



Wealdstone Football Club  
**COMMERCIAL  
BROCHURE**





# Introduction

With historic roots dating back to 1899 and a record of success including the Non-League Double Wealdstone FC has a long, proud and successful history reflecting strength and resilience.

Since the club moved to Grosvenor Vale in the heart of Ruislip in 2008 the club has seen a renaissance both on and off the field. We have earned an enviable reputation in the game as a sustainably run, fan-friendly, community focussed club.

The club is one of the fastest growing in the country, since achieving promotion to the National League in 2020 interest has exploded with record breaking attendances and booming social media following. The club now operates an academy over 3 sites in North and West London and has an active Community Trust.

The Club is also at the brink of a significant transformation with the potential development of a first-class stadium and community asset in Hillingdon, London. This initiative, backed by the local council, promises minimal financial impact on the club and could see Wealdstone FC securing a permanent, Football League standard home.

The club’s unique, pioneering approach has attracted a wide selection of corporate partners and we are looking for ambitious partners to join us on our journey and be a part of this special organisation.

“Over the past few seasons, Wealdstone FC has taken huge strides on and off the pitch. We’ve broken attendance records, grown a brilliant online following, and earned national attention with our FA Cup run this season, including a memorable live game at The Vale against Wycombe Wanderers. There’s real momentum around the club. We’re proud of what we’ve built and even more excited about where we’re heading. We’d love you to be part of the next chapter of the Wealdstone story.”

– Rory Fitzgerald, Chairman, Wealdstone FC

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# Partnering with Wealdstone FC



## GROW AWARENESS

Our services can help you build awareness of your brand and products to a local and national audience.



## INCREASE SALES

We can help you achieve your sales targets through effective promotions and advertising.



## GROW YOUR NETWORK

Build your contacts, develop relationships and extend your professional network with like-minded business people.



## HOST YOUR EVENT

Our impressive venue and dedicated events team will help you deliver events your delegates will delight in.



## REWARD YOUR STAFF

Your greatest assets are your people. Incentivise, motivate and reward your staff to achieve your company's goals.

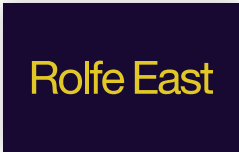


*Together, let's achieve your goals. We offer a wide range of products and services, and our team is dedicated to collaborating with you to find the best solutions for your business.*





Current Kit Sponsors:



# Match Day Kit

Whilst the Brunel University of London logo is proudly on display on the front of Wealdstone shirts and long term partner Rolfe East’s logo appears on the shorts we do have other locations available, allowing partners to receive all the same advertising benefits but within a more modest budget.

These positions are as follows

- ✔ **Back of Shirt** - directly above player name/number
- ✔ **Sleeve of Shirt** - one shoulder position

Benefits of becoming a kit sponsor include bespoke packages created to suit the partners business needs, awareness campaigns, and CSR policy.

Due to the logistics of kit manufacturing, we require a minimum contract agreement of 2 years.

Discounts can be offered if a commitment of 3 years or more is agreed.

Pricing start from:

**£10,000+VAT**

Please contact the club for more information

“ Our partnership with Wealdstone FC is a natural fit for Brunel University. Like Wealdstone, we believe in building strong connections with the community around us. Supporting a club at the heart of West London life strengthens local ties and gives our students opportunities to gain real-world experience in a thriving professional environment. As the UK’s most international university, we’re proud to back organisations that reflect the diversity, energy, and passion that defines Brunel. ”

– **Professor Geoff Rodgers**, Pro Vice-Chancellor (Enterprise & Employment), Brunel University of London







# Stadium Sponsorship

Become not only a partner of the club but also the very home we play in. This opportunity expands beyond the football team and the naming right applies to all ticketing at any event held at the stadium including Watford FC Womens football team.

Nationwide coverage of the National League continues to grow and with the potential for FA Cup success too.

Indeed, our FA cup second round fixture vs Wycombe Wanderers in October was broadcast live on ITV 1 and was watched by over 1 million viewers.

## This package includes:

- ✔ Full Stadium Naming Rights
- ✔ Significant In Stadium Signage including pitch boards
- ✔ Significant external stadium signage
- ✔ Launch of partnership on clubs website and socials
- ✔ 4 complimentary season tickets with reserved seating
- ✔ Complimentary car parking space
- ✔ 1 full page programme advert
- ✔ 4x use of the executive suite & three course dining for up to 4 people per game
- ✔ Prominent positioning of company logo on the clubs website home page

[Price available on request](#)

Pricing start from:

**£30,000+VAT**

Please contact the club for more information

[wealdstone-fc.com](http://wealdstone-fc.com)

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# Stand Sponsorship

We still have opportunities available to sponsor our stands at The Vale where your company's signage will be prominently displayed.

## Stand packages include:

- ✓ Your company name / logo displayed prominently above the stand
- ✓ Launch of partnership on clubs website and socials
- ✓ 4 complimentary season tickets with reserved seating
- ✓ 1x use of the executive suite & three course dining for up to 4 people

Due to the installation costs involved (covered by Wealdstone FC), we require a minimum contract agreement of 2 years. Discounts can be offered if a commitment of 3 years or more is agreed.

The price of stand sponsorship varies and is available on request.

Pricing start from:

**£6,000<sup>+VAT</sup>**

Please contact the club for more information

[wealdstone-fc.com](http://wealdstone-fc.com)

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# Tunnel & Dugout

The club advertises above the Player Tunnel and behind both Dug-Outs.

A prime location for all the action, this is central in the stadium and the most prominent location for TV viewing.

Every entrance, every substitution, and even displaying the board for added time, this has enormous potential for advertising reach for partners.

**This package includes:**

- ✔ Advertising prominently above the Tunnel
- ✔ Advertising prominently around the home & away dugouts
- ✔ 1 full page programme advert
- ✔ Launch of partnership on clubs website and socials
- ✔ 4 complimentary season tickets with reserved seating
- ✔ 1x use of the executive suite & three course dining for up to 4 people

Price:  
**£10,000+VAT**







# Matchday Plinth

Have your brand prominently displayed with the matchball as the players and officials exit the tunnel and take the ball to the centre circle.

An excellent opportunity for professional marketing content to be used on your website or social media, the Matchball Plinth takes centre stage.

**This package includes:**

- ✔ Full branding of the Matchball Plinth to be displayed at every Home fixture.
- ✔ 1 x Gold Pitchside Package.

Price:  
**£3,000+VAT**







# Perimeter Board Advertising

We offer excellent opportunities for businesses looking to advertise to fans at the game and beyond into the photos & videos of press outlets and fans on social media.

We have a combination of high-profile perimeter spaces and secondary sites. We can work closely with brands to design advertising that creates maximum impact.

3 sizes of boards are available:

- 4.6m x 0.96m
- 6.9m x 0.96m
- 9.2m x 0.96m

Includes:

- ✓ In house design team to create the boarding
- ✓ Cost and installation of the boarding
- ✓ Wealdstone executive club membership and listing on the website

Price starts from:

**£1,250**<sup>+VAT</sup>

“ Partnering with Wealdstone FC made perfect sense for us at Rolfe East. We’re proud to be part of a club right at the heart of the community just like Rolfe East has been since it was first established in West London in 1983. There’s a real buzz about the club’s future, and its great to be supporting something that means so much to so many people connected with the club. ”

– Robert Barrett, Director, Rolfe East







# Gold & Platinum Pitchside Packages

## Gold pitchboard package

- ✔ 6.9m x 0.96m pitchside advertising space
- ✔ Initial design and manufacture of the board
- ✔ Launch of partnership on club website and social media channels
- ✔ Hospitality for up to 4 people at 2 matches including 1 car parking space
- ✔ 1 page programme advert
- ✔ 1 social media post per month

Price:  
**£4,000**<sub>+VAT</sub>

## Platinum pitchboard package

- ✔ 9.2m x 0.96m pitchside advertising space
- ✔ Initial design and manufacture of the board
- ✔ Launch of partnership on club website and social media channels
- ✔ Hospitality for up to 4 people at 2 matches in the executive lounge including 1 car parking space
- ✔ 1 page programme advert
- ✔ 1 social media post per month

Price:  
**£6,000**<sub>+VAT</sub>







# Matchday Sponsor

Raise the profile of your brand and and enjoy a fantastic day out at Wealdstone FC with family, friends, colleagues or customers.

The Matchday Sponsor is the primary sponsorship opportunity on a matchday, and the fullest hospitality experience we have to offer, with full corporate hospitality in the executive lounge with dining, plus a pitch side experience.

**This package includes:**

- ✔ Brand announced before kick off as the todays Official Match Sponsor.
- ✔ Included in pre-match social media material.
- ✔ Executive Lounge dining with three course meal for up to 4 people. Additional guests may be added at an additional cost.
- ✔ Mention in matchday programme commercial notes as the official Match sponsor
- ✔ Group selects Man of The Match.

**Benefits:**

- ✔ Matchday tickets for all guests
- ✔ Complimentary match day programme and teamsheet
- ✔ Photograph opportunity with the chosen man of the match
- ✔ 1 space in the stadium car park
- ✔ Half time teas and coffees

Business match sponsorship  
**£595+VAT**

Fan match sponsorship  
**£495+VAT**







# Kit Donor

Want to show your favourite player some well deserved support?

Support your favourite player or member of the management team by donating their home or away kit for the season.

**This package includes:**

- ✔ Logo / name in the Matchday Programme Player Page alongside the relevant player.
- ✔ Logo on the Player Profile page on our Website with a backlink to your website (if desired).
- ✔ Logo / name on any social posts alongside the relevant player
- ✔ For a small extra amount receive the signed shirt to keep at the end of the season

Price per kit:  
**£165+VAT**

Price per kit with end of season signed shirt:  
**£250+VAT**







# Match Ball Donor

Enjoy being part of the game by donating the match ball, a premium package for up to 4 people

This package includes:

- ✔ 4 prime main stand match tickets
- ✔ Priority access to the stadium
- ✔ Captains Lounge Hospitality
- ✔ Autographed team ball
- ✔ 4 matchday programmes and teamsheets
- ✔ Publicity over the PA

Fan ball donor:  
**£180**+VAT

Business match donor:  
**£225**+VAT







# Matchday Hospitality

The ultimate private dining experience. Perfect for small groups, families or entertaining colleagues and customers.

Enjoy a premium three-course meal made by our in house chefs and our dedicated hospitality bar facilities.

- ✓ Reserved dining table in the executive lounge for up to 4 people
  - ✓ Fully waited service
  - ✓ Two or Three-course dining for your guests
- ✓ Half-time tea and coffee
  - ✓ Complimentary matchday programmes and team sheet
  - ✓ Matchday tickets for all guests
  - ✓ 1 space in the matchday car park

Price per person:  
**£100**<sub>+VAT</sub>







# Ticketing Partner

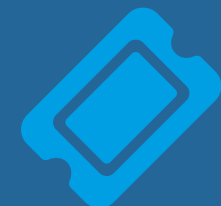
A unique opportunity to sponsor every ticket we print (including digital PDF tickets).

Your logo in every fans pocket, the advert can link to a QR directing fans toward your website or discount code.

**This package includes:**

- ✔ Logo/Marketing Material on Home & Away tickets for the stadium.
- ✔ Logo/Marketing material visible on line on the ticketing platform as supporters purchase tickets.
- ✔ Logo/marketing material on the pre match social media post promoting the game and on the matchday social media graphic.

Price:  
**£2,500+VAT**







# Programme Adverts

A marketing platform in the football industry that has stood the test of time, nothing quite beats the feel of a programme in your hands while you are waiting for the game to start.

This provides partners with an excellent place to display their marketing messages at a low cost.

We distribute 300-400 programmes every matchday meaning excellent value for money to our advertising partners.

Our award winning full colour match day programme is a beacon of excellence and highly popular.

Full page advert:  
**£600**+VAT

Half page advert:  
**£350**+VAT







# Teamsheet Sponsor

Our Teamsheet is printed for each and every home matchday and is essential for both our hospitality and media guests to be first to find out the days line-up.

With over 15,000 copies of the teamsheet printed in the 2024/25 season, this is an assured way to get eyes on your business.

**Package Includes:**

- ✔ Name or logo on all team sheets printed throughout the season A4.
- ✔ Advert on the back of all team sheets printed throughout the season.
- ✔ Wealdstone executive club membership and listing on the website.

Price:  
**£1,500+VAT**







# Digital & Broadcast Sponsor

With a range of different options, no matter your budget - we have something for your business.

With over 400k website sessions, over 10k page views per month and news items reaching up to 3,000 views in a day, our website provides a great opportunity to reach a wide audience.

**Package includes:**

- ✔ Sponsor all of our digital broadcasts including pre and post match interviews.
- ✔ Name/Logo placement on all video broadcasts
- ✔ Sponsor all of our YouTube videos
- ✔ Video advert opportunities in intro and outro
- ✔ Social media tag on every post /article
- ✔ Brand / logo placement on social media posts including Pre-Match Preview, “It’s Matchday!” and Half Time & Full-time
- ✔ Brand / logo placement on the home page

Price:  
**£10,000+VAT**





# Social Media Advertising

With so many people using social media platforms like Twitter, Facebook and Instagram every single day, social media sponsorship is a marketing strategy that you do not want to miss out on.

With exposure to a wide and engaged audience, including the club's fans and followers, we are able to provide value to partners wanting to make an impact, increasing brand visibility and recognition.

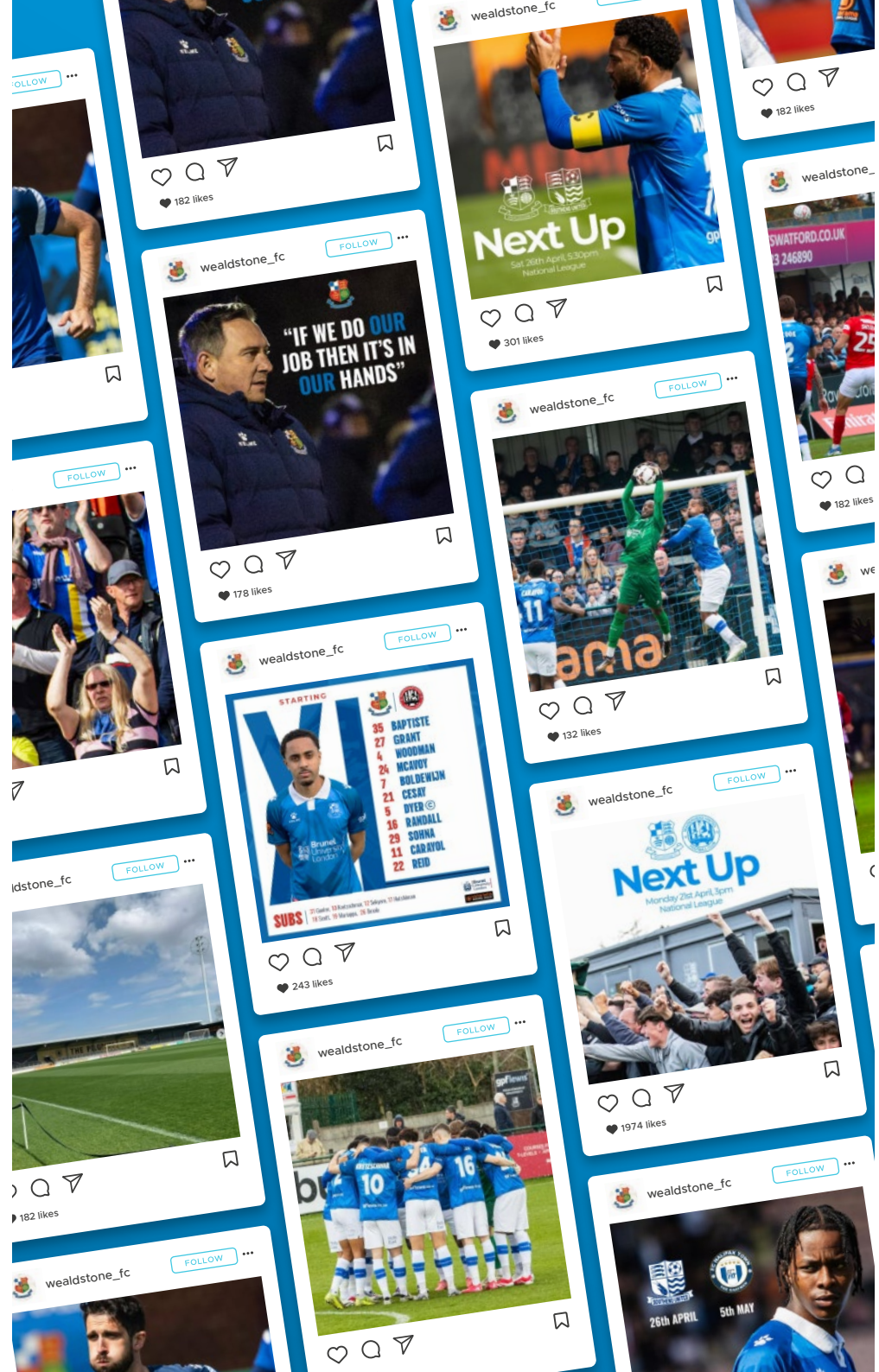
Enhance your company's image by aligning with the positive values and community engagement associated with Wealdstone FC.

Collaborative campaigns, directly targeting our fan base and the broader population of London with clear and measurable marketing messages are a strategic and effective way for companies to reach their target market and enhance their brand presence.

Work with our Commercial Team to package together a paid advert campaign, managed by our expert marketing team, built around your budget.

As this is a delicate medium, we reserve the right to refuse/refund any marketing campaign that we feel does not align with our values as a football club, or genuinely benefit our supporters.

Price starts from:  
**£1,000+VAT**



# Wealdstone Football Club in numbers

 <p><b>40,000</b></p> <p>40,000 followers across X, Instagram and Facebook</p>	 <p><b>1.3 million</b></p> <p>1.3 million views on YouTube</p>	 <p><b>1.2 million</b></p> <p>1.2 million views on TikTok</p>
 <p><b>400,000</b></p> <p>400,000 website visits annually</p>	 <p><b>40,000</b></p> <p>40,000 visitors to Grosvenor Vale each season</p>	 <p><b>Globally</b></p> <p>New DAZN Broadcast deal with matches broadcast globally until 2031, offering significant brand exposure</p>





# Academy Sponsor

Wealdstone have a proud track record of players progressing into the highest levels of English Football and boast Stuart Pearce, Jermaine Beckford and Vinnie Jones amongst the most famous.

Our vision is clear: to create an environment for 16-23-year-olds to progress within both sports and education surrounded by first class facilities and resources. The academy is seen as the future of the club with an ambitious plan in place to have half the first team developed from the academy system within the next 3 years.

Across our 3 sites our 150 scholars study a large range of education options including BTEC Level 3 qualifications, Level 1&2 Diplomas and Degree Level qualifications. Wealdstone FC students benefit from working with UEFA Pro A & B License coaches, playing in the National League Under 19 Alliance league the highest ranked league outside of the professional game for this age group in the United Kingdom and the u23 National Youth League.

- Package includes:**
- ✔ Your company on the front of the Academy shirts
  - ✔ Name / logo on the academys social media and all of the academies digital broadcasts
  - ✔ 4.6m Perimeter Board at Grosvenor Vale
  - ✔ Launch of partnership on club website and social media channels
  - ✔ Hospitality for up to 4 people at 2 matches in the executive lounge including 1 car parking space
  - ✔ 1 page programme advert
  - ✔ 1 social media post per month
  - ✔ Brand/logo placement on the home page

Price:  
**£10,000**<sup>+VAT</sup>







# Community Sponsor

Inspiring Change Through Sport –  
Harnessing the power of football to transform lives.

The Wealdstone FC Foundation is a dedicated and independent registered charity born from the rich heritage and community spirit of Wealdstone FC. Established to harness the power of football, our Foundation serves as a bridge between the club’s legacy and the broader community. We are deeply rooted in the London Boroughs of Hillingdon and Harrow, where our commitment goes beyond the pitch, extending into the lives of those we serve.

We aim to inspire change and create life-changing opportunities through a variety of programs that focus on community engagement, education, health, wellbeing, and sports development. By working closely with local partners, supporters, and the wider community, we strive to build a healthier, more inclusive environment where everyone, regardless of their background or ambitions, can thrive.

Sponsorship of this programme will help the club fund and grow the range and reach of these activities and positively impact more lives.

For more information visit:  
[wfcfoundation.org.uk](http://wfcfoundation.org.uk)

Price:  
**£5,000+VAT**



Package includes:

- ✓ Name / logo on all community trust assets, marketing materials, social media and all of the Community Trusts digital broadcasts.
- ✓ 2 x 4.6m pitchside advertising boards at Grosvenor Vale
- ✓ Launch of partnership on both the Club & Trust website and social media channels
- ✓ Hospitality for up to 4 people at 2 matches in the executive lounge including 1 car parking space
- ✓ 1 page programme advert
- ✓ 1 social media post per month
- ✓ Brand / logo placement on both the Club and the Community Trusts home page



**WEALDSTONE FC**  
**KIDS EASTER**  
**FOOTBALL CAMP**  
**A fun filled camp to keep kids social and active!**

**Where:** Wealdstone FC, Grosvenor Vale, Ruislip.

**When:** Mon 7th - 10th April (10am - 3pm)  
Mon 14th - 17th April (10am - 3pm)

From basic skills to tactics, fitness and healthy eating advice your child will receive a superb grounding in football from our expert coaches.

- Boys & girls aged 4 to 16
- Outdoor and indoor facilities
- UEFA B Football coaches and Wealdstone players
- All staff DBS checked
- 9am early drop off available for £5 per day

**£80 for all 4 days each week or £25 per day**

**BOOK ONLINE:**  
[www.wealdstone-fc.com/eastercamp](http://www.wealdstone-fc.com/eastercamp)  
or EMAIL [academy@wealdstonefc.com](mailto:academy@wealdstonefc.com)  
CALL: 07799 077 816

**PLUS:**  
Get **free entry** to a Wealdstone National League fixture in Aug or Sept







# Conferencing & Events Venue

The Function Rooms at The Vale are all available for hire and are the perfect place for hosting a celebration or a business meeting.

The main hall is licenced for over 250 people, the main bar holds 50 people and a recently refurbished exective lounge holds up to 40 people. There is also a beer garden as well as a large outdoor space for summer events. The Vale also has a large private car park as well as being serviced by multiple mainline and underground stations.

- 5 minutes from Ruislip Underground
- Affordable rates and quality hospitality
- Private parking and indoor/outdoor spaces

These great spaces are all available to hire at competitive rates. Please contact the club on 01895 637487 or email [Sarahgowdy@Wealdstonefc.com](mailto:Sarahgowdy@Wealdstonefc.com)

[Prices available on request](#)

## TV, Advert and Film Location Hire

Wealdstone Football Club has a long history of film, adverts and TV episodes being shot here at Grosvenor Vale. So we have huge experience of what production companies and location managers want. Our aim is to make any production company's time with us as enjoyable as possible.

We can offer function suites, pitches, offices, a unit car park, a 4000 capacity Stadium and a complete catering package if requested. We can also provide areas for make up, hair and wardrobe to work from, plus a warm and comfortable green room... If you wish to provide your own catering, that's fine, you can hitch them up to our utilities.







## Commercial Team

Grosvenor Vale, Ruislip, Middlesex, HA4 6JQ

01895 637487

Richardhopwood@wealdstonefc.com

eminalibey@wealdstonefc.com

www.wealdstone-fc.com

Photography: Sean Troup

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