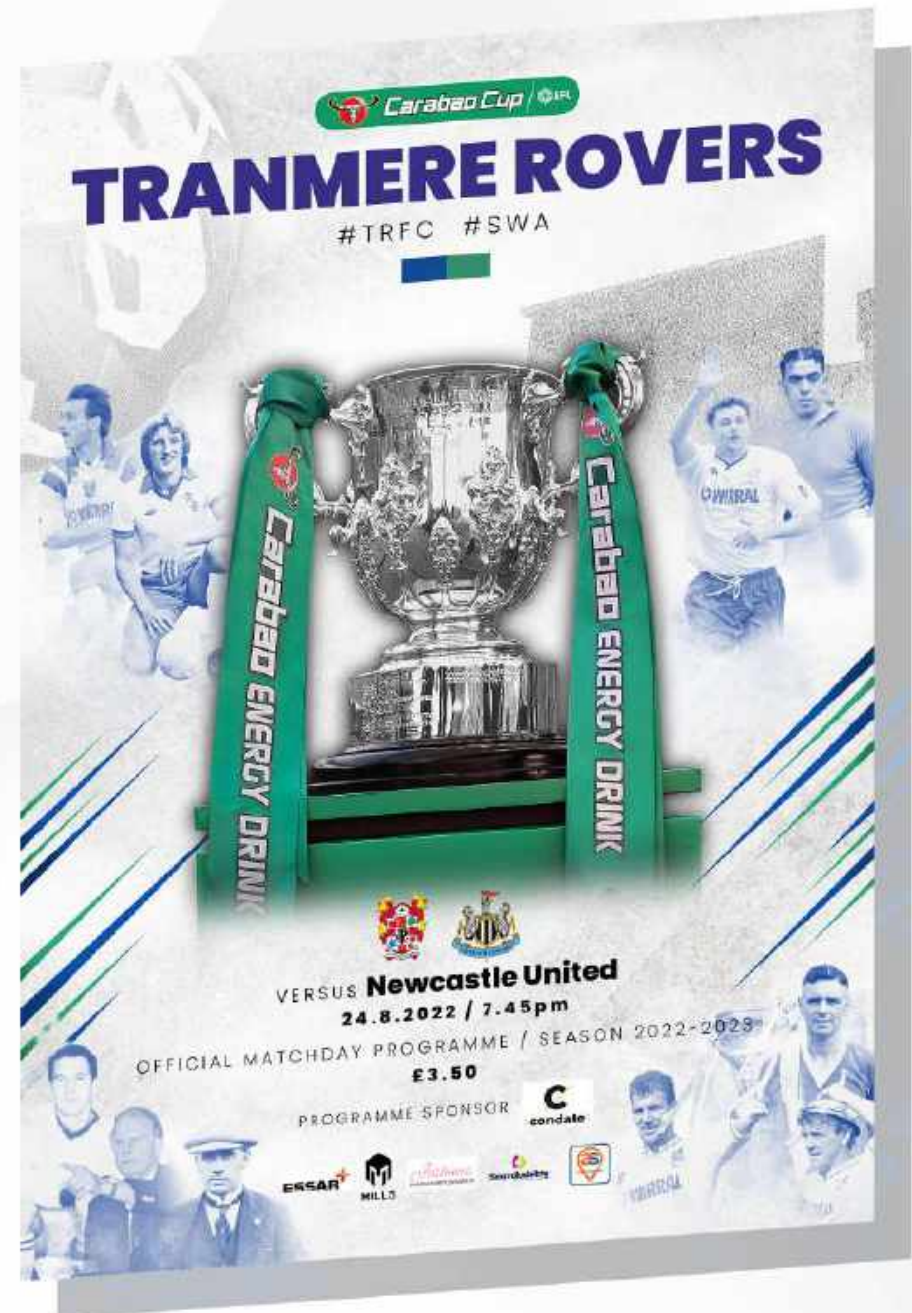
Official programme sponsor for the entire season – £5000

Full page advert for the entire season – £1500

Half page advert for the entire season – £1000

Full page advert per game – £250

Half page advert per game – £150





# BILLBOARDS

Do you want your business to be seen by thousands of fans as they enter Prenton Park on matchdays?

Billboard advertising opportunities are now available, which are located outside the gates at Prenton Park, next to the Johnny King statue.

Local companies can gain increased exposure by partnering up with Tranmere Rovers in a new billboard package.

With an average home attendance of more than 6,000 passing into the ground each week as well as regular passing traffic every day, the possibilities that a billboard at Rovers can bring to your business are endless.

This is a great opportunity to get involved with Wirral's Family Club, so don't miss out!

To find out further details, please email [DebbieQ@tranmererovers.co.uk](mailto:DebbieQ@tranmererovers.co.uk)



# INSTADIA ADVERTS

Tranmere Rovers Football Club welcomes thousands of supporters inside Prenton Park each home matchday.

The Club has a number of unique opportunities available for businesses to promote their brand to those in attendance.

The below in-stadia packages are now available to sponsor ahead of the new season...

### Scoreboard messages

Put a message on our scoreboard, which will be broadcast throughout the game, which can include an advertisement, a birthday message or well wishes for example

### Clip board frames

Promote your brand by having your own advertisement in one of our clip board frames, with sizes ranging from A1-A4

### Posters

Promote your brand by having your own large advert in the concourse area of the stadium, sized at 1240mm wide x 1840mm high

To find out further details, please email [DebbieQ@tranmererovers.co.uk](mailto:DebbieQ@tranmererovers.co.uk)







# CONFERENCE AND EVENTS

Based in the heart of Wirral, and only five minutes away from Liverpool, one of the largest and most vibrant cities in the UK, Tranmere Rovers boasts a number of premium conference and events rooms for both business and social bookings.

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# PLAY ON THE PITCH

Has it ever been a dream of yours to play at the home of Tranmere Rovers Football Club and grace the hallowed turf at Prenton Park?

Well now you can, by taking advantage of our fantastic Play on the Pitch opportunity!

After the season is concluded in May, you can hire out the pitch at Prenton Park, or alternatively, one of our professionally maintained surfaces at the Campus (Tranmere Rovers training ground).

This package is an excellent birthday present, a chance to play a game with your friends or a work event! The following is included...

- Full use of both the home and away dressing rooms
- Full use of the pitch, including the goals, corner flags and an official Tranmere Rovers matchday ball
- Seating for up to 100 people to watch
- Onsite parking
- Additional services available such as catering and photography

**PRICES START FROM £1000 PLUS VAT**



# 3G PITCH HIRE

Our full size floodlit 3G artificial pitch is located at our first team training facility 'The Campus' and will provide a fantastic playing experience for its users.

The pitch can be split into a variety of playing areas suitable for 5, 7, 9 and 11 - aside football. This state of the art pitch will prioritise use on evenings and weekends for local grassroots clubs and community activities.

Bookings can be made in 30 minute slots during the evenings and weekends until 10pm. Parking will be available on site.

Football types:

- 5 a side
- 7 a side
- 8 a side
- 9 a side
- 11 a side

Contact [Matthoughton@tranmererovers.co.uk](mailto:Matthoughton@tranmererovers.co.uk) for 3G pitch enquiries

# LOCATION HIRE

Prenton Park is an ideal location for your events. With a beautiful state of the art pitch, spacious changing rooms, four large stands and indoor executive suites it is the perfect place for your project.

Having been used previously for commercial events, concerts, documentary, films and advertisement filming we know we can cater to your needs.

Situated within easy reach of the M53, Liverpool just a stones throw away and less than a half an hours drive to Chester, Manchester and Wales.

Our facilities also include a large car park, Wi-Fi, stunning pitch side views and catering for your crew or event.

Event types:

- Filming
- Charity Events
- Concerts
- Tournaments

Contact [DebbieQ@tranmererovers.co.uk](mailto:DebbieQ@tranmererovers.co.uk) for Location Hire enquiries



# EVENTS



Our function facilities at Prenton Park have recently been refurbished and modernised to meet your business or personal requirements!

With the option of hosting conferences or parties, our rooms boast facilities such as fully licensed bars, table and chairs, spacious surroundings, air conditioning and catering options.

We are flexible with our bookings, and have vast experience in hosting a wide range of functions and events, including the following...

- Birthday Parties
- Christmas Parties
- Engagement Parties
- Wedding Parties and Receptions
- Wakes
- Anniversaries
- Presentation Evenings
- Proms and Graduations
- Religious Celebrations
- Conferences
- Half and Full Day Delegate packages available

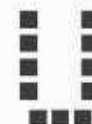
Our experienced Events Team can work with you to discuss your individual requirements when planning every aspect of your event, including advising on room layout, décor and menu choices.

With a choice of three lounges, Ray Mathias Lounge, Ian Muir Lounge and the Boardroom, alongside two executive lounges and two bars, Dixies and Aldo's, we have seven different options for you to choose from at Prenton Park.

The Lounge options offer intimate dining experiences which could be suitable for meetings with clients and larger parties who may want to hire out the room for a special event



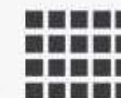
BOARDROOM



U-SHAPE



CLASSROOM



THEATRE



BANQUETING

	LAYOUT				
	Boardroom	U-Shape	Classroom	Theatre	Banqueting
Boardroom	25	10	20	35	30
Sponsors Lounge	25	10	20	35	30
Combined Capacity	50	35	40	90	60
Executive Box 1	20	10	15	25	20
Executive Box 2	20	10	15	25	20
Combined Capacity	40	35	30	50	40
Ray Mathias	30	20	20	30	40
Ian Muir	60	40	90	160	140

Contact [reception@tranmererovers.co.uk](mailto:reception@tranmererovers.co.uk) for event enquiries

# STAG AND HEN PARTIES



Looking for the ultimate stag or hen day out in Merseyside? Look no further than our customisable stag party packages! We offer a wide range of activities that can be tailored to suit your group's preferences.

Kick off your day with an unforgettable experience - attending a League football match at Tranmere Rovers. Choose between mixing with fans on the terraces for a true matchday experience, or opt for the luxury of a private box with full catering for a more exclusive and comfortable match viewing.

Next up, why not put your gaming skills to the test in our exclusive professional esports gaming room? With up to 12 gaming stations and a wide variety of games including FIFA, Rocket League, Valorant, and League of Legends, you and your mates are sure to have an unforgettable gaming experience.

If you want a more physical activity, you can play futsal or 5 a side football in our indoor sports arena.

And, to top off your ultimate stag day out, head to our own fan park for some well-deserved relaxation. Our fan park boasts its own German Kraft brewery on site, serving up a wide variety of craft beers and delicious food options to suit every taste.

If, at the end of a fun-packed day at Tranmere you want to head over to the world famous party city of Liverpool, it's less than a 10 minute taxi ride away. So, what are you waiting for? Book your ultimate stag day out in Merseyside with us today and experience an unforgettable day with your mates!

Contact [reception@tranmererovers.co.uk](mailto:reception@tranmererovers.co.uk) for event enquiries





# COWSHEDS CATERING

Specialists in creating a premium catering service, Cowsheds Catering can help bring your event to the next level with its bespoke service and amazing food.

Offering our value in a number of different events, we can provide for any requirements you may need, whether it be at weddings, a birthday party, or an anniversary.

We will work with you to support your event by providing guests with a range of well-crafted food and drink offerings from our one-of-a-kind British-made Airstream style trailer!

**We are now taking bookings for our fabulous looking catering trailer for dates in 2021 and beyond.**

**Our trailer and team of chefs are available to attend any type of event across the Wirral and surrounding areas.**

**We pride ourselves on using only quality ingredients. We offer a diverse range of choices and up-to-date menus and are always happy to discuss and tailor our offering to match your requirements.**

**Ideal for corporate or private events our trailer is proving increasingly popular for weddings and private parties alike. A fun, simple and effective catering provision - Get in touch to see how we can cater for your event.**

**Email: [Cowsheds catering@tranmererovers.co.uk](mailto:Cowsheds catering@tranmererovers.co.uk)**



# SPONSORS



# TESTIMONIES



## **JOSHUA'S JEWELLERS** Johnny King Stand sponsor

Located in Birkenhead, Joshuas Jewellers are a local independent jeweller who provide a range of bespoke jewellery, watches, rings and stones as well as cleaning and repairing services. Joshuas have committed to sponsoring the Johnny King Stand on a three year deal, which began at the start of the 2021/22 season.

Matt Case from Joshuas Jewellers said

**"Tranmere are Club rooted in its local community which is something we also pride ourselves on. We are very proud to have our name inside Prenton Park and to help support the great work already going on at Tranmere Rovers."**



## **ESSAR** Front of Shirt Sponsor

A long standing partner, Essar are the Front of Shirt sponsor at Tranmere Rovers for the 2021/22 season.

Essar owns and operates the Stanlow Manufacturing Complex in Ellesmere Port, which has been producing high quality fuels for over 60 years.

It is a major supplier in the North West and beyond with customers including most of the major retail brands operated by international energy companies and supermarkets, Liverpool John Lennon and Manchester Airports, leading commercial airlines and the region's trains and buses.

Essar have also been Integral in supporting the ongoing community work at Tranmere Rovers.



## **HIRECRACKER** Back of Shirt Sponsor

Born out of the award-winning tech digital recruitment agency Searchability, Hirecracker became its own standalone recruitment brand in January 2020 and has a long standing relationship with the football club.

Searchability has pioneered the tech recruitment world since 2012, developing in-house technology products, championing social media engagement, building clients' employer brand presence to recruit, and standing out in one of the most crowded and competitive recruitment markets in the UK.

Hirecracker consists of a team of specialist recruitment consultants and resourcers, along with a team of recruitment marketing and employer brand experts to ensure every recruitment partnership brings value and results for our clients across a number of industries. Hirecracker and Searchability are both long standing partners of the club who support various initiatives in addition to being our back of shirt sponsor.





# TRANMERE ROVERS

FOR MORE INFORMATION PLEASE CONTACT OUR COMMERCIAL DEPARTMENT

07788725145 | [DebbieQ@tranmererovers.co.uk](mailto:DebbieQ@tranmererovers.co.uk)

SWANSEA  
REFC