



1887

Principal Club and
Shirt Sponsor
2011-2013



**The chance
to have your
company name
on the front of
Barnsley FC's
shirt is a
fantastic
opportunity
to put your
business
in the
spotlight**



The value of shirt sponsorship

There is nothing else that can give a company as much exposure in the media as being the main shirt sponsor of a Championship football club.

For anyone following football it is impossible to escape the notice of the shirt sponsor, whether fans follow them in the papers, on the internet, matchday programmes, television or at the stadium.

As one of the leading Clubs in Yorkshire, Barnsley receives significant media coverage on both Yorkshire and national television. This document contains actual evidence of the value of media coverage specific to shirt sponsorship that Barnsley FC receives in the course of a season on top of the exposure received at local level.

The new BBC/Sky deal also ensures that the Coca Cola Championship has much greater television coverage. Every week millions of people see highlights from games featuring Barnsley Football Club and as an extension the shirt sponsor. Any business who is the shirt sponsor receives fantastic publicity.

**Imagine your brand alongside the
biggest names in football...**





The **benefits** of becoming main club sponsor

Brief Summary of benefits of shirt sponsorship:

Name of front of shirt

Stadium and perimeter advertising boards

Adverts and branding in home matchday programme

Space for advertising board in Executive area entrance

Varying degrees of corporate hospitality for all home games

Branding on Club stationary, season tickets and promotional literature

Branding on Club website which has over one million visits per season and over 10 million page impressions

Access to season ticket database

Access to online fan database of over 30,000

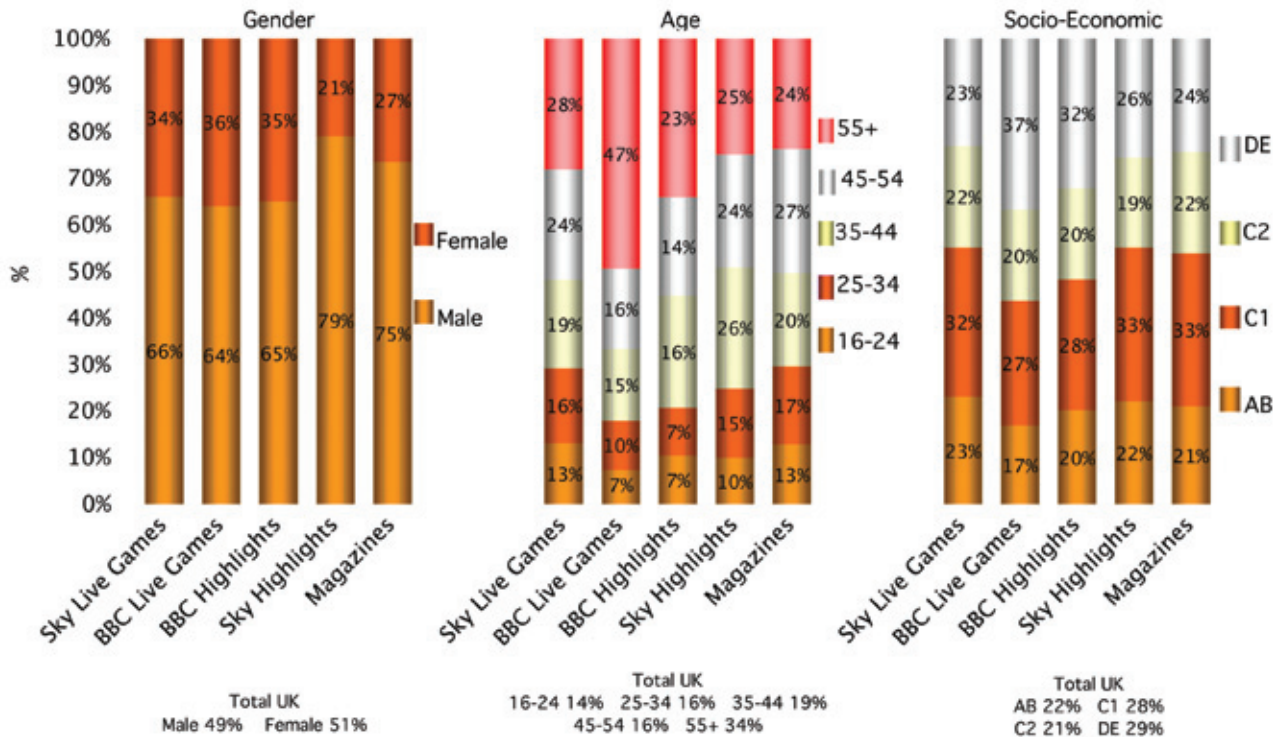
Electronic scoreboard and tannoy messages at all home games

Exclusive player appearances throughout term of sponsorship



TV Coverage: Hard Facts

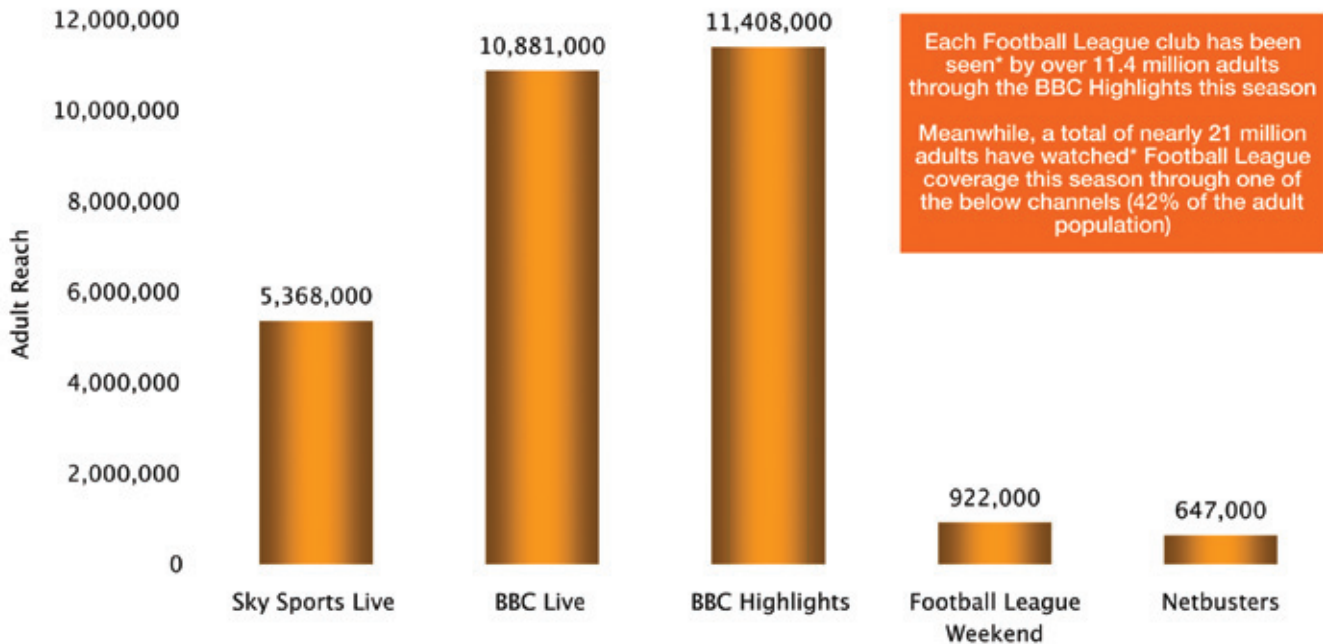
Football League TV Audience Profiles





TV Coverage: **Hard Facts**

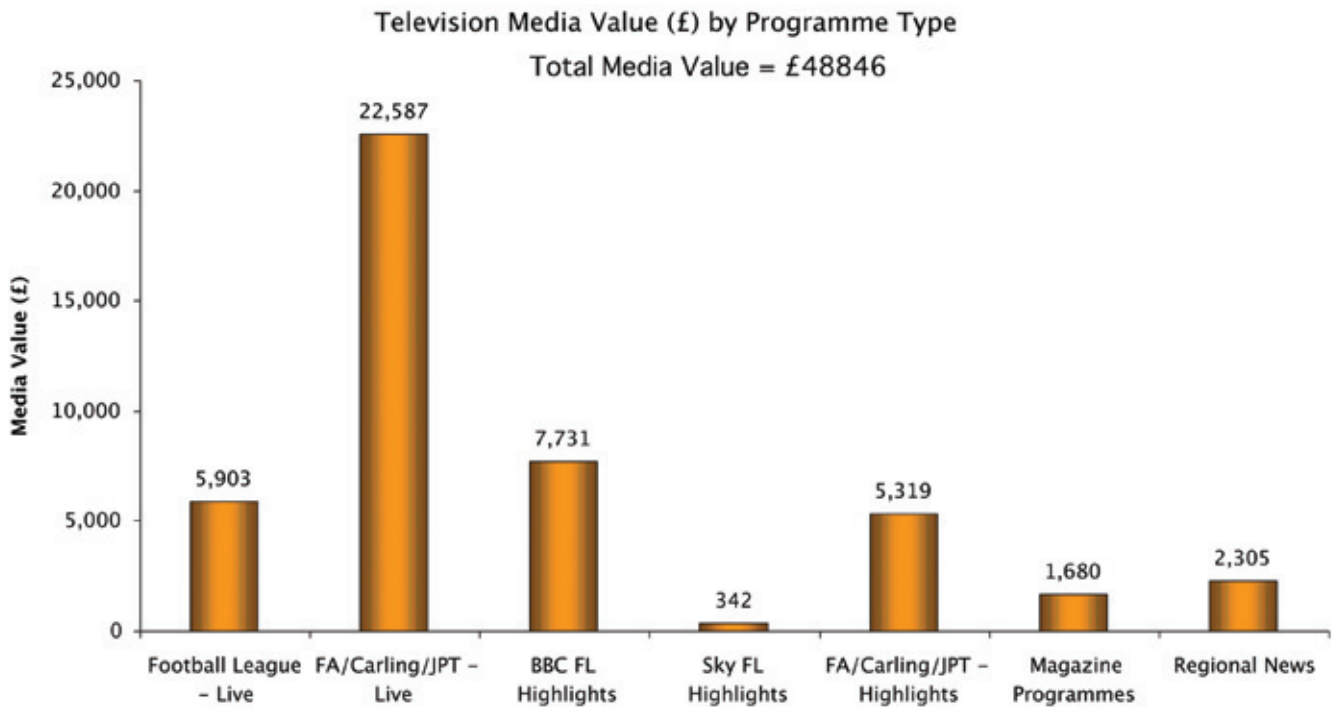
Audience Reach* by Programme Type



*Defined as the number of unique adults who have watched 30 consecutive minutes for live and 20 consecutive minutes

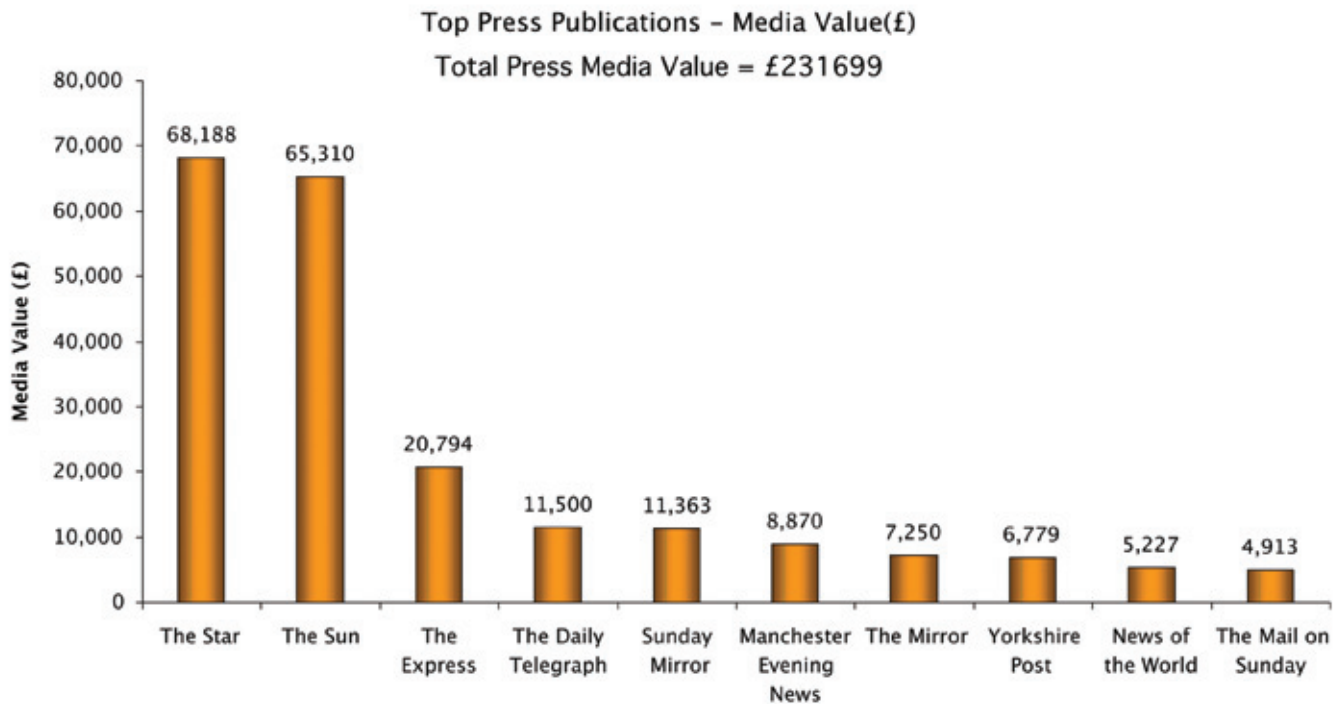


TV Coverage: Hard Facts





Press Coverage: **Hard Facts**





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