



# SPONSORS & PARTNERS

COMMERCIAL BROCHURE

CELEBRATING  
100 YEARS



# A HISTORIC CLUB. A NEW CHAPTER. A SLEEPING GIANT.

Hartlepool United Football Club is one of the oldest clubs in the world with a remarkable history and authenticity that is very rare in the modern professional game.

As the Club enters a new chapter under my stewardship our vision is clear: to build a progressive forward-thinking Club on and off the pitch, whilst also ensuring there is sustainability and respect of the heritage it now stands upon. That vision is underpinned by four intertwined strands: **Sporting Progression, Commercial Growth, Social Impact** and **Value Creation**.

Initial objectives are ambitious but extensively benchmarked and deliverable. They reflect a money-can't-buy heritage in tandem with some incredible primed sporting and commercial assets. In combination with a regional football hotbed location that has limited competition and a rapidly developing global access market, it means that Pools is a sleeping giant... and our job is to unlock it.

Our ambition is not short-term or speculative. It is about measured continual progress for long-term outcomes. It represents opportunities for investors and partners who want to align early and be part of an incredibly exciting vision of shared values and a belief in what Hartlepool United Football Club can become. Pools can complete a century long journey in an incredible next chapter with an extraordinary story to tell.

*Landon Smith*

Landon Smith,  
Owner, Hartlepool United Football Club

## VISION & OBJECTIVES



### 1. SPORTING PROGRESSION

- AN EFL MEN'S TEAM
- A FULL ACADEMY PATHWAY
- A WOMEN & GIRLS PATHWAY
- A BEST-IN-CLASS TRAINING FACILITY



### 2. COMMERCIAL GROWTH

- STEP CHANGE IN TRADITIONAL COMMERCIAL ACTIVITIES
- NEW INNOVATIVE DIGITAL ERA LED COMMERCIAL ACTIVITIES
- A NEW ICONIC MULTI-PURPOSE STADIUM



### 3. SOCIAL IMPACT

- EXPANSION OF HUCSF TO SPEARHEAD SOCIAL IMPACT
- A NEW FACILITY TO SUPPORT HUCSF EXPANSION
- INTEGRATION OF HUCSF AND HUFV INTO ITS COMMUNITY



### 4. VALUE CREATION

- A SUSTAINABLE CLUB
- AN INVESTABLE CLUB
- SHARED CORE VALUES



SINCE 1908

# REMARKABLE HISTORY

Hartlepool United Football Club has been on a remarkable journey for more than a century.

The Club, as it is officially now known, was founded in 1908 when the teams of ‘West Hartlepool’ and ‘Old Hartlepool’ amalgamated to form Hartlepoons United Football Athletic, which in turn became Hartlepool United Football Club (HUFC). The Club joined the Football League to play its first game at Victoria Park on 2nd September 1908, beating Newcastle United 6-0.

During its 100+ year history HUFC has attracted and developed some of the best players and managers in the game including the great Brian Clough MBE. It has seen the full spectrum of highs and lows including league promotions and relegations, cup wins and losses, financial crises and resurrections. It is unequivocally a part of our English football history and identity.

The Club’s longstanding spiritual home is Victoria Park where it still plays home games and its supporters, who are affectionately known as ‘Poolies’, are widely recognised as some of the most die-hard fans in the game.



LONGEVITY & CREDIBILITY



MEMORABLE MOMENTS



LOYAL IDENTIFIABLE FAN BASE



DEEP MULTI-GENERATIONAL CONNECTIONS

## CLUB TIMELINE

Today, that history provides the foundation for the club’s next stage of development.

|                                                                                           |                                                                               |                                                                                                          |                                                                                             |                                                                                                                |                                                                                                                                                   |                                                                                                                                              |                                                                                                |                                                                     |                                                                                           |
|-------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| 1908                                                                                      | 1921                                                                          | 1957                                                                                                     | 1965                                                                                        | 1968                                                                                                           | 2005                                                                                                                                              | 2017                                                                                                                                         | 2021                                                                                           | 2023                                                                | 2026                                                                                      |
| <b>FORMATION</b><br>CLUB IS FORMED AS HARTLEPOOLS UNITED FC AFTER LOCAL TEAMS AMALGAMATE. | <b>EFL ADMISSION</b><br>ELECTED INTO THE FOOTBALL LEAGUE THIRD DIVISION NORTH | <b>RECORD ATTENDANCE</b><br>17,246 FANS ATTEND THE LEGENDARY 4-3 FA CUP LOSS TO MAN UTD’S “BUSBY BABES”. | <b>CLOUGH ERA</b><br>BRIAN CLOUGH MBE BEGINS HIS ICONIC MANAGERIAL CAREER AT VICTORIA PARK. | <b>FIRST PROMOTION</b><br>SECURE PROMOTION TO THE NEW THIRD DIVISION FOR THE FIRST TIME IN THE CLUB’S HISTORY. | <b>LEAGUE ONE FINALS</b><br>FOLLOWING A PERIOD OF SUSTAINED SUCCESS LEAGUE 1 PLAY-OFF FINALS REACHED, NARROWLY MISSING PROMOTION TO CHAMPIONSHIP. | <b>DROP &amp; CRISIS</b><br>MULTIPLE RELEGATIONS SEE THE CLUB DROP OUT OF THE FOOTBALL LEAGUE FOR THE FIRST TIME IN 96 YEARS AND HIT CRISIS. | <b>EFL RETURN</b><br>PROMOTED BACK TO THE EFL VIA A DRAMATIC PENALTY SHOOTOUT WIN OVER TORQUAY | <b>SHORT LIVED RETURN</b><br>RELEGATED BACK TO THE NATIONAL LEAGUE. | <b>A NEW DAWN</b><br>AMERICAN BUSINESS MAN LANDON SMITH BUYS THE CLUB STARTING A NEW ERA. |



# THE FOOTBALL OPPORTUNITIES

Hartlepool United benefits from key sporting and commercial assets alongside a unique geographical location giving competitive edge and opportunities across:

## MENS TEAM



An unprecedented opportunity to sustainably progress a Men's team through the English Football League Pyramid.

The Men's Team currently plays in National League, a fully professional UK wide 5th tier competition that attracts regional, national and global exposure.

National League is also the gateway to the prestigious English Football League system (tier 4 and above), which is the next step and a primary Club objective.

The EFL aim is robustly positioned with owner investment, outstanding training facilities, low competition geographics, new commercial activity and an EFL ready football department set up.

The Club's authenticity, passionate supporter base and men's team combine to deliver incredible partner opportunities and activations across traditional physical matchday as well as new era digital media, streaming and broadcast.



## ACADEMY PROGRAMME



An opportunity to develop a best-in-class Academy for the targeted production of player assets and value.

A key part of the overall football strategy is to develop a full end-to-end pathway for male and female players from youth to senior.

As a 'one club town' situated in a wider football hotbed HUFC has an outstanding chance to execute this through home grown talent and relationships with top-tier regional clubs.

Investment into a bespoke academy system is showing fruition with players now transitioning into the 1st Team or trading with other clubs, giving greater overall club sustainability.

The programme represents one of the most exciting HUFC aspects for partners to engage with, developing the future stars of tomorrow.



## WOMENS TEAM



An opportunity to develop a women's football programme in line with the rapid global expansion of the women's game.

Women's football is experiencing unprecedented global investment, development and commercial growth in line with booming audiences. It represents a significant prospect for clubs that are prepared to invest and build programmes.

HUFC has a progressing Women's team and fledgeling girl's feeder system that has seen noteworthy footballing success whilst also embracing a set of grass-root based values with true social impact.

The offering provides unique partner opportunities and exposures with high-value equality, diversity and inclusion alongside an exploding marketplace and potential high-performance programme.





# SOCIAL IMPACT

The Club’s brand leverages the influence of sport, which combined with strategic partnerships, has enabled Pools to make significant positive impact within its communities.

Sport—particularly football—offers unique prospects to connect with individuals who may be difficult to reach or vulnerable, often achieving outcomes where other initiatives face challenges.

Established as a registered charity and independent entity, the Hartlepool United Community Sports Foundation (HUCSF) was created to deliver large-scale social impact. Currently, HUCSF employs a dedicated team delivering an extensive range of sporting and non-sporting programs under the Club’s emblem throughout the town and region.

HUCSF collaborates with the Police, NHS, Premier League, National Citizen Service, Armed Forces, and Food Network to implement initiatives in sports development, health, social well-being, education, training, employment, anti-social behaviour, and crime prevention.

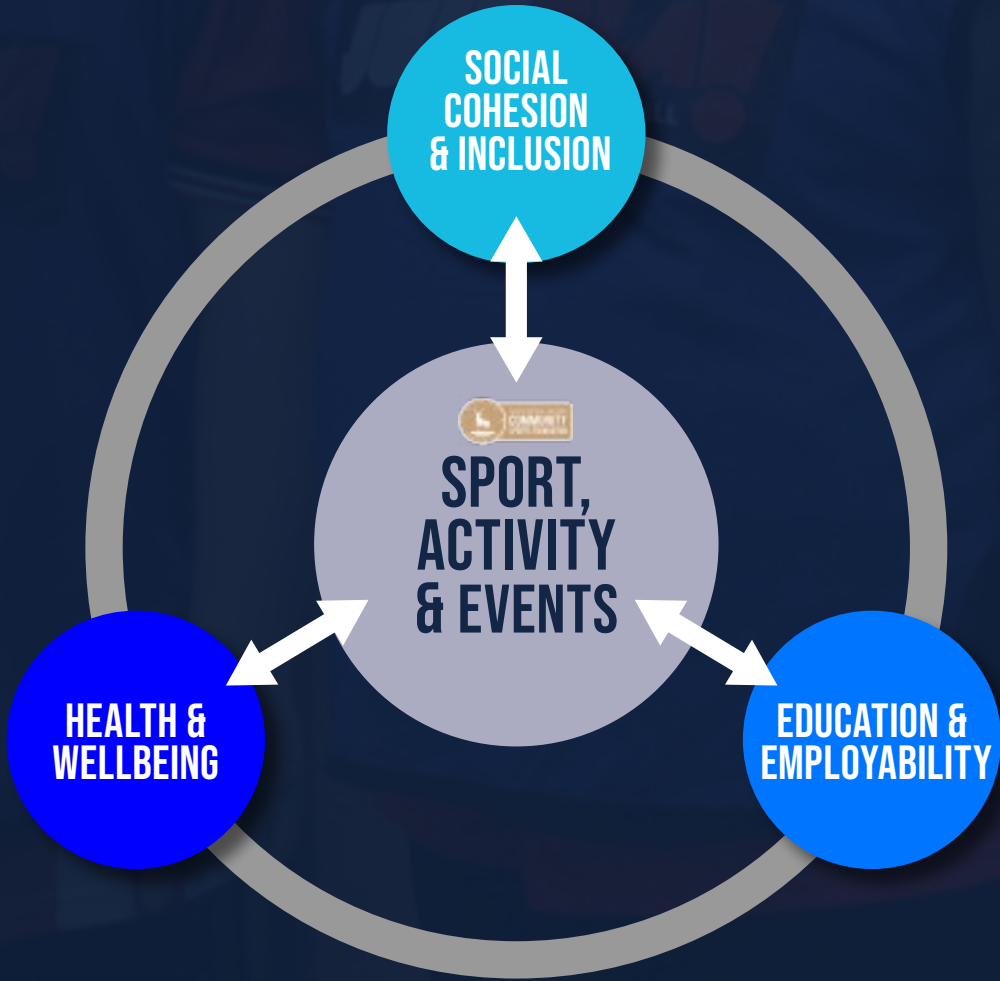
There remains considerable potential for further expansion of HUCSF, presenting opportunities for partners and philanthropists to collaborate towards meaningful, community-focused impact. With new era digital tools those impacts can also reach a much wider national and global audience.



## HARTLEPOOL UNITED COMMUNITY SPORTS FOUNDATION (HUCSF) AIM:

“TO HARNESS THE HUFU BRAND AND THE POWER OF SPORT TO POSITIVELY IMPACT LIVES IN KEY AREAS OF HEALTH AND WELLBEING, EDUCATION AND EMPLOYABILITY, AND SOCIAL COHESION AND INCLUSION.”

## EXAMPLE HUCSF WORK



500K+  
DELIVERY HOURS  
TO DATE

GET  
ACTIVE  
CAMPAIGNS

MEN'S  
HEALTH  
INITIATIVES

TACKLING  
UNEMPLOYMENT

TACKLING  
CHILD  
POVERTY

TACKLING  
ADULT  
ILLITERACY



AMBASSADORS

# NATIONAL RECOGNITION. GLOBAL STORYTELLING.

A growing list of high-profile individuals have an affiliation with Hartlepool United including leading Sky Sports Football Pundit Jeff Stelling, Olympic and WBO Middleweight Boxing Champion Savannah Marshall, Iron Maiden guitarist Janick Gers and previously the late American singer-actor Meatloaf. Ambassadors are available (subject to agreement) for:



PARTNER &  
CORPORATE  
EVENTS



MEDIA,  
PR & DIGITAL  
CONTENT



COMMUNITY  
& CSR  
INITIATIVES



MATCHDAY &  
HOSPITALITY  
ACTIVATIONS

THIS CAN PROVIDE THE CLUB AND ITS PARTNERS WITH RARE ACCESS TO TRUSTED PUBLIC FIGURES, ENHANCING CAMPAIGN REACH AND IMPACT EXPONENTIALLY THROUGH NATIONAL AND GLOBAL AUDIENCES IN A NEW ERA OF DIGITAL MEDIA AND STORYTELLING OPPORTUNITY.

SAVANNAH MARSHALL  
WORLD BOXING CHAMPION

JEFF STELLING  
AWARD WINNING  
TV PRESENTER



# JEFF STELLING <sup>MBE</sup> HUFC HONORARY PRESIDENT

Jeff Stelling is essentially the British equivalent of Bob Costas, a “national treasure” who anchored the UK’s most-watched weekend soccer show, Gillette Soccer Saturday on Sky Sports, for nearly 30 years and is one of the UK’s most recognizable sports broadcasters, with a career in journalism and television spanning over four decades.

Since December 2023 he has co-presented TalkSPORT’s breakfast show alongside Ally McCoist, and in 2026 launched The Jeff Stelling Show podcast, reinforcing his voice in football storytelling.



3.9 MILLION  
LISTENERS TO JEFF’S  
DAILY TALKSPORT  
BREAKFAST SHOW.

266,000  
COMBINED  
SOCIAL MEDIA  
FOLLOWERS



An Evening with  
JEFF STELLING

# SAVANNAH MARSHALL HUFC AMBASSADOR

Savannah “Silent Assassin” Marshall is one of Britain’s most accomplished combat sports athletes and a proud Hartlepool icon. Savannah has established herself as a premier crossover star in the U.S. market, headlining legendary venues like Madison Square Garden and commanding millions of views across digital platforms.

Her global celebrity was cemented in 2022 when her clash with Claressa Shields became the most-watched women’s professional boxing event in history, with over 2 million live viewers and generating 6 million social media views in a single week.

Now a dual-sport athlete with the Professional Fighters League (PFL), and signed to Jake Paul’s MVP and fighting on Netflix, Marshall’s transition into MMA further expands her reach, making her one of the most influential and marketable figures in the international fight game.

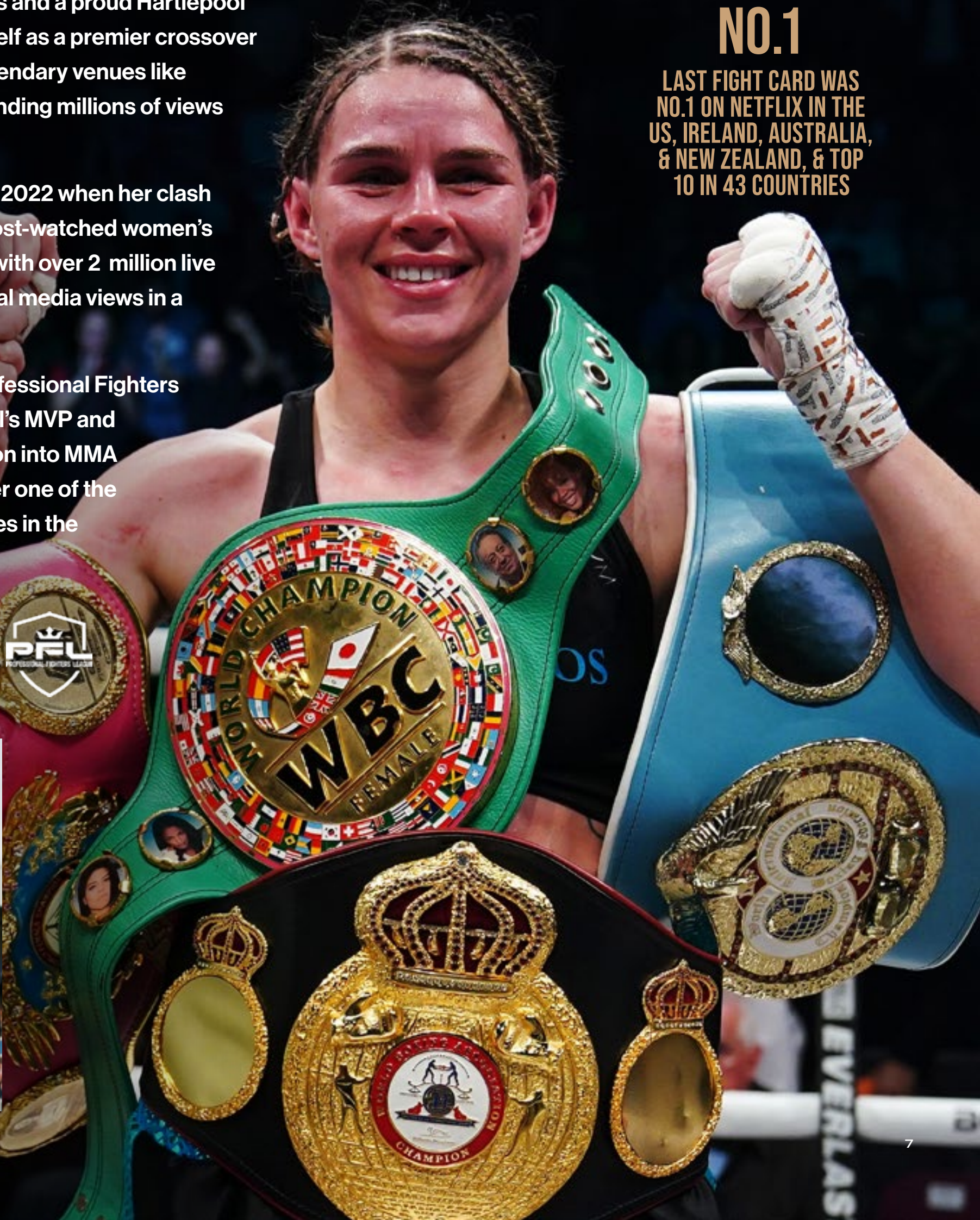
NETFLIX



224,000  
COMBINED  
SOCIAL MEDIA  
FOLLOWERS

2 MILLION  
LIVE VIEWERS DURING  
MOST-WATCHED WOMEN’S  
PROFESSIONAL BOXING FIGHT  
IN HISTORY

NO.1  
LAST FIGHT CARD WAS  
NO.1 ON NETFLIX IN THE  
US, IRELAND, AUSTRALIA,  
& NEW ZEALAND, & TOP  
10 IN 43 COUNTRIES





BE PART OF AN INCREDIBLE JOURNEY

# SPONSOR & PARTNER STRUCTURE

## A TAILORED APPROACH

All of our sponsor and partner packages are built bespoke to reflect your objectives and aspirations:

### 1. DISCOVERY

We start with your goals, exploration and market insights, not predetermined packages.

### 2. DESIGN

We design a custom plan that aligns with your priorities and brand.

### 3. ACTIVATION

We bring the strategy to life in innovative ways that feel authentic.

### 4. MEASUREMENT

We track and review what matters to you to ensure outcomes are met.

£/\$ VALUE

PRINCIPAL

SPONSOR/PARTNER

OFFICIAL

SPONSOR/PARTNER

ASSOCIATE

SPONSOR/PARTNER

MATCHDAY ACTIVATIONS & ADVERTISING

MEIS FOOTBALL

ACADEMY FOOTBALL

WOMENS FOOTBALL

STADIUM & FACILITIES

SOCIAL IMPACT

AMBASSADORS & MEDIA

## SPONSOR & PARTNER LEVELS

We have 4 levels of investment; Principal, Official and Associate, with further entry level opportunities with Matchday Activations & Advertising.

## RIGHTS MIX & VOLUME

We build flexible packages from 150+ different rights across 6 key strands of: Men's Football, Academy Football, Women's Football, Stadium & Facilities, Social Impact, Ambassadors & Media.



# SWELLING AUDIENCES FOR POWERFUL ACTIVATIONS.

Hartlepool United offers an extensive array of conventional and new-era activation opportunities to reach, grow and engage its audiences.

Even while in the National League the team regularly draws EFL-level crowds exceeding 5,000 from a broad spectrum of demographics (ABC1 to C2DE). Matchday attendance numbers increase significantly if the Club plays in the EFL, with extensive demographic benchmarking to support a sustainable EFL1 club model with current stadium sell outs.

The Club consistently achieves full capacity for corporate hospitality, has extensive branding options for both kit and training apparel, and supports 100+ stadium-based advertising options. Matchday activities gain weekly exposure and coverage via regional and national print, radio, and TV media.

Alongside traditional reach, the Club has been building and expanding its new-era digital audiences including through social media, streaming and digital storytelling. This digital engagement has been supercharged following confirmation of celebrity ambassadors Jeff Stelling and Savannah Marshall, and will continue to grow in coming seasons under further planned resourcing.

### FOLLOWERS

|                                        |          |
|----------------------------------------|----------|
| X/TWITTER                              | 82,000+  |
| FACEBOOK                               | 67,000+  |
| INSTAGRAM                              | 29,000+  |
| LINKEDIN                               | 3,400+   |
| YOUTUBE                                | 8,450+   |
| TIKTOK                                 | 18,800+  |
| PRESIDENT JEFF STELLING FOLLOWERS      | 266,000+ |
| AMBASSADOR SAVANNAH MARSHALL FOLLOWERS | 224,000+ |
| TOTAL SOCIAL FOLLOWING                 | 699,000+ |

### KEY NUMBERS

8,000+

Engaged Email Subscribers

699K+

Total Followers Across Facebook, X, Instagram, Tiktok & LinkedIn



15M+

Video Views



5M+

Instagram Views



5M+

Weekly Total Media Impressions



10M+

Facebook Views



117K+

Seasonal Matchday Attendees



220K+

Seasonal DAZN Streaming Viewers





# PERIMETER BOARDS

Promote your business and increase brand visibility with our premium advertising opportunities. Choose from pitch-side or crowd-facing advertising boards to showcase your brand and connect with a wider audience, helping you attract new customers and grow your reach.

## PRICING

### TV Facing

£1500 + VAT Inc Production

### Non-TV Facing

£1200 + VAT Inc Production

### Secondary Boards

£1000 + VAT Inc Production

### Crowd Facing Boards

£700 + VAT Inc Production

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





# MONKEY BUSINESS CLUB

Join the HUFC Monkey Business Club and connect with local businesses while raising the profile of your company through Hartlepool United's official marketing channels. Combining valuable networking opportunities with extensive brand exposure, the Club helps businesses engage with supporters and the wider community across the town, the UK, and beyond. With two membership packages available, there's an option to suit every business and budget.

## STANDARD PACKAGE: £400<sup>+VAT</sup>

- ANNOUNCEMENT ON ALL OFFICIAL HUFC SOCIAL MEDIA PLATFORMS & CLUB APP
- LOGO PLACEMENT ON OFFICIAL MONKEY BUSINESS WEBSITE PAGE WITH LINK TO BUSINESS SITE
- LOGO PLACEMENT ON OFFICIAL MONKEY BUSINESS PROGRAMME AD FOR EVERY GAME THROUGHOUT THE SEASON
- 1 X FULL PAGE PROGRAMME AD TO BE ON A ROTATIONAL BASIS THROUGHOUT THE SEASON
- 6 X MONKEY BUSINESS CLUB EVENTS THROUGHOUT THE YEAR, INCLUDING SPECIAL GUESTS
- OPPORTUNITY TO PRESENT AT, AND HOST MONKEY BUSINESS CLUB EVENTS
- 4 X MEYBA LOUNGE HOSPITALITY TICKETS TO BE USED THROUGHOUT THE SEASON
- 6 X GENERAL ADMISSION TICKETS TO BE USED THROUGHOUT THE SEASON
- 10% DISCOUNT ON SELECTED HOSPITALITY, CONFERENCE AND EVENTS, AND SPONSORSHIP PACKAGES
- LIMITED EDITION MONKEY BUSINESS WELCOME GIFT
- SPONSORSHIP OF OFFICIAL HUFC NEWSLETTER TO BE USED ON A ROTATIONAL BASIS

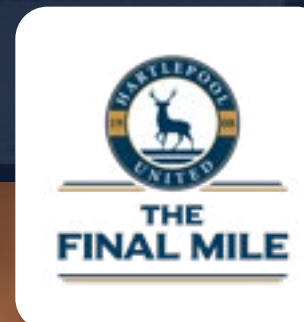
## PREMIUM PACKAGE: £650<sup>+VAT</sup>

- EVERYTHING INCLUDED IN THE STANDARD PACKAGE PLUS:
- 1 X CROWD FACING ADVERTISING BOARD
- TRAINING GROUND INVITE TO WATCH A TRAINING SESSION, INCLUDING LUNCH WITH THE PLAYERS
- TOTAL OF 6 X MEYBA LOUNGE HOSPITALITY TICKETS TO BE USED THROUGHOUT THE SEASON
- TOTAL OF 10 X GENERAL ADMISSION TICKETS TO BE USED THROUGHOUT THE SEASON

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)







# THE FINAL MILE MEMBERSHIP

The Final Mile is Hartlepool United's new matchday partnership scheme, created to strengthen connections between the Club, supporters and local hospitality businesses. Pubs, bars and restaurants that join the scheme will be able to offer exclusive promotions, discounts and matchday incentives to fans throughout the 2026/27 season. By encouraging supporters to visit participating venues before and after games, The Final Mile aims to enhance the matchday experience, support local businesses and create a stronger sense of community across Hartlepool.

*Membership of The Final Mile for the 2026/27 season includes:*



A DEDICATED SECTION ON THE CLUB'S OFFICIAL WEBSITE AND APP



INCLUSION WITHIN THE OFFICIAL HARTLEPOOL UNITED MATCHDAY PROGRAMME



PROMOTIONAL SUPPORT ACROSS THE CLUB'S OFFICIAL SOCIAL MEDIA CHANNELS



OPPORTUNITIES TO ADVERTISE EXCLUSIVE OFFERS TO POOLS SUPPORTERS



INVITATIONS TO BIENNIAL NETWORKING EVENTS AT THE PRESTIGE GROUP STADIUM



10 X MATCH TICKETS PER SEASON TO USE AS CUSTOMER OR STAFF REWARDS

## PRICING

**£300** inc VAT for membership

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





# PLAYER & STAFF SPONSORSHIP

Sponsoring one of our players is a fantastic way to show your support for both the club and your favourite player, while also increasing visibility for your business or family name. Your sponsorship provides valuable brand exposure throughout the season and creates a strong connection with supporters, players, and the wider community. Whether for business promotion or personal pride, player sponsorship offers a unique and memorable partnership opportunity.



**FULL PLAYER SPONSORSHIP FOR THE 2026/27 SEASON FOR A PLAYER OF YOUR CHOICE** (SUBJECT TO AVAILABILITY)



**YOUR NAME OR BUSINESS LOGO FEATURED ALONGSIDE YOUR CHOSEN PLAYER IN THE OFFICIAL MATCHDAY PROGRAMME AND ON THE CLUB WEBSITE THROUGHOUT THE SEASON**



**MATCH-WORN SIGNED SHIRT PRESENTED TO YOU ON THE PITCH AT THE FINAL HOME GAME OF THE SEASON**



**A PERSONALISED THANK YOU LETTER FROM THE CLUB**



**TWO COMPLIMENTARY TICKETS TO THE FINAL HOME FIXTURE PRESENTATION MATCH**

## PRICING

**£300** inc VAT — home/away shirt

**£450** inc VAT — for both home and away

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





# MATCH SPONSORSHIP

Match Sponsorship is a fantastic opportunity to promote your business while entertaining clients, colleagues, or guests in style. Guests will enjoy a delicious three-course meal in the Maidens Lounge before heading pitchside for an exclusive photo opportunity with the match captains and officials.



RECEPTION DRINKS FOR ALL GUESTS



PITCH-SIDE PHOTOGRAPH



THREE-COURSE MEAL IN THE MAIDENS LOUNGE



PRE-MATCH Q&A WITH A FIRST TEAM PLAYER OR CLUB LEGEND



HALF-TIME TEA & COFFEE



SIGNED HOME SHIRT PRESENTED IN THE MAIDENS LOUNGE BY A FIRST TEAM PLAYER OR CLUB LEGEND



LOGO OR COMPANY NAME FEATURED ON THE FRONT OF THE PROGRAMME, PLUS A PERSONALISED POST ON HUFC SOCIAL MEDIA CHANNELS



PHOTO OPPORTUNITY ON THE PITCH WITH MATCH OFFICIALS & TEAM CAPTAINS



PREMIUM MATCH TICKET INCLUDED



SKY SPORTS TV IN THE LOUNGE



MAN OF THE MATCH AWARDS PRESENTED IN THE MAIDENS LOUNGE

## PRICING

£1250 inc VAT for ten guests

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





# MAN OF THE MATCH SPONSORSHIP

Make your matchday experience even more memorable by having your say. As our Man of the Match Sponsor, you'll have the opportunity to choose and present your own Man of the Match award — perfect for celebrating a special occasion or entertaining clients and colleagues in style.



RECEPTION DRINKS FOR ALL GUESTS



PITCH-SIDE PHOTOGRAPH



3 COURSE MEAL IN THE MAIDENS LOUNGE



PRE-MATCH Q&A WITH FIRST TEAM PLAYER OR CLUB LEGEND



HALF-TIME TEA AND COFFEE



POST-MATCH PRESENTATION WHERE YOU PRESENT THE HUFC MAN OF THE MATCH, VOTED FOR BY YOU AND YOUR GUESTS



PHOTOGRAPH OF THE MAN OF THE MATCH PRESENTATION FEATURED IN THE FOLLOWING FIXTURE'S PROGRAMME



HOME SHIRT SIGNED BY THE TEAM, PRESENTED TO YOU BY THE MAN OF THE MATCH



LOGO OR COMPANY NAME FEATURED IN OUR PROGRAMMES, PLUS A PERSONALISED SOCIAL MEDIA POST ON THE HUFC CHANNELS



PREMIUM MATCH TICKET



SKY SPORTS TV IN THE LOUNGE



## PRICING

£1250 inc VAT for ten guests

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)



# MATCH BALL SPONSORSHIP

Match Ball Sponsorship is a fantastic opportunity to promote your business while entertaining clients, colleagues, or guests in style. Guests will enjoy a delicious three-course meal in the Maidens Lounge before taking part in an exclusive pitchside photo opportunity with the match captains and officials.

-  RECEPTION DRINKS FOR ALL GUESTS
-  PITCH-SIDE PHOTOGRAPH
-  THREE-COURSE MEAL IN THE MAIDENS LOUNGE
-  PRE-MATCH Q&A WITH A FIRST TEAM PLAYER OR CLUB LEGEND
-  HALF-TIME TEA AND COFFEE
-  SIGNED BALL PRESENTED IN THE MAIDENS LOUNGE BY A FIRST TEAM PLAYER OR CLUB LEGEND
-  LOGO OR COMPANY NAME FEATURED IN THE PROGRAMME
-  PHOTO OPPORTUNITY ON THE PITCH WITH MATCH OFFICIALS & TEAM CAPTAINS
-  PREMIUM MATCH TICKET INCLUDED
-  SKY SPORTS TV IN THE LOUNGE
-  MAN OF THE MATCH AWARDS PRESENTED IN THE MAIDENS LOUNGE



## PRICING

£700 inc VAT for six guests

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)



# THE MAIDENS LOUNGE

The Maidens Lounge is the perfect way to upgrade your matchday experience. Build up to kick-off with a three-course meal and a pre-match interview with a first team player or a club legend, before taking the best seats in the house to watch the action unfold.

-  3 COURSE MEAL
-  PRE-MATCH Q&A WITH FIRST TEAM PLAYER OR CLUB LEGEND
-  PREMIUM MATCH TICKET
-  PROGRAMME & TEAMSHEET FOR EACH GUEST
-  HALF-TIME TEA & COFFEE
-  SKY SPORTS TV IN THE LOUNGE
-  MOTM AWARDS PRESENTED IN THE MAIDENS LOUNGE

## PRICING

£69<sup>inc VAT</sup> per person  
Seasonal: £1,265<sup>inc VAT</sup>

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





# MEYBA LOUNGE

Enjoy a matchday in style in our MEYBA Lounge. Our modern, fresh space gives fans the opportunity to relax and unwind with friends, family, colleagues, or clients. Enjoy a buffet along with premium spirits, wines and draught.

-  ARRIVAL DRINK FOR EACH GUEST
-  STREET FOOD SERVED PRE-KICK OFF
-  HALF-TIME TEA & COFFEE
-  RELAXED ENVIRONMENT
-  PREMIUM MATCH TICKET
-  PROGRAMME & TEAMSHEET FOR EACH GUEST
-  SKY SPORTS TV

## PRICING

£48<sup>inc VAT</sup> per person  
Seasonal: £989<sup>inc VAT</sup>

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





MATCHDAY HOSPITALITY

# EXECUTIVE BOX

You can enjoy the exclusivity of hospitality in your own private box for the whole season or on a match-to-match basis for 10 guests. With the option of a pre-match dining experience. As kick off approaches you can watch all the pre-match build up. Our Executive Boxes present the perfect opportunity to socialise with colleagues, clients, friends and family.



ARRIVAL DRINK FOR EACH GUEST



BUFFET SERVED PRE-KICK OFF



HALF-TIME TEA & COFFEE



RELAXED ENVIRONMENT



PREMIUM MATCH TICKET



PROGRAMME & TEAMSHEET FOR EACH GUEST



SKY SPORTS TV

## PRICING

**£750** inc VAT for ten guests (option for up to 12 guests at an additional £70 per person)

**Seasonal: £16,100** inc VAT

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





# MASCOT PACKAGES

For those who are wanting to take their matchday experience to another level and make memories to last a lifetime, we have a fantastic opportunity for our young fan base.



**A HARTLEPOOL UNITED HOME STRIP** (SHIRT, SHORTS & SOCKS)



**TWO TICKETS TO THE GAME SEATED IN THE HOSPITALITY AREA OF THE CYRIL KNOWLES STAND** (1X ADULT & 1X MASCOT TICKET)



**WARM UP WITH H'ANGUS ON THE PITCH PRE MATCH**



**MEET HUFC PLAYERS PRIOR TO FIXTURE**



**RUN OUT ONTO THE PITCH WITH THE TEAM**



**ACKNOWLEDGEMENT IN THE MATCH DAY PROGRAMME**



**MATCH DAY PROGRAMME & TEAM SHEET**



**A PERSONALISED PHOTO ALBUM COMPLETE WITH PHOTOGRAPHS TAKEN ON THE DAY**

## PRICING

**£300** inc VAT per mascot

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)





# JUNIOR POOLIES PACKAGES

For a matchday experience like no other, our Junior Poolies package delivers an unforgettable day from start to finish. Designed to give young supporters the ultimate behind-the-scenes football experience, it's the perfect opportunity to feel part of the team and create memories that will last a lifetime.



**14X JUNIOR TICKETS** \*ADDITIONAL TICKETS ARE AVAILABLE



**2X ADULT TICKETS**



**USE OF THE CENTENARY LOUNGE – 3 RESERVED TABLES**



**VISIT TO THE CHANGING ROOMS TO MEET THE PLAYERS & HAVE A GROUP PHOTO TAKEN BY ONE OF OUR PHOTOGRAPHERS**



**FOOD & DRINKS PROVIDED** (SANDWICHES, CAKES, CRISPS & FRUIT SHOOTS)

**TWO PREMIUM PITCH EXPERIENCES:**



**PRE-MATCH FLAG BEARING**



**HALF-TIME ACTIVITY: PENALTIES ON THE PITCH**

## PRICING

**£300** inc VAT per package

To enquire please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk)







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If you want to get involved with HUFC as a sponsor or partner please email [commercial@hartlepoolunited.co.uk](mailto:commercial@hartlepoolunited.co.uk) to enquire. We have some fantastic opportunities, for which we will create bespoke packages tailored to your business to ensure you are getting the most out of your sponsorship/partnership with us.

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