

LINCOLN CITY

COMMERCIAL
OPPORTUNITIES
2024/25







INTRODUCTION

Welcome to the 2024/25 season at Lincoln City Football Club.

As a football club, we have a rich and proud history steeped in tradition and ambition. Our recent journey has seen us rise from the National League, winning three trophies, two trips to Wembley and becoming an established Sky Bet League One club – now in our fifth season - a remarkable rise with ambitions of aiming even higher.

As Lincolnshire's leading football club, Lincoln City can offer unique commercial opportunities to local, regional, and national businesses. Partnering with the Imps allows your business to elevate its brand, engage with a captive audience and collaborate with an innovative, powerful digital marketing platform.

With our state-of-the-art LED advertising, exciting partnership packages to unrivalled matchday experiences in our premium lounges and private boxes or utilise our incredible reach across our social media channels. There are commercial opportunities with Lincoln City to

MEDIA VALUE

As a professional sports club playing in what is regarded by many as the strongest domestic football competition in the world, we attract attention across the globe. From weekly highlights packages on ITV, to live games broadcast on Sky Sports and live audio



IMPS  **19,846**
SUBSCRIPTIONS



Red indicates countries where people have purchased passes to watch the Imps

13,340
UK MATCH PASS SUBS

289
UK SEASON PASS SUBS

2,652
UK MONTHLY PASS SUBS

984
UK AUDIO MATCH
PASS SUBS

156
INTERNATIONAL
SEASON PASS SUBS

2,270
INTERNATIONAL
MATCH PASSES

163
INTERNATIONAL
MONTHLY SUBS

INTERNATIONAL REACH



BROADCASTERS

42

TERRITORIES

174

HOUSEHOLD REACH

961.5m



BROADCASTERS

43

TERRITORIES

173

HOUSEHOLD REACH

970.8m



216k

Average audience



16.6m

Cumulative 19/20 audience

Imps v Everton

1.4m

VIEWERS

**STADIUM
NAMING RIGHTS
MEDIA VALUE**

£1.9m

2020/21 season



Imps v Liverpool

1.2m

VIEWERS



Imps v Sunderland

Sky Bet League One 2020

835k

VIEWERS



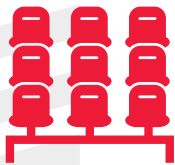
AVERAGE LEAGUE
ATTENDANCE
2023/24

8,424



5.9m

www.weareimps.com
PAGE VIEWS



LNER STADIUM
OCCUPANCY

85%+

641k

www.weareimps.com
SITE USERS



HIGHEST
ATTENDANCE IN AN
ALL SEATED
LNER STADIUM

V



(19TH MARCH 2022)



FASTEST
GROWING
FOOTBALL
CLUB IN
THE UK



GROWTH IN 36 MONTHS

C.300%



WEB, SOCIAL MEDIA AND E-MARKETING

Away from the more traditional platforms, our digital media presence continues to grow, with more than 6.1 million page views on the official Lincoln City Football Club website in the past 12 months and more than 649,000 users viewing the site.

More than 241,000 people regularly engage with the club's social media channels across Twitter, Facebook, Instagram, TikTok and YouTube. In addition, the club's official digital channel Imps+ also counts regular viewers from 73 countries across five continents.

Our weekly newsletter now reaches 24,136 subscribers, having grown from 2,000 back in 2018. This reach is significant and continues to grow weekly and is highlighted by an industry beating open rate/click through rate.



69,000
FOLLOWERS



78,800
FOLLOWERS



80,700
FOLLOWERS



13,200
SUBSCRIBERS



42,200
FOLLOWERS



MARKETING EMAILS
24,500
OPTED-IN

FAN ENGAGEMENT



Fan engagement is at the forefront of everything we do. The Imps are pioneers in this sector, as the club became Britain's first ever community-owned football club at the turn of the century.

We pride ourselves on working with the community and realise the importance of this special relationship to the people of Lincoln and our supporters.

We have been consistently been awarded the EFL Family Excellence Award, most recently becoming one of only 12 clubs to receive gold standard and in 2023/24 we were rated the best in League One and third best across the entire EFL. Our social media was also named the best in the EFL.

The award aims to drive continuous improvement and best practice in family engagement across the leagues. Achieving gold standard provides evidence of the fantastic work completed behind the scenes at the LNER Stadium and was assisted with glowing reports from external visitors who highlighted City's efforts towards family inclusivity and fan engagement through the work carried out across the club during matchdays.

We have an active relationship with our Fan Advisory Board which helps us further enhance the overall matchday experience for all visitors to LNER Stadium. The Fan Advisory Board, made up of representatives from various supporter groups, helps us to make key decisions on topics such as season tickets, kit designs, catering, Fan Village improvements, and much more.

Fan surveys are also created on a yearly basis to encourage supporters to give their feedback to ensure we are continually improving the matchday experience across all areas.



**BEST MATCHDAY
IN LEAGUE ONE
AND BEST
USE OF SOCIAL
MEDIA ACROSS
ENTIRE EFL**

*EFL FAMILY
EXCELLENCE 2023/24



**EFL VALUED
SUPPORTERS
SURVEY**

3RD

OUT OF 72 CLUBS



**FAN
ENGAGEMENT
INDEX**

5TH

OUT OF 92 CLUBS

"We have a brilliant partnership with Lincoln City. They can't do enough for us to help promote the business and assist with any special requests.

"The LED boards around the ground on match days look fantastic and have been seen on Sky Sports several times.

"The partnership is an excellent platform for a young and growing business like ours to help network and promote what we do"

LYNDSEY WRAY
| AMS BUILD

"Our partnership with Lincoln City has gone from strength to strength over the past three years. The club has allowed us to showcase our products, services and our brand to a huge fan base both online and within the LNER Stadium. Alongside the business benefits we have also been able to use the clubs facilities and match day experiences to reward staff, customers and entertain friends. The benefits of the partnership has been immeasurable and we are looking forward to a long and fruitful partnership for many seasons to come"

GLEN MERRYWEATHER

"Our commercial partnership with LCFC has allowed us to work collaboratively to mutually generate opportunities and support our wider community in ways far beyond our starting point. The football club continues to provide a framework to connect businesses and allow relationships, creativity and growth to flourish against a backdrop of an energising and well-run football club"

IAN HODSON | HR DIRECTOR
UNIVERSITY OF LINCOLN

"Branston Limited employs around 600 people at our site just south of Lincoln but the company has always struggled to raise awareness about who we are and what we do. As labour markets tighten and the challenge to attract talented people becomes more intense, we are always looking for ways of promoting our employer brand.

"Lincoln City Football Club have a strong reputation as a community club, this resonates with our own values at Branston, we saw a partnership with the club as an excellent opportunity to increase awareness of our business whilst supporting the great work that the club does locally.

"In raising the profile of Branston Limited locally, we have seen an increase in interest in job vacancies and as importantly we are able to offer the chance for current employees to win match tickets, mascot packages and matchday experiences which enhances our employee benefits and gives a real sense of pride within the team.

"As we near the ends of our first season as a Diamond partner of the club, we are looking at new and exciting ways to extend the partnership to unlock further benefits in the future"

SIMON TELFER | HR DIRECTOR
BRANSTON LIMITED

We wouldn't hesitate to recommend Lincoln City Football Club for any business to partner with. We have worked with the commercial team for two years, and they have exceeded our expectations. Professional, helpful and a pleasure to work with.

SONIA FLETCHER
DIRECTOR
HARRIS JONES

'We are delighted to have been partnering with Lincoln City this season. We have enjoyed using the Legends Lounge and seeing our branding prominently around the stadium, which has resonated with our customers. Thank you to the team at the club, for going above and beyond this season.'

DEBBIE MUSK | TODDS





IMPS

**Virgin
Wines**

OFFICIAL PARTNER OPPORTUNITIES

We are committed to forging long-lasting and mutually beneficial partnerships with the business community in Lincoln and beyond.

Our exciting partnership model allows you to get involved with the club to the level that suits you and your business, allowing you to shape how you make our creative marketing and advertising opportunities work for you.

There are five bespoke levels at which you can become an official partner of the club.



BRONZE PARTNERSHIP

Allows you to align yourself with the club, promote your business to our supporters, and enjoy being an official partner at an introduction level. This level includes branding in the LNER Stadium and in our teamsheet providing brand exposure to fans on matchdays. Your company message will also feature in a tailor-made news story distributed through our digital channels.



THE BRONZE PARTNERSHIP PACKAGE INCLUDES:

- Shared minutes displaying logo on stadium LED
- Secondary tier perimeter board
- Training ground perimeter board
- Launch story / press release
- 10 x match tickets
- 2 x Branston Legends Lounge tickets
- Imps Connect networking membership
- Use of club crest
- Partner plaque
- Social media post
- Official signed shirt



SILVER PARTNERSHIP

Our Silver Partnership focuses on the invaluable partnership of client entertainment and brand exposure. We provide your business with the best in stakeholder entertainment through our coveted Branston Legends Lounge, the perfect place to soak up the atmosphere before and after every game, accompanied by padded seats in a prime location for every home league match. Silver Partners are also featured on our impressive LED advertising system.

THE SILVER PARTNERSHIP PACKAGE INCLUDES:

- 1 minute on stadium LED Boards
- Two season tickets in Branston Legends Lounge
- Secondary tier perimeter board
- Training ground perimeter board
- Launch story / press release
- 20 x match tickets
- 6 x Branston Legends Lounge tickets
- 1 x LNER Stadium room hire
- Imps Connect networking membership
- Use of club crest
- Partner plaque
- 2 x social media posts
- 1 x squad signed ball
- 2 x official signed shirt



GOLD PARTNERSHIP

Prioritising brand exposure and association with the club through our digital channels and growing portfolio of digital products. Whether interacting with supporters through our social media channels or behind-the-scenes streaming content, a Gold Partner will be provided with creative ways to showcase your company brand and promote your products and services to our highly engaged supporter base. This programme also includes ancillary opportunities to entertain clients and staff and a limited amount of advertising through our LED signage.



THE GOLD PARTNERSHIP PACKAGE INCLUDES:

- 1 minute on stadium LED boards
- Four season tickets in Branston Legends Lounge
- Secondary tier perimeter board
- Training ground perimeter board
- 100,000 website impressions
- Website takeover opportunity
- Club digital inventory season sponsorship
- Website logo with hyperlink
- Launch story / press release
- 30 x match tickets
- 20 x Branston Legends Lounge tickets
- 2 x LNER Stadium room hire
- Imps Connect networking membership
- Use of club crest
- Partner plaque
- Social media posts
- Official signed shirt
- Match sponsorship
- Man of the Match sponsorship
- 1 x Player appearance
- 1 x Second tier naming rights

PLATINUM PARTNERSHIP

The primary deliverables within our Platinum Partnership are the naming rights to our most prominent stadium areas and stands. These provide brand exposure through the placement of your company name, logo and strapline in the most visible areas of our ground. This is backed up by the use of your name on all stand-related assets including match tickets and stadium signage. As with the Diamond Partnership, a Platinum sponsor receives other assets to support your company sales and marketing objectives including client entertainment, and staff/ community engagement opportunities.





THE PLATINUM PARTNERSHIP PACKAGE INCLUDES:

- 2 minutes on LNER Stadium LED boards
- Two season tickets in Legends Lounge
- 2 x secondary tier perimeter board
- 2 x training ground perimeter board
- 150,000 website impressions
- Spotlight story / press release
- Website logo with hyperlink
- 40 x match tickets
- 20 x Legends Lounge tickets
- 2 x guest in boardroom
- 6 x LNER Stadium room hire
- Imps Connect networking membership
- Use of club crest
- Partner plaque
- Social media posts
- 2 x official framed signed shirt
- Match sponsorship
- Man of the Match sponsorship
- 1 x player appearance

DIAMOND PARTNERSHIP

Our Diamond level is the pinnacle of a commercial partnership with Lincoln City Football Club, providing extensive brand exposure through either our front-of-shirt sponsorship or stadium naming rights.

BOLT-ON PRODUCTS

Lincoln City Women official partner

Lincoln City Women player sponsorship

Private box
(subject to availability)

Academy player sponsorship

Match sponsorships





BRANSTON **LEGENDS** **LOUNGE**

The vibrant Branston Legends Lounge sits underneath the GBM Stand and looks absolutely fantastic following a refurb in the summer of 2022.

As a premium season membership holder in the Branston Legends Lounge you'll receive:

- A padded seat for every home league game in GBM Upper 2
- A teamsheet ahead of kick-off for each fixture
- Access to your lounge and private bar before, during and after the match
- A light bite to eat plus complimentary hot drinks
- The opportunity to watch live football on Sky Sports within the lounge
- Access to free to play entertainment such as FIFA on the Xbox console and table football
- The opportunity to meet former Imps players every home league game
- Priority to home cup fixtures within the lounge



The Greenlinc Renewables 200 Club is located in the Greenlinc Renewables Stand at the LNER Stadium. This also boasts a fresh interior following a refurb in the summer of 2024.

As a premium season membership holder in the Greenlinc Renewables 200 Club you will receive:

- A padded seat for every home league game in the centre of the East Stand
- A teamsheet ahead of kick-off for each fixture
- Access to your lounge and private bar before, during and after the match
- A light bite to eat plus complimentary hot drinks
- The opportunity to watch live football on Sky Sports within the lounge
- Watch exclusive interview with the man of the match
- Priority to home cup fixtures within the lounge

MATCH SPONSOR

Our match sponsorship package offers the ultimate experience for you and your guests to enjoy a memorable day.

As a sponsor you will receive the following benefits:

- Eight guests
- Welcome drink on arrival
- Two course pre-match meal in our Dambusters Sponsors Lounge
- Commemorative gift
- Half-time refreshments
- Complimentary teamsheets
- Access to the 200 Club
- Behind the scenes tour, meet first team players (subject to availability)
- Pitchside Q&A with first-team player
- Photo on pitch with captains and officials prior to kick-off
- Padded seat on half-way line
- Post-match presentation with man of the match
- Photographs
- 2 x car park passes

MATCH SPONSORSHIP PACKAGE

Additional benefits:

- Framed Lincoln City squad signed shirt
- Recognition as match sponsor on all digital and social media platforms

MATCHBALL SPONSORSHIP PACKAGE

Additional benefits:

- Pre-match photo with guests at matchball plinth
- Lincoln City squad signed matchball



PLAYER SPONSORS

Full player sponsor

- Receive matchworn home and away shirts
- Meet and greet with player after agreed home fixture
- Invite to 'meet the squad' event
- Name featured on club website

Bolt-on option

- Lincoln City Women sponsorship
- Two season tickets to watch Lincoln City Women
- Home and away shirt sponsor
- Name on LCFCW website
- Half player sponsor
- Receive match worn shirt
- Invite to 'meet the squad' event

LINCOLN CITY WOMEN

There has never been a more exciting time to partner with Lincoln City Women as they fully come under the Academy structure at the Imps.

Through the development of local talented female players Lincoln City Women aim to be an inspiration for the continual raising of standards of female football in Lincoln and the wider community of Lincolnshire with aspirations of rising up the pyramid structure.

Bronze Partnership

- Four season tickets
- Listing on the partners page
- Partner plaque
- 10 hospitality places at the game hosted at the LNER Stadium
- Logo on the designated LCFCW perimeter LED boards at the LNER Stadium

Silver Partnership

- Back of shirt* / shorts / training kit sponsorship / BTEC women sponsorship
- 4x season tickets
- Listing on the partners page
- Partner plaque
- 3 x social media posts
- 1 full database newsletter
- 10 hospitality places at the game hosted at the LNER Stadium
- 4 places at the LCFCW End of Season awards
- Logo on the designated LCFCW perimeter LED boards at the LNER Stadium

Gold Partnership

- Front of shirt sponsorship
- 10 season tickets
- Listing on the partners page
12 x social media posts
- 2 x full database news shots
- Partner plaque
- Match sponsor at the game hosted at the LNER Stadium
- Sponsorship of the Lincoln City Women's Player of the Year and a table at the end of season awards
Logo on the designated LCFCW perimeter LED boards at the LNER Stadium





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