

IPSWICH TOWN FOOTBALL CLUB

ADVERTISING, SPONSORSHIP AND EVENTS



IPSWICH TOWN FOOTBALL CLUB
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Programme advertising

Reaching both a consumer and business audience, our award winning match day programme provides both advertising and editorial sponsorship opportunities, both on a seasonal and match-to-match basis.

Perimeter advertising

A great way of generating brand awareness to a live and/or televised audience, our seasonal perimeter advertising sites offer high levels of exposure and impact.

ITFC website advertising

With over 1.2 million page views per month, advertising on the ITFC website (www.itfc.co.uk) will ensure you reach a young, affluent audience at the click of a button. Hyperlinks to your own website gives our audience instant access to your brand or service.

The Profiler

An ideal opportunity to raise the profile of your business, coupling promotional activity with match hospitality and tickets. The ITFC Sales Team can work with you to tailor a bespoke package to suit your specific requirements.

Kit sponsorship

An ideal way to link your company or an individual with a specific player. Kit sponsorship benefits include an acknowledgement in each match day programme as well as a signed replica shirt.

Bespoke advertising and sponsorship

A seasonal or individual match sponsorship can be tailored to suit your specific marketing needs and budget. Amplified by many of our communications channels, some of the sponsorships and one-off media specials we have created to date include:

- Corner sponsorship
- Trainer's bench sponsorship
- Ball boy/girl sponsorship
- Steward sponsorship
- Match result sponsorship
- Mobile advances
- Product sampling
- Programme wrap-arounds
- 3D pitch mats
- Audio promotions
- Junior Blues sponsorship
- Concourse advertising

Events and Event Sponsorship

Away from match days we also organise and manage a number of prestigious and high profile events including football dinners, "An Evening With" chat shows, golf days and concerts featuring major international stars.

All events can provide excellent advertising, promotional and sponsorship opportunities for your business.

Ipswich Town TeamCard Loyalty Programme

A Season Ticket or club membership card is also an Ipswich Town TeamCard. TeamCard is a Loyalty Programme which enables fans to save money on Club merchandise, membership and Season Tickets through the collection of TeamCard points. Points can be collected at selected on-line and High Street retailers.

Our TeamCard programme offers partners an opportunity to tap into Ipswich Town's 23,000+ Season Ticket holders and members. Cardholders are encouraged to shop at partner outlets via a range of marketing channels. And because TeamCard points are awarded only on purchase, our TeamCard partners don't even pay for this marketing effort until it's worked!

Ipswich Town Community Trust and the Academy

Partnerships and Sponsorships associated with the Ipswich Town Community Trust or the Ipswich Town Academy can deliver high quality media exposure and other business building opportunities. We can create tailored solutions to meet your corporate social responsibility aims and ambitions through the charitable arm of the football club, the Ipswich Town Community Trust. Or choose to support the ITFC Academy and play your part in nurturing the Town stars of tomorrow.

For further information, contact the Sales Team on 01473 400594 or email: sales@itfc.co.uk

Each season we welcome over 500,000 match day supporters to Portman Road. Media coverage of Town games increases this tenfold. **Using one of our many advertising and sponsorship packages could allow your business to reach this affluent audience.** Our sales team can also work with you to create bespoke activity tailored to specific marketing needs.

