

# Crusaders

Football, Athletic & Sports Club



Sponsorship & Marketing  
Opportunities

2010/11



# CRUSADERS IN THE COMMUNITY

Crusaders Football club are at present looking at re-locating to a new purpose built Stadium in the Giants Park, North Foreshore, consultations are at an advanced stage regarding the project and hopefully results will be known in the very near future.

In the meantime our present Seaview Grounds are undergoing extensive refurbishment, a new 4G pitch has been laid, new floodlighting, new dressing room complex have been added, and proposals are at an advanced stage for new stands at the Stadium.

The 4G pitch will add to the number of people using the facility as it will be operative on a daily basis from 10am to 10pm seven days a week. With football matches, training and community usage advertising has never had a better opportunity at Seaview with the extra usage daily. The 4G facilities can be booked by contacting Mark Sweeney at 07919 897822 or email: [sweeney@googlemail.com](mailto:sweeney@googlemail.com).

Crusaders at present field eight teams ranging from Carling Premiership right down to Under 11, we also have two very successful Ladies teams playing in NIWFA. The Club are strongly focused on the Community aspect of the game by encouraging the local community to take part.

Mini Soccer sessions are held each week at Seaview, and a very active Schools programme takes place during term time in North Belfast / Newtownabbey area. A high level of optimism is about the Club with lots going on now and in the immediate future, under the auspices of Club Manager Stephen Baxter and his very professional Coaching Staff.

# GROUND SIGNAGE ADVERTISING

Ground advertising at Seaview will offer your Company an excellent chance to promote your Company / Product to a wider audience. We already have some leading Companies on board advertising with the Club and some have already extended their contracts. Now with a greater throughput of spectators and on the playing and training side with the introduction of the 4G pitch a wider audience is now available to all advertisers and we would like to offer you the opportunity of joining them.

We have some excellent sites available within the Stadium, which can be seen by all who use the Ground throughout the year, and of course on weekly Television and last season saw Sky Sports broadcast live from Seaview nationwide.

Sites and Sizes available are as follows:

- **Front perimeter wall facing Shore Road 5 metres x 1 metre**
- **Track side 4 metres x .75 metre**
- **Track side 5 metres x .75 metre**
- **Perimeter Wall fencing 8 feet x 4 feet.**

Your Company may provide your own signage or alternatively Crusaders can arrange this for you at competitive terms to your specification.

The Company will receive an invitation to come along to an agreed home game for two persons during the season with hospitality in Boardroom and half and full time.





# MATCH SPONSORSHIP

Sponsor a match in the Carling Premiership of your choice (subject to availability). This is a great gift for someone, a surprise day out for staff or some informal business networking.

Included in match day sponsorship:

- **Season Ticket for Company**
- **Complimentary tickets with reserved seating for four persons**
- **Drinks on arrival**
- **Lunch for four persons**
- **Match programmes and team sheets**

# MATCH BALL SPONSORSHIP

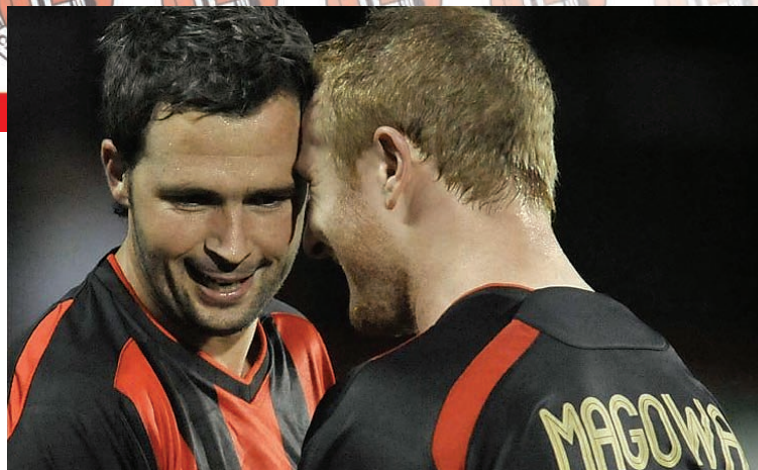
Our match ball sponsorship package includes:

- **Two complimentary tickets to game of your choice**
- **P A Announcement**
- **Details on Club Web Site**
- **Details in Programme and Team Sheets**
- **Complimentary drinks in Boardroom at full time**

# WEBSITE ADVERTISING

Advertising on website is a very cost effective way of widening your Company profile on our very popular website, we can do this with a link to the Company website, and can offer the following:

- **Banner on front page**
- **Side banner front page**
- **Banner on any page of your choice**
- **Side banner on any page of your choice.**



# PROGRAMME ADVERTISING

Advertise your Company or Business in the Match day programme. The advert will appear in all League games plus any Cup fixtures played at Seaview. The following sizes are available:

- **Full Page**
- **Half page**
- **Quarter page**
- **Business card size**

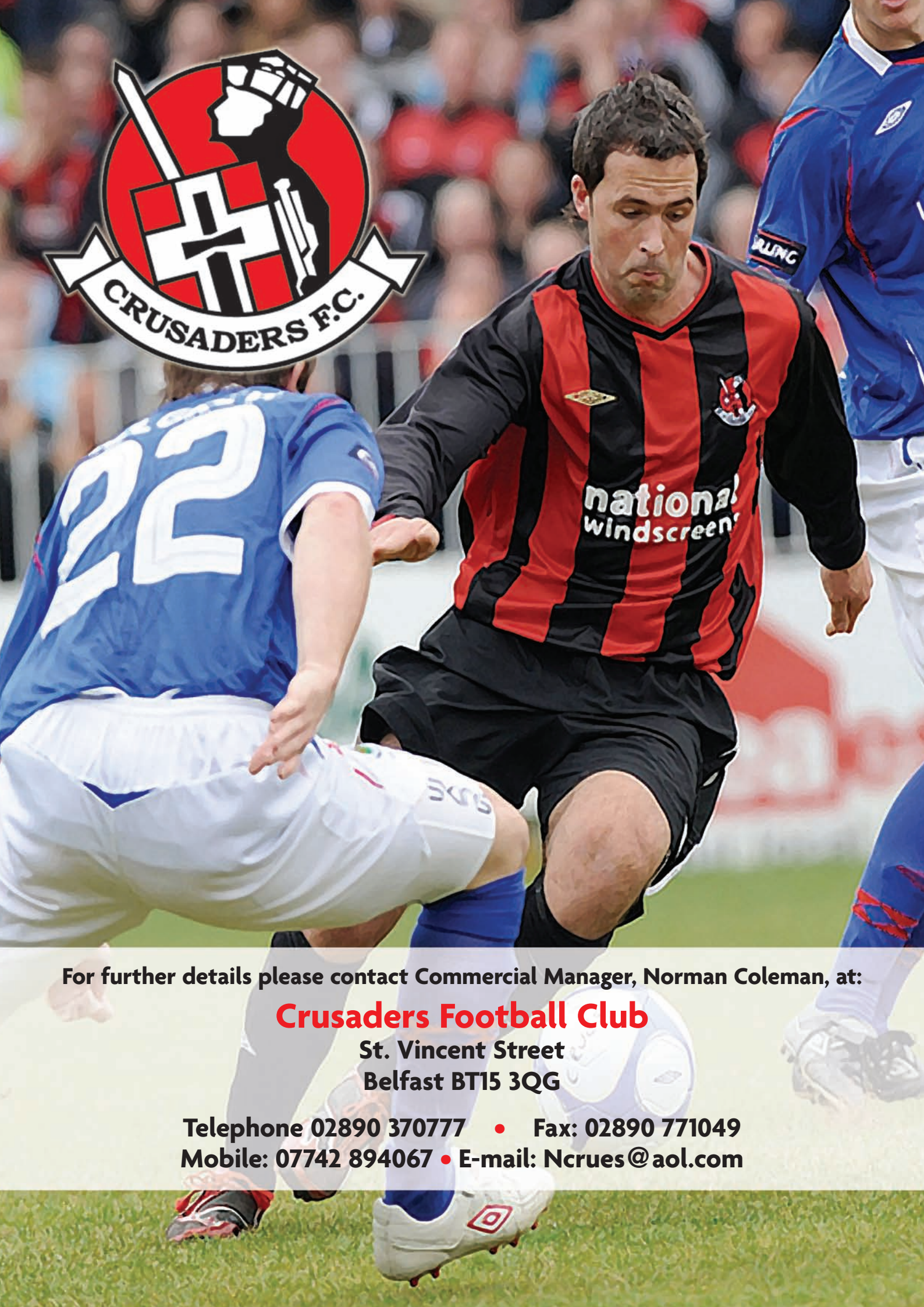
# POTENTIAL SPONSORS / ADVERTISERS

Crusaders Football Club welcomes all enquiries large or small for sponsorship opportunities.

Media coverage has never been greater with Sky Television and Setanta both broadcasting live games, Crusaders appeared twice in live broadcasts during 2009/2010 season. Setanta broadcast the Setanta Cup and have covered the JJB Irish Cup semi-finals. BBC Television broadcast live Co-operative Cup Final and JJB Cup Final live.

There is also extensive coverage by the excellent local and national daily newspapers that provide excellent coverage on a daily basis.

Cost effective form of advertising with numerous options available to the potential advertiser to suit all marketing budgets both large and small, and in these trying economic times we can provide good value for money to your Company.



For further details please contact Commercial Manager, Norman Coleman, at:

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