



**OLDHAM ATHLETIC AFC
COMMERCIAL OPPORTUNITIES**

We're a proud Lancashire club, with a story to tell...

Steeped in over 127 years of rich footballing history, making Boundary Park our historic home from 1905. Rising through the divisions of the English game under the late manager, Jimmy Frizzell. Later becoming one of the founding members of the Premier League and the originators of the 'Great Escape' in the 1990s, remarkably constructed by Joe Royle. While becoming everybody's favourite underdogs with extraordinary cup upsets in the world's oldest club competition, the FA Cup, as well as the EFL Cup.

Honours and Achievements

First Division PREMIER LEAGUE	<i>RUNNERS-UP</i>	1914-15
Second Division EFL CHAMPIONSHIP	<i>CHAMPIONS</i>	1989-90
Second Division EFL CHAMPIONSHIP	<i>PROMOTION</i>	1909-10
Third Division EFL LEAGUE ONE	<i>CHAMPIONS</i>	1954-53, 73-74
Fourth Division EFL LEAGUE TWO	<i>PROMOTIONS</i>	1962-63, 70-71
The FA Cup	<i>SEMI-FINALISTS</i>	1912-13, 89-90, 93-94
EFL Cup	<i>RUNNERS-UP</i>	1989-90
Lancs Senior Cup	<i>CHAMPIONS</i>	1907-08, 66-67, 05-06
Anglo-Scottish Cup	<i>RUNNERS-UP</i>	1978-98



The Reach of the National League

Regardless of the size of your business, partnering with a professional football club will guarantee you national exposure through the medium of the Vanarama National League.

License partnerships with Sports Interactive's Football Manager allow your business to be featured to a young, diverse and global audience alongside more traditional partnerships with television companies with BT Sport's coverage of the division.

National Coverage

Being part of the National League, gives your business to be shown to a national audience through BT Sport with their extensive matchday coverage. Matched alongside BBC Sport and ITV Sport's partnerships to showcase FA Cup fixtures.

Regional and Local Press

Your business will also be extensively shown through local media outlets covering the North West with BBC regional outlets, ITV Granada and traditional press publications such as The Oldham Times.



Manchester Evening News





Social Media & Digital Partnership

In an ever-evolving world, our presence on social media expands our four major platforms. Connecting with a diverse fanbase alongside the extended football family.

Our website features a plethora of content for all supporters to engage with. From news articles to the latest video content to bring our supporters closer to the players they cheer on.

Choosing to advertise through our social media platforms can see your business front and centre as our twelfth man alongside our published posts.

Twitter

75,600+ Followers

Facebook

94,000+ Profile Likes

Instagram

40,800+ Followers

YouTube

7,100+ Subscribers

Numbers correct as of 1st August 2022

For further details and to discuss any of the above opportunities, please email:

Commercial@OldhamAthletic.co.uk



SPONSORSHIP OPPORTUNITIES

Whether you are an individual supporter looking to sponsor a player or a business seeking to support your local club, there are a number of ways to get involved as we embark on the new campaign.

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.

PLAYING KIT SPONSORSHIPS

Have your company sitting on the backs of players with our back of shirt and shorts opportunities in addition to the new package of sleeve sponsor for all competitions.

To register an expression of interest for these season-long sponsorship opportunities. For further details and to discuss any of the above, please email:

Commercial@OldhamAthletic.co.uk.



BACK OF SHIRT



BACK OF SHORTS



SLEEVE SPONSOR

BOUNDARY PARK STAND SPONSORSHIP

We are opening the opportunity for your company to sponsor the stands that adorn Boundary Park. This will include the naming rights of the stand that you chose and will be referred to through the club's website and social media.

To register an expression of interest for these season-long sponsorship opportunities. For further details and to discuss any of the above, please email:

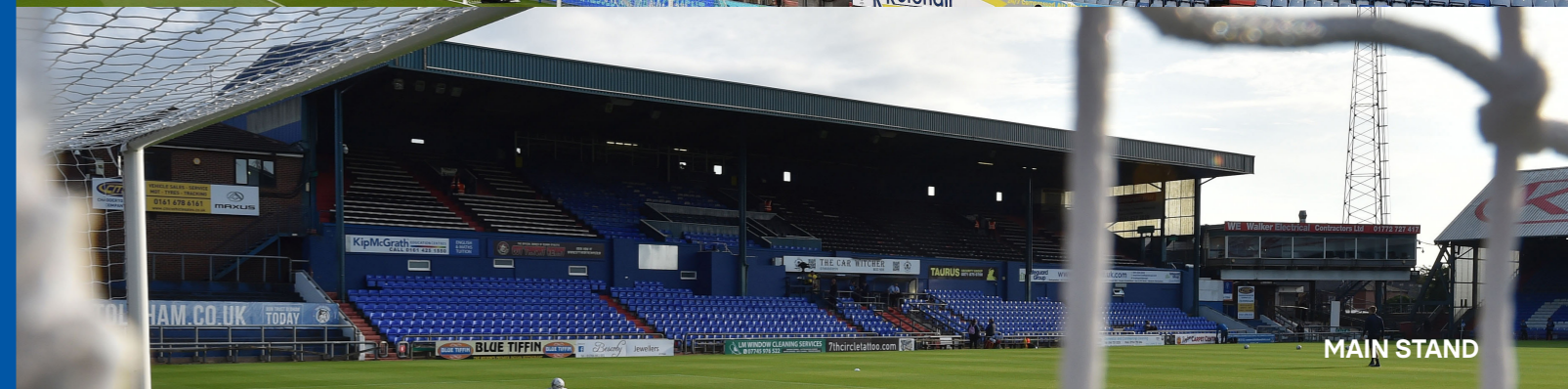
Commercial@OldhamAthletic.co.uk



JOE ROYLE STAND NORTH STAND



JIMMY FRIZZELL STAND ROCHDALE ROAD END



MAIN STAND



CHADDERTON ROAD END

PITCHSIDE ADVERTISING

With the opening game of the season live on BT Sport, the potential of more televised fixtures throughout the season, as well as exposure on social media and BT Sport's weekly highlights programme, there are many benefits to matchday sponsorships.

Companies who are interested in the following packages are asked to contact the club, when specific packages and pricing structures can be discussed depending on your company's own individual needs.



LED Advertising

LED advertising screens covering three stands are situated in front of three stands. It is a prime spot for your business to be shown on the camera feed of games, shown to live audiences through match coverage provided by BT Sport and packaged highlight programmes.

Advertising Boards

Placed in the Main Stand, physical advertising space ensures your business' permanent presence at Boundary Park through the season. Being pitchside and above the players' tunnel will appear before kick-off.

For further details and to discuss any of the above opportunities, please email:

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PROGRAMME SPONSORSHIP

Boundary Bulletin is a staple of the matchday experience for all Oldham Athletic supporters. Advertising for the programme will be available as a full-page or half-page for the 2022/23 campaign.



Full Page Advert

Full Season or Single Game

For further details and to discuss any of the above opportunities, please email:

Commercial@OldhamAthletic.co.uk.

Half-Page Advert

Full Season or Single Game

For further details and to discuss any of the above opportunities, please email:

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ADVERTISING ON MATCHDAYS



Golden Goal Lottery

Sponsoring the Golden Goal Lottery would feature your company on the printed ticket for our matchday lottery, including several mentions through the stadium announcer. With the opportunity to signpost supporters to your business and the prospect of utilising this platform for promotional offers for the season.

For further details and to discuss any of the above opportunities, please email:

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Official Team Sheet

A matchday supplement given to patrons as part of our matchday hospitality in addition to supporters. Having a full back page to advertise your business to sit alongside that game's published teams.

PLAYER SPONSORSHIPS

The current first team squad and coaching staff are now available for sponsorship with home and away packages on offer. These packages are ideal for supporters or smaller businesses looking to develop links with the club.



- The benefits of the packages include:
- Your name on the player profile page on the club website.
- Two complementary tickets to a league game of your choice.
- Stadium announcement before every home game when the squad is announced and when the player scores.
- Acknowledgment in the matchday programme.
- An opportunity to meet your sponsored player for a photograph.
- Presentation of the match-worn shirt at the end of the season.

Sponsorship of a player's home or away shirt is
£250 + VAT

An option to pay in ten instalments of £25+VAT is also available.



For further details and to discuss any sponsorship opportunities at Oldham Athletic please contact the commercial department.

Commercial@OldhamAthletic.co.uk

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