

WEB SITE ADVERTISING

Advertising on the website is a very effective way of widening your Company profile to a wide audience with a link to your own Company website.

We can offer the following:

- Banner on front page
- Side Banner front page
- Banner on any other page of your choice
- Side banner on any other page of your choice

Crusaders web site is a very popular outlet for the Club and receives many hits from around the world each week.

POTENTIAL SPONSORS/ADVERTISERS

Crusaders Football Club will welcome all enquires large or small for sponsorship opportunities.

Media coverage in the Premiership has increased greatly with Sky Television and Setanta Channels both broadcasting live games throughout the season.

There is also extensive coverage by the excellent local and national daily newspapers that provide great coverage of the game 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 excellent value for money to your Company. Our major Club Sponsor National Windscreens have just signed up an extension of their present contract taking them to sponsoring the Club for seven years. Rite Price Carets and Suites York Street Belfast agreed a five-year back of shirt sponsorship, and Starplan agreed a five-year shorts sponsorship.

For further details please contact Commercial Manager Norman Coleman at:

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Crusaders Football, Athletic & Sports Club



Sponsorship/Marketing Opportunities

CRUSADERS IN THE COMMUNITY

Crusaders Football Club are at present investigating re-location to a new purpose built Stadium in North Belfast area, with a site in the Giants Park, North Foreshore a very viable proposition. Consultations with Belfast City Council are ongoing on the project and are at an advanced stage.



We are however upgrading our present Stadium at Seaview with new stands being built at Shore Road and M2 end of Ground, and new dressing room facility for Officials and Players underneath the North Stand. Facilities will also be provided for Restaurant and Bar above the new dressing room complex. We also hope to have installed by start of the new season a brand new 3G playing surface, which can be used 24/7 by the local community.

Crusaders at present field eight teams each week ranging from the JJB Premiership right down to Under11, we also have two Ladies teams playing in NIWFA. The Club are strongly focused on the Community aspect and look forward to furthering its aims over the coming months.

Mini- Soccer sessions are held each week in the Grove Playing Field, a very active Schools programme takes place during term time in North Belfast/ Newtownabbey area and a very prestigious 5 a side tournament for Primary School boys and girls is now an Annual event in the Clubs calendar. Altogether vibrancy is around the Club with lots going on now and in the immediate future, under the auspices of a very professional Coaching staff led by Club Manager Stephen Baxter.

NEW STANDS

With the building of two new stands in the ground we would like to offer Companies an opportunity of branding the stands with the Company name. With the two developments at either end covering main arterial routes into and out of Belfast here is a great way of advertising your Company, we can offer this as a three year contract upwards with the Company name prominent in the illuminated signage and use on all match tickets, press coverage and advertising material.

GROUND SIGNAGE ADVERTISING

Ground advertising at Seaview offers your Company an excellent chance to promote your Company/Product to a wide audience. We have already some leading Companies on board advertising with the Club and we would like to offer you the opportunity of joining them.

We have several excellent locations within the Stadium for advertising boards, which can be seen by thousands of spectators throughout the season, and of course on Television at each home game



Sites and sizes are as follows:

- Front Wall directly on Shore Road 5 metres x 1 metre
- Trackside 4 metres x .75 metres
- Trackside 5 Metres x .75 metres
- Perimeter wall/ fencing 8 feet x 3 feet

Your Company may provide their own signage or alternatively Crusaders can arrange this at very competitive prices to have sign manufactured to the Company specification. The Company will also receive an invitation to come along to a game during the season with a buffet lunch and complimentary drinks in Boardroom after the game.

MATCH SPONSORSHIP

Sponsor a match in the Premiership of your choice (subject to availability) this is an exciting way to spend a special day as a gift to someone, a surprise for the staff or some informal business networking.

We include the following:

- Season Ticket for Company
- Complimentary tickets for four persons
- Drinks on arrival at 1.30pm
- Lunch for four persons
- Match Programmes
- Team sheets
- Reserved seating
- Complimentary drinks in Boardroom after the game
- Present your man of the match award.

PLAYER SPONSORSHIP

A hugely popular form of advertising. By sponsoring a Player you or a Company will be prominently displayed in Match Programme and Club Web Site beside the Players name. At the end of the season you will receive the shirt from the Player and an invitation to the Player of the Year Awards Dinner. This type of sponsorship would make a fantastic display item if framed in either the home or business.

MATCH BALL SPONSORSHIP

Receive two complimentary tickets to your choice of game.

- PA Announcement
- Details printed in Match Programme
- Details on Club Web site
- Complimentary Drinks in Boardroom until 5.45pm

DUG OUT ADVERTISING

Have your Companies name emblazoned across both the Home and Away Dug Outs throughout the season at a very competitive cost

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. There are various advertising opportunities available



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

