



Northampton Town Football Club



COBBLERS' COMMERCIAL DEVELOPMENT PROGRAMME

604 926 004
SILVERSTONE
LEASING

Northamptonshire
population
785,246

15.3 million
visitors each year

3
professional
sports teams

125
Large businesses

**ONE OF THE UK'S
LARGEST TOWNS**

Figures as of 2021 census

FACTS & FIGURES

Data correct as at January 2024

24,745
contactable emails
on our database

3,845 season tickets sold
for the 2023/24 season

15,680
different matchday
visitors since August

 X followers
95k+

 Instagram followers
87k+

 LinkedIn followers
6k+

 Facebook followers
40k+

 YouTube subscribers
13k+

116 children & families engaged with
on average each home match day

HIGHEST
average
attendance
in 55 years
6,800

OVER 5,500
hospitality
guests
in the 22/23
season



OUR COMMUNITY

1,950

free tickets provided to the community

257

people supported to lose weight through our Fit Cobblers and Man v Fat programmes



NORTHAMPTON TOWN F.C.

COMMUNITY 

4,607

participants supported through our work

OVER 750 individuals engaged in our Women & Girls programmes

5X
further

For every £1 of expenditure, NTFC CT turn this into £5.14 worth of social impact value

418

young people completed crime awareness workshops



COBBLERS' COMMERCIAL DEVELOPMENT PROGRAMME

“ Boost your local business success & unleash your potential with our advertising and sponsorship programme ”

Elevate your business to new heights with our comprehensive Advertising and Sponsorship Programme designed exclusively for local businesses.

Unlock a world of opportunities and propel your growth with a range of assets strategically tailored to enhance your brand visibility and reach.



PROGRAMME HIGHLIGHTS

- 1. Strategic Advertising Campaigns:** Leverage our expertise in crafting impactful advertising campaigns across various channels. From in stadia digital screens, to traditional media, our programme ensures your message resonates with your target audience, driving increased awareness and customer engagement.
- 2. Community Engagement Opportunities:** Gain prominence in the community through customised sponsorship packages. Align your brand with local events, initiatives like with NTFC Community Trust.
- 3. Integrate your brand in Club Events:** Enjoy a multi-faceted approach to visibility with exposure across online platforms, and in stadia ground advertising through either our big screen or pitch facing boards.
- 4. Collaborative Networking Opportunities:** Connect with other local businesses, forge partnerships, and explore collaboration opportunities within our extensive network. Strengthen your presence within the community and foster mutually beneficial relationships.



PROGRAMME PACKAGE

- A seasonal big screen ticker bar advert to be shown at home matchdays inside the stadium
- The Cobblers' Business Club Membership
- A Match Sponsorship for 10 guests at one EFL Sky Bet League One home game
- A Community Engagement Activation
- LinkedIn introduction post to our followers

Seasonal price: £5,000 +VAT





THE COBBLERS' BUSINESS CLUB



The Cobblers; making connections & building success

An unparalleled networking opportunity through social events & meetings to give you exclusive access to our sponsors and partners, along with special guest appearances from the football club & beyond.



Contact us

To discuss this package further, contact the
commercial team;

commercial@ntfc.co.uk

01604 683734

