



NORTHAMPTON TOWN FOOTBALL CLUB LIMITED  
Sixfields Stadium | Upton Way | Northampton | NN5 5QA

Commercial Department  
T +44 (0)1604 683734 / 683707 | F +44 (0)1604 589138

[www.ntfc.co.uk](http://www.ntfc.co.uk)  
[www.sixfieldsstadium.co.uk](http://www.sixfieldsstadium.co.uk)



COMMERCIAL OPPORTUNITIES  
& CONFERENCE BROCHURE

# Welcome

Welcome to Northampton Town Football Club and to what promises to be an exciting 2008/09 season.

Northampton Town is a family and corporate-friendly club which appreciates that its success away from the pitch is largely due to the support that we receive from local businesses, commercial sponsors and supporters of the club.

Northampton Town Football Club's endeavour towards the Football League's elite Championship division means that Sixfields Stadium continues to be a popular location for those wishing to entertain guests or raise their company's commercial profile. I am delighted to announce that we have ambitious plans to redevelop the stadium which will raise local awareness, making now a more exciting time than ever before to become commercially involved with Northampton Town.

This brochure has detailed each of the available opportunities for your consideration and I am pleased to present to you packages and opportunities to suit all interests and budgets. Our dedicated Commercial & Conference Team pride themselves in their ability to tailor almost any package to suit your requirements so for any further information, please call us.

Throughout the forthcoming season, we have many exciting fixtures that predict an abundance of commercial interest so please contact us at your earliest opportunity to avoid any disappointment with regards to your preferred packages. Fixtures are categorised into three sections - Bronze, Silver and Gold. The price of packages for each category will be varied.

The Commercial & Conference Department will be delighted to answer any of your queries and can be contacted on:

Tel: 01604 683734 / 683707  
Email: [commercial.admin@ntfc.tv](mailto:commercial.admin@ntfc.tv)  
Fax: 01604 589138

I wish you an enjoyable 2008/09 Season and look forward to seeing you at Sixfields Stadium soon.



David Cardoza  
Chairman  
Northampton Town Football Club

*we look forward to seeing you at Sixfields Stadium soon.*

Silver Game Price  
(Based on 12 Guests)  
– £1300 + vat

Prices are based on game grading  
– most league games are classified as  
'Silver Games' however some fixtures will  
be classified as Bronze or Gold  
dependent upon the competition and  
opponents. NTFC will classify these  
games as they arise.

## This package includes the following benefits:

### Pre-match

- Three course meal and VIP hospitality for 12 guests in the Sponsors' Lounge
- Reserved Car Parking for 3 vehicles
- Entertainment from your own Matchday Host
- Private Cash Bar Facility
- Stadium Tour, including a visit to the home team dressing room
- Complimentary matchday programme and team sheet per guest
- 4 Guests to escort the team onto the pitch and have a photograph taken with captains and match officials
- Exclusive visit from a player / special guest with a question and answers session
- Matchday Competition
- Commemorative gift for each guest

### During the Game

- Executive Seating in the Directors' Area
- Half-time refreshments
- Select the Man of the Match prior to the final whistle being blown

### After the Game

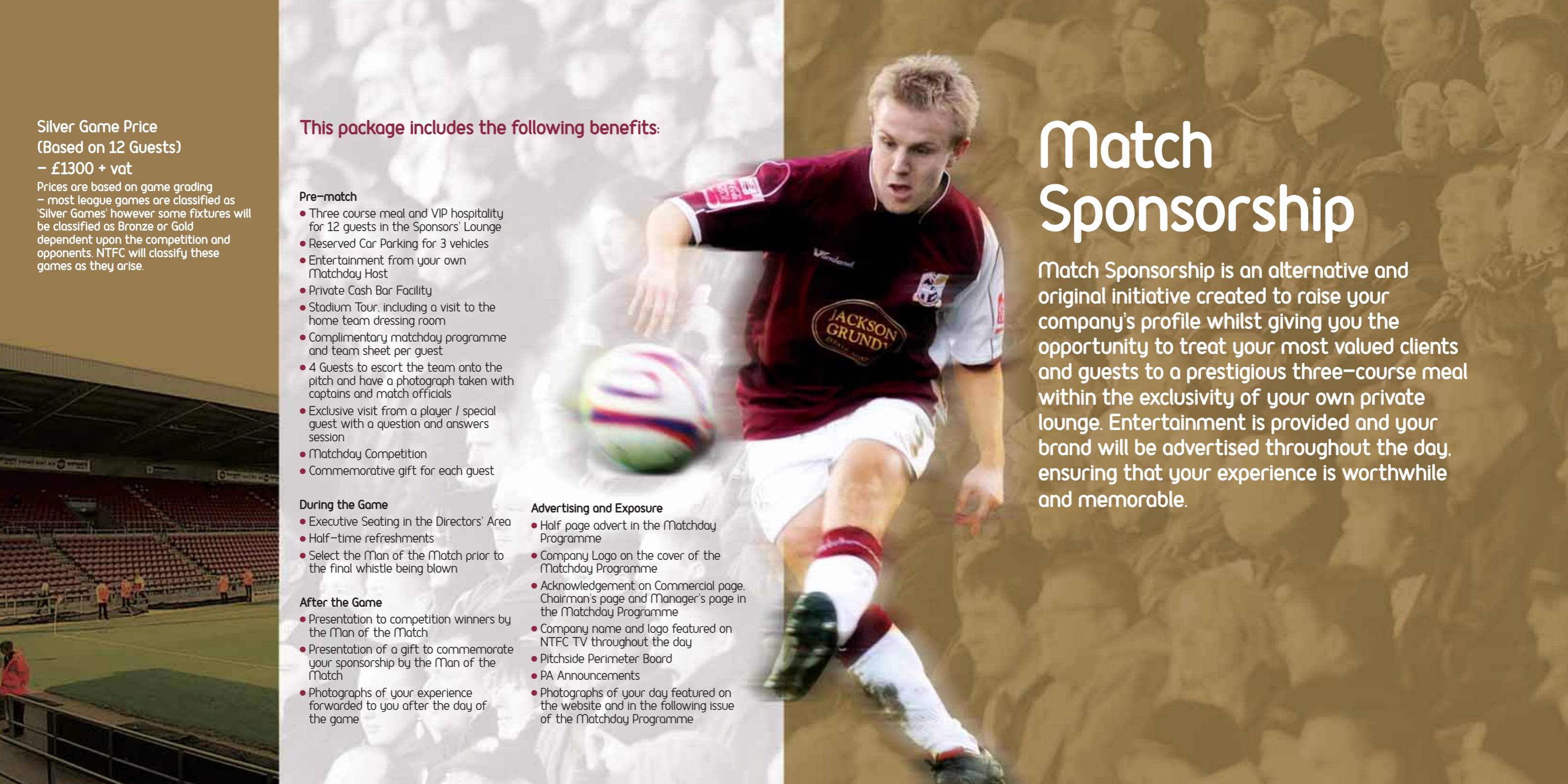
- Presentation to competition winners by the Man of the Match
- Presentation of a gift to commemorate your sponsorship by the Man of the Match
- Photographs of your experience forwarded to you after the day of the game

### Advertising and Exposure

- Half page advert in the Matchday Programme
- Company Logo on the cover of the Matchday Programme
- Acknowledgement on Commercial page, Chairman's page and Manager's page in the Matchday Programme
- Company name and logo featured on NTFC TV throughout the day
- Pitchside Perimeter Board
- PA Announcements
- Photographs of your day featured on the website and in the following issue of the Matchday Programme

# Match Sponsorship

Match Sponsorship is an alternative and original initiative created to raise your company's profile whilst giving you the opportunity to treat your most valued clients and guests to a prestigious three-course meal within the exclusivity of your own private lounge. Entertainment is provided and your brand will be advertised throughout the day, ensuring that your experience is worthwhile and memorable.



# Matchball & Matchday Programme Sponsorship

To become immersed into the matchday experience at Northampton Town Football Club, Matchball or Programme Sponsorship opportunities are available. These packages boast novelty and exciting alternatives to standard hospitality. Whether you are celebrating an occasion with friends and family or seeking the opportunity to raise your profile and impress business associates,

*these packages are ideal and memorable*

## The Matchball and Programme Sponsorship packages include:

### Pre-match

- Three-course meal and premier hospitality
- Reserved Car Parking for 2 vehicles
- Entertainment from the Matchday Host
- Cash Bar Facility
- 1 Guest from each party to escort the team onto the pitch and have a photograph with the captains and match officials
- Complimentary programme and team sheet per guest
- Matchday Competition
- Entertainment from a special guest

### During the Game

- Executive West Stand Seating
- Half-time Refreshments

### After the Game

- Presentation of commemorative gift by the Man of the Match
- Photographs of your experience forwarded to you after the day of the game

### Advertising and Exposure

- Company Logo on the cover of the Matchday Programme
- Acknowledgement on Commercial page, Chairman's page and Manager's page in the Matchday Programme
- PA Announcements
- Photographs of your day featured on the website and within the following Matchday Programme
- Programme Sponsor - quarter page Matchday Programme Advert
- Matchball Sponsor - Company name and logo featured on NTFC TV throughout the day

### Silver Game Price

Matchball: £95 + vat per person  
(minimum of 4 guests)

Programme: £90 + vat per person  
(minimum of 4 guests)

Prices are based on game grading; most league games are classified as 'Silver Games' however some fixtures will be classified as Bronze or Gold dependent upon the competition and opponents. NTFC will classify these games as they arise.



# Shirt of the Day Sponsorship

This package is ideal for those who would like to associate themselves with Northampton Town Football Club as a supporting individual or business. This package is ideal when used as a business incentive scheme or when celebrating with your own guests and would also delight any young supporter, keen to be the owner of his playing hero's shirt.



## This package includes:

### Pre-match

- Three-course meal and hospitality in the Executive Restaurant
- Reserved Car Parking for 1 vehicle
- Entertainment from the Matchday Host
- Cash Bar Facility
- Complimentary programme and team sheet per guest
- Matchday Competition
- Entertainment from a special guest

### During the Game

- Executive West Stand Seating
- Half-time Refreshments

### After the Game

- Presentation of your chosen player's home shirt
- Photographs of your experience forwarded to you after the day of the game

### Advertising and Exposure

- Acknowledgment in the Matchday Programme
- Acknowledgment on NTFC TV throughout the day
- PA Announcement
- Photographs of your day featured on the website and in the following Matchday Programme

**£200 + vat**

Based on 2 guests

Prices are based on game grading; most league games are classified as 'Silver Games' however some fixtures will be classified as Bronze or Gold dependent upon the competition and opponents. NTFC will classify these games as they arise.

If you know of a young supporter who would like to meet the Cobblers players, visit the home dressing room and run around on the pitch at Sixfields then the NTFC Official Mascot package is the ideal gift for them! This package is available to any young supporter and can be combined with Matchday Sponsorship and hospitality to create an occasion the entire family will remember.

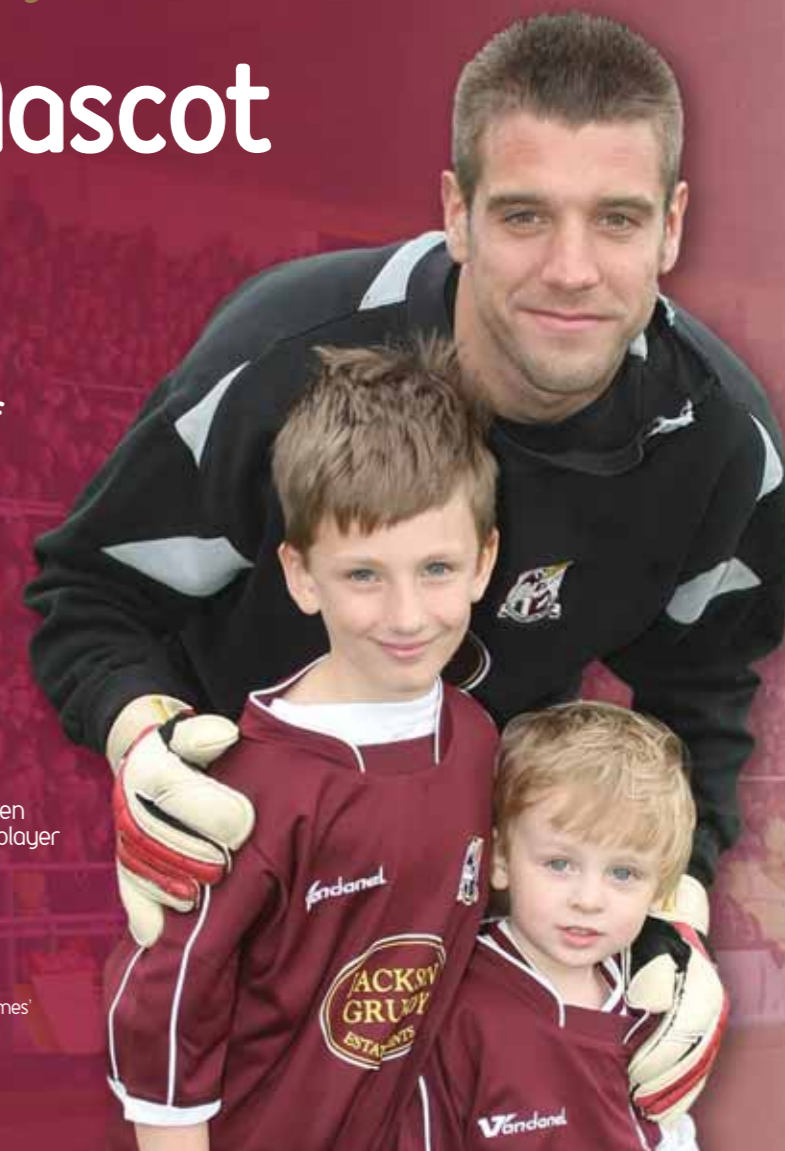
# Matchday Mascot Package

Not only does it allow them to meet the players, the package also consists of the following:

- Full replica NTFC home kit (shirt, shorts and socks)
- 1 adult and 1 junior West Stand tickets
- 2 Players Lounge passes
- Complimentary Matchday Programme
- PA Acknowledgment
- Feature on the mascot in the Matchday Programme
- Visit to the home team dressing room to meet the players and managers
- Warm up on the pitch with the NTFC Youth Team
- Lead the team out onto the pitch and have a photograph taken with the captains and match officials as well as your chosen player
- Half-time refreshments in the Players Lounge

**£99 inc vat**

Prices are based on game grading; most league games are classified as 'Silver Games' however some fixtures will be classified as Bronze or Gold dependent upon the competition and opponents. NTFC will classify these games as they arise.



# Matchday Hospitality

Northampton Town Football Club are delighted to invite guests into the Executive Restaurant for an upgraded and memorable Matchday experience. Matchday Hospitality is popular amongst supporters and businesses alike and allows you to relax, entertain guests and enjoy the matchday atmosphere at a professional football club whilst your needs are catered for by our dedicated team of staff.

The Matchday Hospitality package includes the following:

#### Pre-match

- Three-course meal and superb hospitality in the Executive Restaurant
- Entertainment from the Matchday Host
- Cash Bar Facility
- Complimentary programme and team sheet per guest
- Matchday Competition
- Entertainment from a special guest

#### During the Game

- West Stand Seating
- Half-time Refreshments

#### After the Game

- Opportunity to view all of the post-match presentations

**£55 + vat per person**

Prices are based on game grading; most league games are classified as 'Silver Games' however some fixtures will be classified as Bronze or Gold dependant upon the competition and opponents. NTFC will classify these games as they arise.

*enjoy the matchday atmosphere!*



# Private Matchday Lounge Hire

Whether you would like to promote your own company whilst entertaining clients and colleagues or celebrate personal occasions or success, Northampton Town Football Club's Shareholders Lounge is the perfect environment within which you can combine your Matchday experience with your own private function. Our dedicated catering team will cater to your needs and all packages can be tailored to suit your requirements. Combined with its own private bar facility and modern décor, this lounge is the ideal setting for an unforgettable Matchday experience.

Looking for a venue for 10 – 30 guests?  
We can tailor a package to suit your requirements.

For any further details or to begin planning your special event, please contact the Commercial Department on 01604 683734 / 683707

# Matchday Directors Experience

Northampton Town Football Club are excited to introduce this unique opportunity to those who would like to enjoy their Matchday experience in the company of the directors, chairmen and managers of both the home and away team within the exclusivity of the Boardroom.

This unique package includes:

- VIP Hospitality in the Boardroom
- Superb pre-match meal
- Complimentary programme and team sheet per guest
- Half-time refreshments
- Executive West Stand Seating in the Directors Area
- Reserved Car Parking for one vehicle

**Price from £150 + vat per person**

Prices are based on game grading; most league games are classified as 'Silver Games' however some fixtures will be classified as Bronze or Gold dependent upon the competition and opponents. NTFC will classify these games as they arise.



# Seasonal Matchday Hospitality Membership

Northampton Town's Executive Restaurant combines the professionalism of a successful football club with a dedicated and friendly team of hospitality staff to ensure that your Matchday experience is a superb one throughout the entire season. By purchasing seasonal hospitality membership you will gain the benefits of being rewarded first refusal regarding additional guests at high profile fixtures and you will never suffer the disappointment of a game being sold out.

## The seasonal Executive Restaurant package includes:

- A three course pre match menu
- Programmes and Team Sheets
- Half time refreshments
- Special guest speakers
- Executive West Stand seating
- Cash Bar Facility
- Matchday Host
- Car Parking (1 per 2 guests)

The prices of this package for the 2008/09 package are as follows:

Adult	£1,100 + vat
Senior / Student	£1,015 + vat
Under 16's	£860 + vat
Under 10's	£820 + vat
Under 7's	£775 + vat

# Seasonal Players' Lounge Membership

If you would like to enjoy a relaxed and excited atmosphere at each home game, then seasonal Players' Lounge membership is an ideal opportunity for you to enjoy the 2008/09 season in comfort and style. This lounge boasts a friendly atmosphere and the opportunity to share a lounge with the players once the final whistle has blown.

## The seasonal Players' Lounge package includes:

- Cash Bar Facility
- Programme & Team Sheet
- Half-time Refreshments
- Executive West Stand Seating

The prices of this package for the 2008/09 package are as follows:

Adult (exc. car parking)	£595 + vat
Adult (inc. car parking)	£745 + vat
Senior/ Young Persons (exc. car parking)	£510 + vat
Senior / Young Persons (inc. car parking)	£660 + vat
Under 16's	£355 + vat
Under 10's	£315 + vat
Under 7's	£270 + vat

# Player Sponsorship

Player Sponsorship – an ideal opportunity to show your support of a Northampton Town player, whilst also gaining exposure for your company or organisation. You and three guests will be invited to an end of season meal where all players and managers will be in attendance and with whom you will have the opportunity to dine.

The Player Sponsorship package consists of the following details:

- Your name/company name associated with your chosen player/staff on the players' page in our Matchday programme & website.
- Your chosen players' home playing shirt, which will be signed by the player and forwarded to you at the end of the season.
- In the case of management staff you will receive a home playing shirt, printed on the back with their surname and staff position.
- Copy of the first Matchday programme bearing your sponsorship, which will be signed by your chosen player/staff and posted to you.
- 4 places at an evening, on a date to be announced towards the end of the 2008/09 season, where you will dine with your chosen player.
- Photograph taken of your party with your chosen player on the evening.
- 4 match tickets to a home league game of your choice during the 2008-09 league season (subject to availability).

Price: £425 + vat

# Kit Sponsorship

Kit Sponsorship package – an ideal opportunity to support the players of Northampton Town Football Club. This package is also a great gift to any Northampton Town supporter.

The Kit Sponsorship package consists of the following details:

- Your company name associated with your chosen player in the Matchday programme & website.
- Signed copy of the programme by your chosen player.
- Gift from Northampton Town Football Club to commemorate your sponsorship.
- 2 invitations to an exclusive Sponsors' evening at Sixfields Stadium on a date to be announced towards the end of the 2008/09 season where you will have the opportunity to meet your sponsored player and enjoy a buffet meal.
- Photograph with your chosen player.

Price: £110 + vat

# Programme Advertising

The Northampton Town Football Club Matchday Programme is one of the most highly regarded in the Football League. Each issue has a readership of about 5,600 people. All of our adverts are full colour for a complete season (23 games) with no further charges incurred for additional games!

Back Cover: £3,500 + vat

Full Page: £2,500 + vat

Half Page: £1,350 + vat

Quarter Page: £750 + vat

Chairman/  
Managers Page £1,000 + vat



## Stand Sponsorship

Sponsorship is now available for three of our four stands - the South and North Stand, home to over 1,000 Northampton Town fans each, the Alwyn Hargreaves Stand, home to our family enclosure and the main West Stand, home to almost 4,000 supporters, guests, VIPs, directors and media. The benefit of Stand Sponsorship is that all advertising material is highly visible within the ground and around the Sixfields area and your company name will be associated with all media relating to your sponsored stand.

To discuss this package and your requirements further, please contact the Commercial Department.

## Perimeter Advertising Boards

Northampton Town Football Club provides a unique opportunity for companies to advertise their services and raise their profile whilst also supporting their local football club in the form of Perimeter Advertising Boards. This form of advertising is very beneficial as not only do our highly visual boards allow you to display your message to thousands of home and away fans and other users of the stadium, but Perimeter Advertising Boards also feature in the background of the extensive media released by the club.

**Perimeter Advertising Boards start from as little as £750 and rise to £2,500 depending upon position within the ground. Standard boards are from 18 feet x 3 feet (90cm x 550cm) around the pitch perimeter, raised on stands and also within the stadium concourse area. Larger, more prominent positions are also available so to discuss your requirements please do not hesitate to contact us.**

Call now on 01604 683734 or 683707

## Website Advertising

For nearly ten years, the Northampton Town website has been the definitive voice of the club. We now have more than 25,000 registered users throughout the world and over 500,000 page views per month. News, pictures, live commentary, match highlights and video interviews are just some of the services we have to offer.

If you would like to discuss any of the following available opportunities, please contact the Commercial Department.:

### Main Site Sponsor

- minimum commitment period of 12 months

### Skyscraper Sponsor

- can be taken out on a flexible basis

### Official Partnership

- minimum commitment period of 12 months

All pages include a direct link from the NTFC website to yours.

## Northampton Town TV

Northampton Town Football Club's own television network broadcasts in the corporate hospitality suites, in all of the lounges and on the concourse each matchday, running continuously alongside matchday entertainment. Your advert will be shown to over 2,000 supporters before, during and after the match and over 300 times in a year.

To discuss this package and your requirements further, please contact the Commercial Department.

## Team Coach Sponsorship

As the official sponsor of the Team Coach, you could raise your awareness Nationwide as the players travel to and from away games.

The opportunity to incorporate your logo onto the team coach is also available so to discuss these details further, please contact the Commercial Department.

## Players Tunnel Sponsorship

The Players Tunnel is one of the ground's most prominent features and an ideal opportunity for you to maximize your business's exposure by advertising your logo on its side.

To discuss the details further please contact the Commercial Department.

email us on [commercial.admin@ntfc.tv](mailto:commercial.admin@ntfc.tv)

## Secondary Shirt Sponsorship

Secondary Shirt Sponsorship is a unique advertising opportunity where your company logo is featured on the reverse of every first team playing shirt and all replica shirts sold by the club.

With local media coverage, weekly television highlights on a regional and national basis and live matches on Sky Sports, this will advertise your company to audiences both locally and nationally.

When the first team visit away grounds, your logo will be exposed through the media channels of the opposition, raising your commercial profile and associating your name with Northampton Town Football Club.

To discuss these details further, please contact the Commercial Department.

# Special Events

Northampton Town Football Club stages regular exciting events including Golf Days and Celebrity Dinners. Our events are extremely popular so please ensure you book well in advance of each event date to avoid disappointment.

If you would like further information regarding the type of events we anticipate to hold this season, please contact the Commercial Department.



# Conference

The closest conference centre to the M1, the continuing rise of Northampton Town Football Club towards the Football League's elite Championship division means that Sixfields Stadium continues to be a popular location for that key conference, meeting, presentation or sales event.

Simply being at the home of Northamptonshire's premier team playing in the nation's favourite sport promotes the ethos of team building, motivation and goal setting and can provide an exciting alternative to hotel suites.

Northampton Town Football Club has conference facilities from 2 to 150 delegates with a selection of rooms to suit your event. We are also pleased to offer WiFi access and ample free parking.

All of your requirements can be taken care of by our dedicated events team including refreshments, lunch and conference equipment – leaving you to concentrate on your business.

Many of international football's biggest clubs have graced Sixfields in recent years ranging from Manchester United to Tottenham Hotspur.

To ensure your successful team enjoys the same impressive facilities, please contact our team on **01604 683734 / 683707** or email [commercial.admin@ntfc.tv](mailto:commercial.admin@ntfc.tv)

# Refreshment Rates

Tea, Coffee and Biscuits:  
£1.50 per person per serving

Tea, Coffee and Bacon Rolls:  
£2.50 per person per serving

Tea, Coffee and Danish Pastries:  
£2.50 per person per serving

Alternative items and rates available on request

Lite Lunch – £6.50 per person

Working Lunch – £10.50 per person

Celebration Buffet Menu £8.50 per person

Please note that breakfasts, desserts and alternative menus can be tailored to suit your requirements so please contact us for further details and prices. Menus can also be tailored to suit those with particular dietary requirements.

Prices are all subject to vat

# Room Hire Rates

## Conference Room Hire Tarriff

Room	Half Day	Full Day
Executive Restaurant	£175 +vat	£300 +vat
Players' Lounge	£150 +vat	£250 +vat
Carlsberg Bar	£150 +vat	£200 +vat
Boardroom	£125 +vat	£175 +vat
Executive/Shareholders' Lounge	£75 +vat	£100 +vat

The above rates apply to daytime conferences between 7.30am - 6pm on a Monday - Friday basis. Evening and weekend room hire rates are available on request.

## Conference Equipment Hire Tariff

LCD Projector	£125 +vat
Screen	£25 +vat
OHP	£50 +vat
Flipchart and pens	£25 +vat
Flipchart pad	£20 +vat

Photocopying at 10p per sheet. Fax sent £1.00 first sheet. 50p per additional sheet. Fax received 50p first sheet and 25p per additional sheet. Other equipment hire available on request.

# Day Delegate Rate

Our Day Delegate Rate includes all of the elements required to ensure you conference runs according to schedule.

## £35 + vat per delegate

Based on a minimum of ten delegates

### Includes:

- Room Hire
- Paper and Pens
- Projection Screen
- Mineral Water
- Mints
- Flipchart with Pens

### Morning serving of Tea, Coffee and one of the following:

- Breakfast Bars
- Bacon or Sausage Rolls
- Biscuits
- Danish Pastries

### Mid-Morning serving of Tea, Coffee and one of the following:

- Bacon or Sausage Rolls
- Biscuits
- Danish Pastries

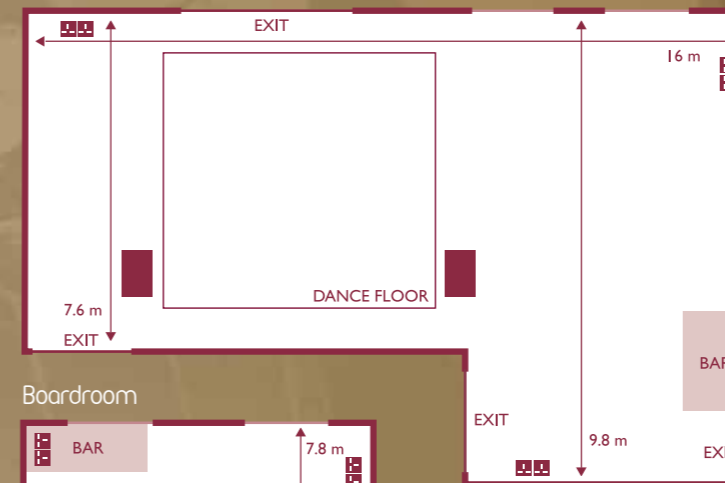
### Working Lunch Menu

Afternoon serving of Tea, Coffee and Biscuits

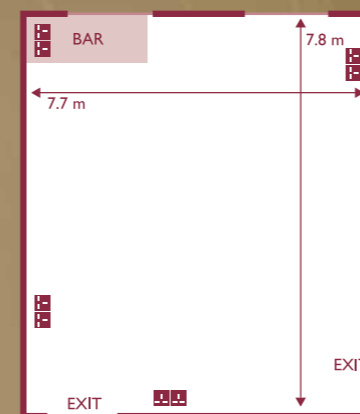
# Rooms – Layouts

Disabled Facilities Include: Access, Parking & Toilets.  
All rooms are situated on the ground floor.

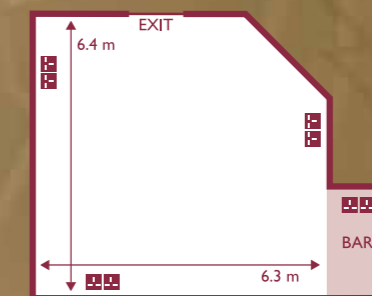
## Executive Restaurant



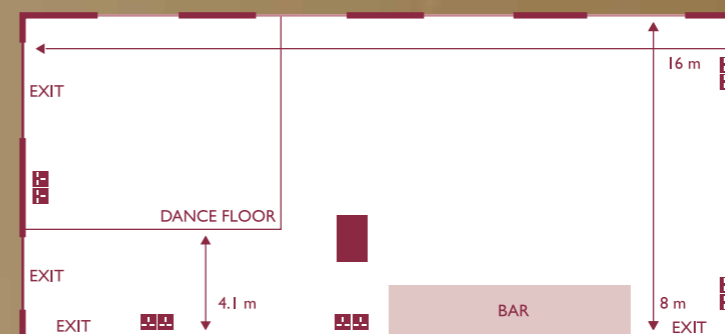
## Boardroom



## Executive Lounge & Shareholders' Lounge



## Players' Lounge



# How to find us

Sixfields Stadium is conveniently situated just 2 miles from the M1 motorway, 4 miles from the nearest main line rail station and is only a 40 minute drive from Birmingham International Airport. Ample parking is available on site.

### From the M1 South

Leave at Junction 15A and follow the A45 towards Northampton. At the 3rd roundabout, take the 3rd exit into Sixfields Leisure Park.

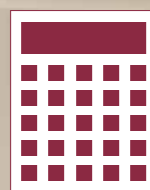
### From the M6 / M1 North

Leave the M1 at Junction 16 and follow the A45 towards Northampton. At the second roundabout take the 3rd exit and the 1st exit at the next roundabout into Sixfields Leisure Park.

# Function Room Capabilities

Room	Maximum capacity for each layout type				Room Dimensions		
	Classroom & Cabaret	Theatre Style	U-shape	Boardroom	Width (m)	Length (m)	Height (m)
Restaurant	60	150	30	22	7.6	16	2.6
Boardroom	20	40	16	20	7.8	7.7	2.6
Players' Lounge	50	150	25	22	8.1	16	2.6
Shareholders' & Exec Lounges	30	30	20	20	6.3	6.4	2.4
Carlsberg Bar	50	150	20	22	8.1	16	2.6

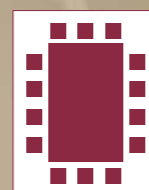
# Seating Plans



Theatre



Classroom



Boardroom



U shape



Cabaret