



# COMMERCIAL ASSETS

BRISTOL ROVERS FOOTBALL CLUB  
2023/2024 SEASON



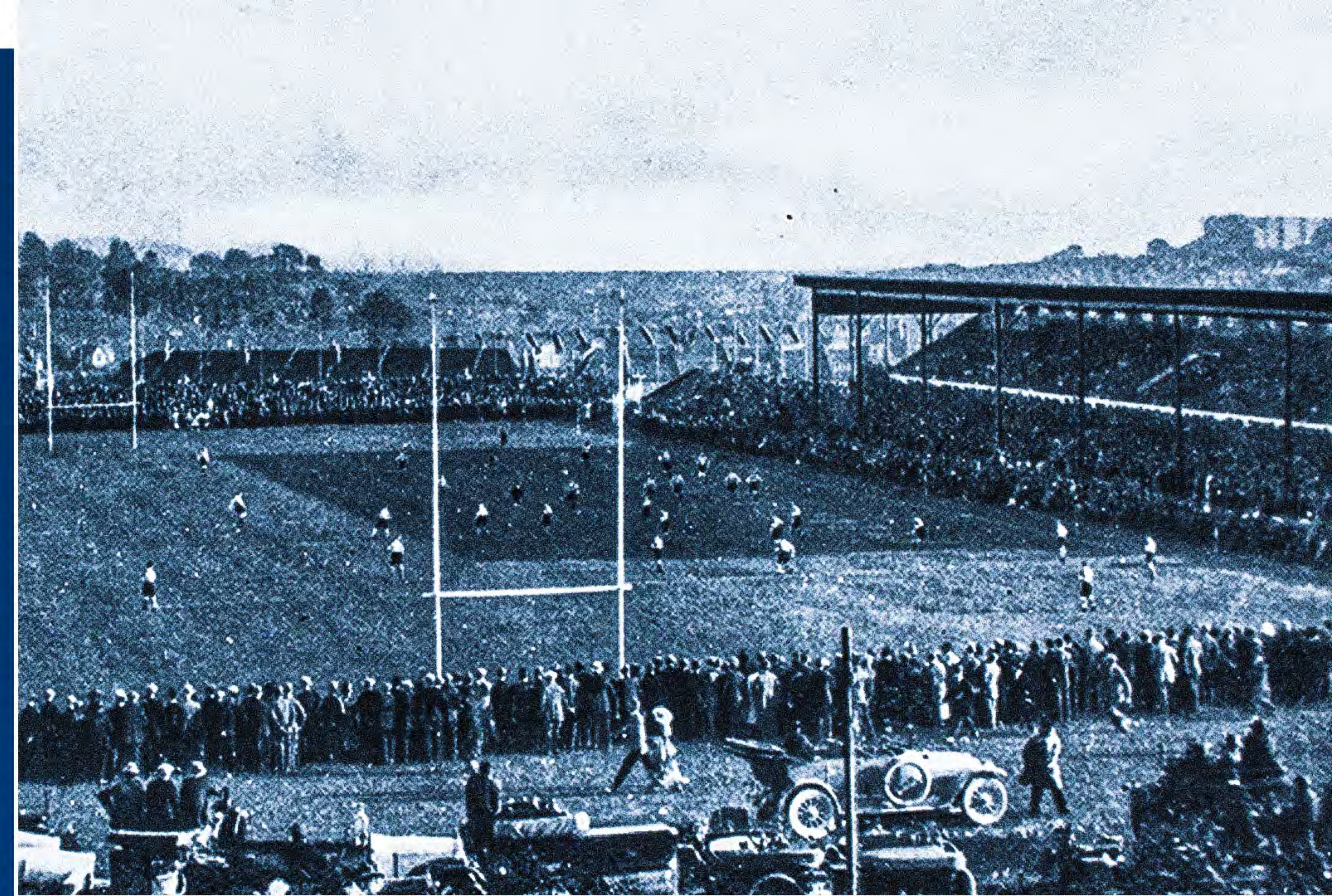
# OUR HISTORY

## WHO ARE WE?

*BRISTOL ROVERS STARTED AS THE BLACK ARABS IN SEPTEMBER 1883, FOLLOWING A MEETING OF FIVE YOUNG MEN AT A RESTAURANT ON STAPLETON ROAD, IN THE EASTVILLE DISTRICT OF THE CITY. WE ARE NOW A PROFESSIONAL FOOTBALL TEAM COMPETING IN SKY BET LEAGUE ONE.*

## OUR STADIUM:

*THE CLUB HAD A HARD TIME FINDING ITS FEET AND WAS FORCED TO MOVE TO BATH, FROM EASTVILLE, FOLLOWING FINANCIAL DIFFICULTIES. IN AUGUST 1996, 12 YEARS AFTER THE FORCED BATH MOVE, ROVERS RETURNED TO BRISTOL, ENTERING INTO A SHARED GROUND AGREEMENT WITH BRISTOL RUGBY CLUB AT THE MEM. LATER, THE CLUB WOULD TAKE OVER THE MEM AND CALL IT OUR OWN.*





# WHY ROVERS

250,000 UNIQUE VISITORS PER YEAR (OVER FOOTBALL AND EVENTS)

\*

250,000 FOLLOWERS OVER ALL CHANNELS

\*

OVER 50% OF FIXTURES SOLD OUT IN THE 22/23 SEASON

\*

ACHIEVED RECORD ATTENDANCE IN 22/23 SINCE PLAYING SUNDERLAND IN 2019

\*

SINCE PROMOTION TO LEAGUE ONE, AVERAGE ATTENDANCES HAVE GROWN FROM 7,500 TO 8,980. A GROWTH OF NEARLY 20%

\*

RANKED SILVER IN EFL FAMILY EXCELLENCE SCHEME

\*

OVER 45,000 HOURS OF iFOLLOW COVERAGE IN 22/23

\*

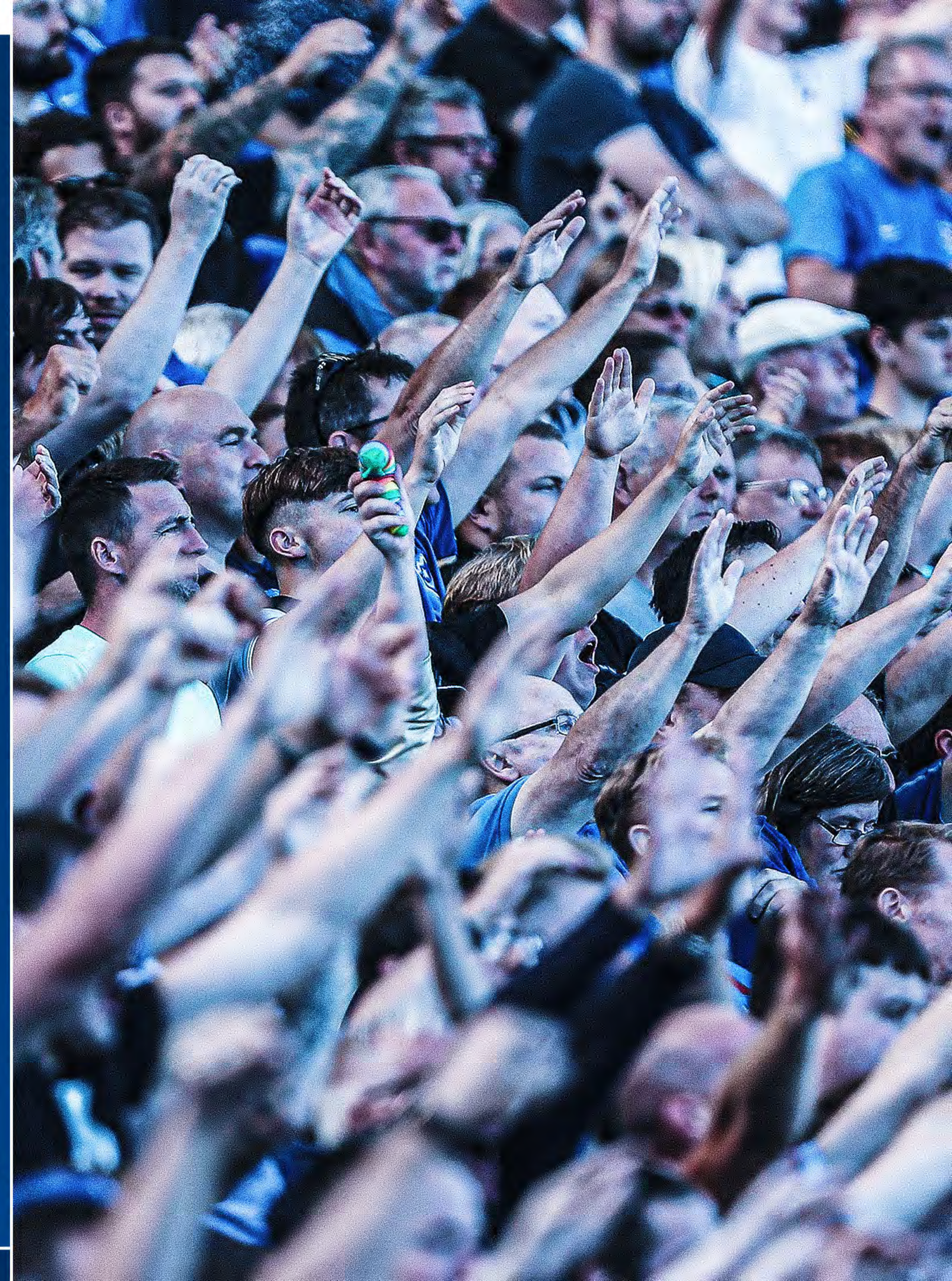
OUR STADIUM IS LOCATED AT THE TOP OF THE LONGEST INDEPENDENT HIGH-STREET IN EUROPE

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FASTEST GROWING WOMEN'S/GIRLS PROGRAMME IN THE SOUTH WEST

\*

WEEKLY TV COVERAGE



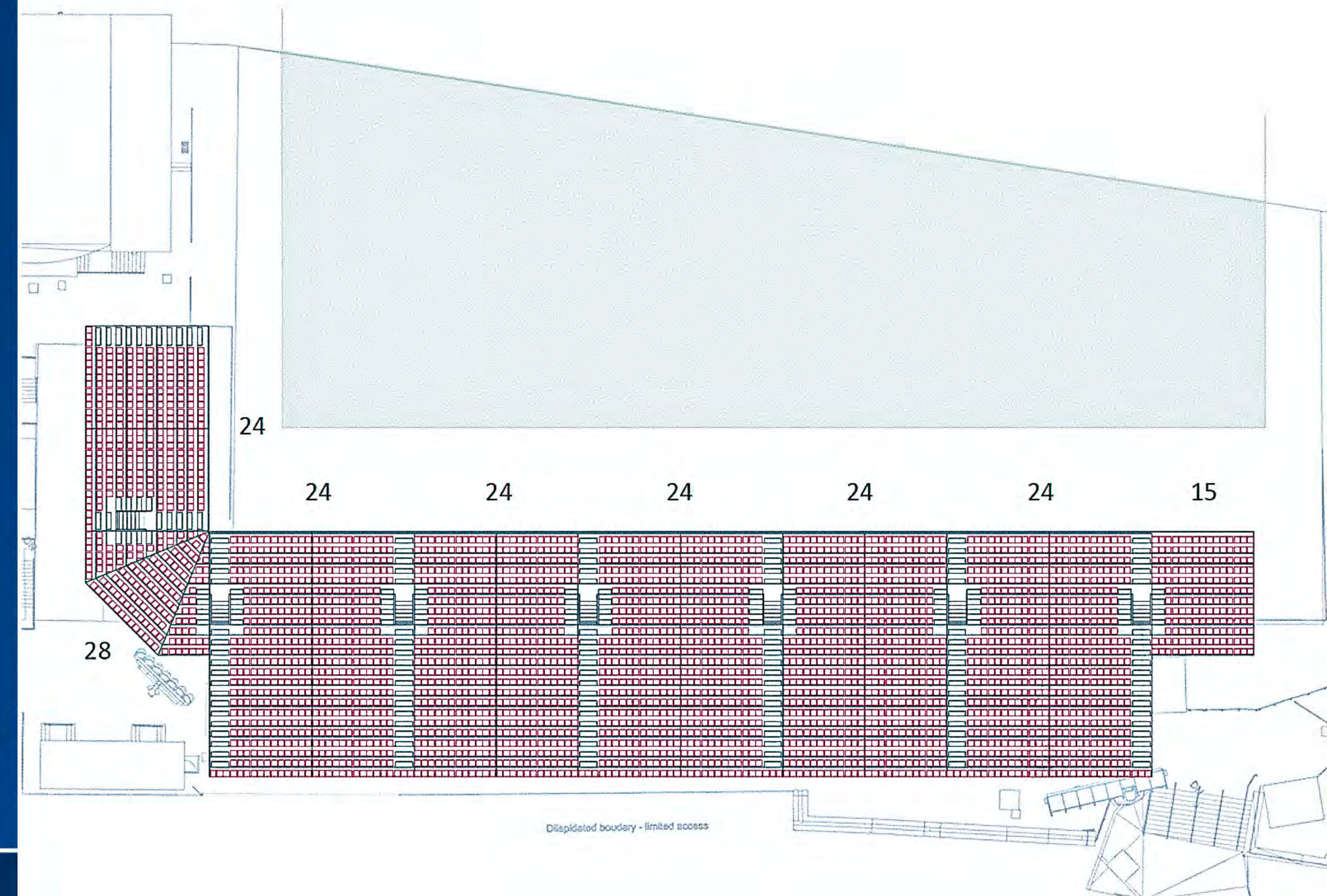
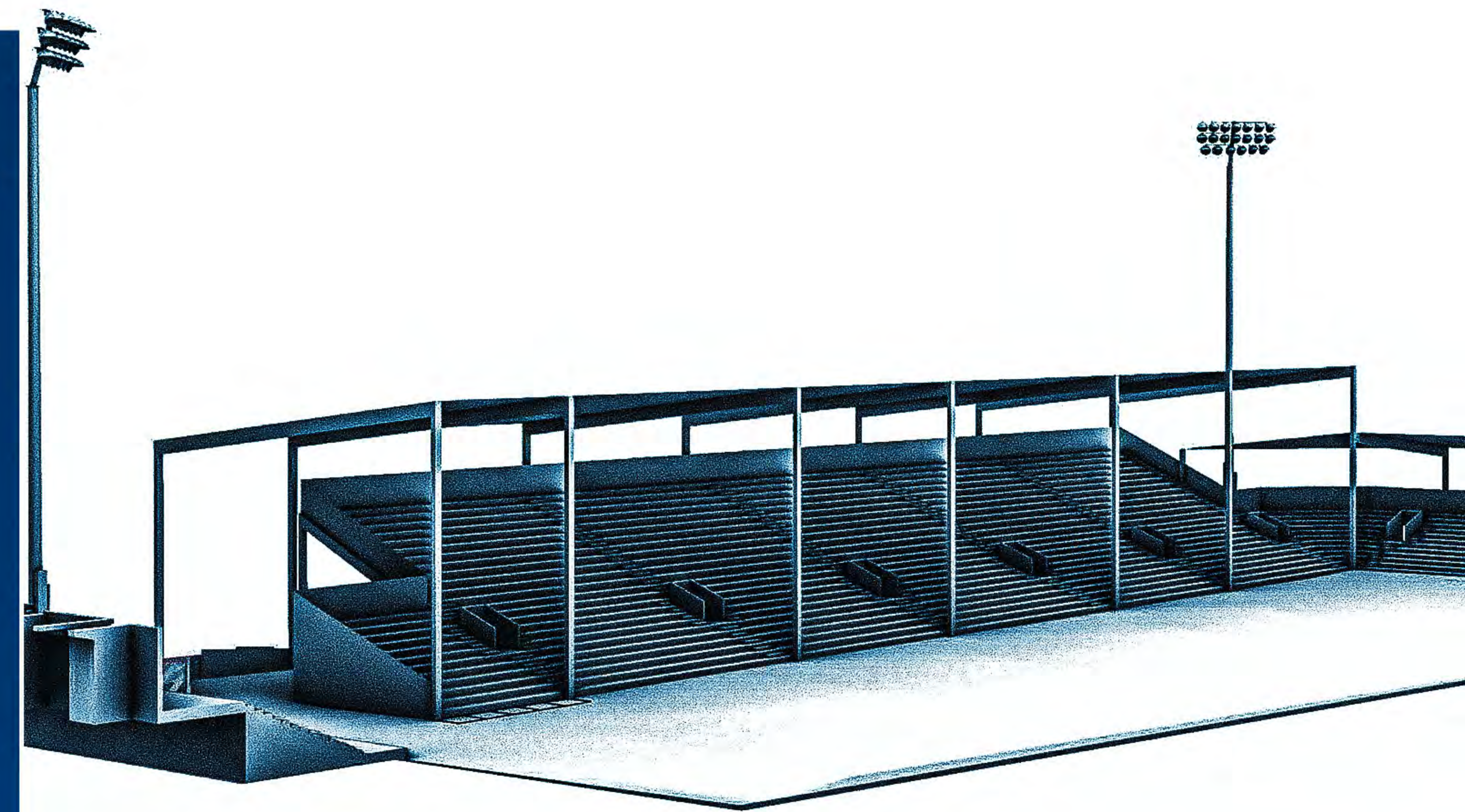


# NEW FOR 23/24

*AS WE HEAD INTO THE NEW 23/24 SEASON, WE ARE WORKING ON VARIOUS PROJECTS THAT WILL VASTLY IMPROVE THE OVERALL EXPERIENCE AT THE MEMORIAL STADIUM.*

*THE LARGEST OF THESE PROJECTS IS THE DEVELOPMENT OF A NEW SOUTH STAND. THIS STAND WILL HELP TRANSFORM THE WHOLE FEELING OF THE GROUND, MASSIVELY UPGRADING OUR FACILITIES AND OFFERINGS. ALSO, THIS WILL INCREASE OUR MAXIMUM CAPACITY TO 12,500, ALLOWING MANY MORE SUPPORTERS TO ATTEND.*

*ALONGSIDE THE SOUTH STAND, WE ALSO HAVE AGREEMENTS SIGNED FOR NEW LEDs, A NEW BIG SCREEN, A NEW FANZONE SCREEN AND WE WILL BE IMPLEMENTING A MATCHDAY CAMERA PRESENTATION.*





# PLAYER KIT SPONSORSHIP

PROMOTE YOUR BUSINESS TO A WIDE AND VARIED AUDIENCE ON  
A MATCHDAY VIA SPONSORSHIP OF A PLAYER KIT.

## BENEFITS:

NAME AND/OR COMPANY NAME IN ALL HOME LEAGUE PROGRAMMES

\*

NAME AND/OR COMPANY URL ON THE BRISTOL ROVERS WEBSITE

\*

COMPANY LOGO/NAME ON SOCIAL MEDIA GOAL GRAPHIC IF  
YOUR CHOSEN PLAYER SCORES

\*

YOUR PLAYER'S SIGNED SHIRT AT AN EVENT DURING THE SEASON



PRICE: HOME KIT £500 + VAT | AWAY KIT £500 + VAT | DUAL KIT £800 + VAT



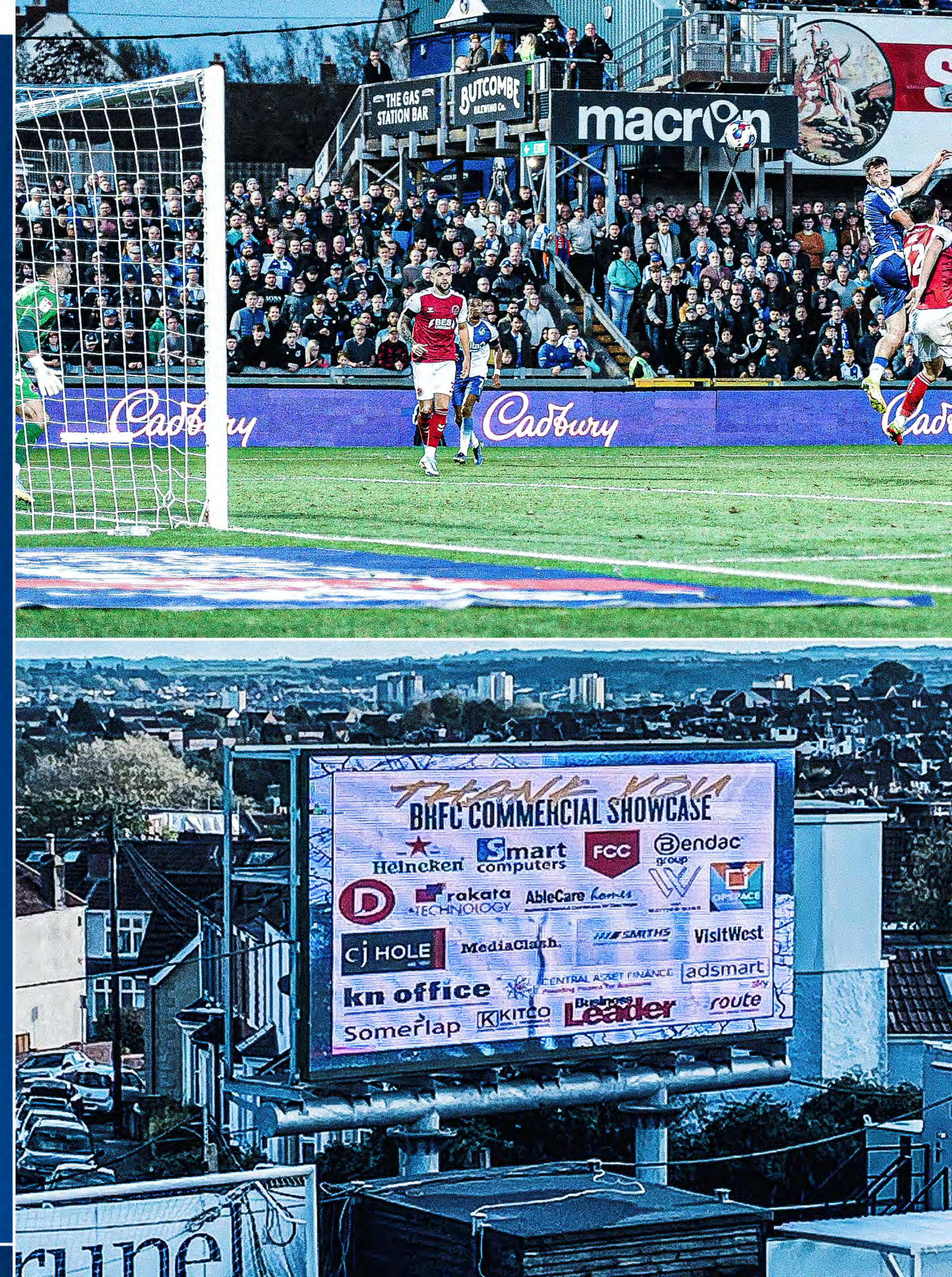


# LED / BIG SCREEN ADVERTISEMENT

PROMOTE YOUR BUSINESS TO A WIDE AND VARIED AUDIENCE THROUGH EXCLUSIVE MINUTES ON THE TV ARC AT THE MEMORIAL STADIUM DURING OUR FA CUP FIXTURE. SEE YOUR BRAND LIVE ON SKY SPORTS NEWS, FA CUP HIGHLIGHTS AND MORE.

OUR NEW LED TECHNOLOGY WILL ALSO ENGAGE WITH SUPPORTERS IN EVERY PART OF THE MEM, PROVIDING YOU WITH A UNIQUE ADVERTISEMENT OPPORTUNITY.

MEANWHILE, OUR BIG SCREEN AMPLIFIES THIS EXPOSURE DUE TO HOW LARGE AND EYE CATCHING IT IS, REINFORCING THE OPPORTUNITY FOR EXPOSURE TO THE WHOLE MEMORIAL STADIUM.





# 23/24 SHORT SPONSOR

FOR THE UPCOMING 23/24 SEASON, WE HAVE THE EXCITING  
AVAILABILITY FOR A NEW SHORT SPONSOR.

BEING SHORT SPONSOR WILL MEAN YOUR COMPANY LOGO IS FEATURED  
ON THE BACK OF EACH NEW KITS SHORTS.

THIS PROVIDES AN OPPORTUNITY FOR YOUR BRAND TO REACH A HUGE  
AUDIENCE THROUGH MATCHDAYS, TV COVERAGE, VIDEO GAMES  
AND MORE.





# OFFICIAL iFOLLOW PARTNER

*BEING NAMED AS OFFICIAL iFOLLOW DIGITAL PARTNER FOR THE SEASON MEANS YOU'LL HAVE YOUR COMPANY NAME DISPLAYED ON ALL DIGITAL ASSETS RELATING TO THE PLATFORM FOR THE DURATION OF THE SEASON.*

*IN THE 2023/2024 SEASON, 29,738 iFOLLOW PASSES WERE SOLD, MEANING THERE WAS MORE THAN 45,000 HOURS OF COVERAGE.*

*THROUGHOUT THIS COVERAGE, YOUR BRAND WILL BE FRONT AND CENTRE MEANING YOU WILL HAVE A HUGE AMOUNT OF PROMOTION ALL YEAR ROUND.*



PRICE: £5,000 + VAT



**WATCH FROM HOME - 4.3.23 - 3PM KO**

*Support the Gas on iFollow!*





# HOME EMAIL SPONSOR

THROUGH THE SEASON WE SEND PRE-MATCH EMAILS FOR EACH FIXTURE,  
DETAILING ALL INFORMATION NEEDED FOR THE UPCOMING GAME.

WITH EACH EMAIL BEING SENT TO 8,000 SUPPORTERS, THIS WILL MEAN  
YOU'LL HAVE A COMBINED REACH OF OVER 240,000 BASED ON THE 30  
HOME CAMPAIGNS SENT OVER THE COURSE OF THE 22/23 SEASON.

THIS IS A COST-EFFECTIVE AND FLEXIBLE OPPORTUNITY THAT WILL  
ALLOW YOU TO INTERCHANGE YOUR ADVERTISEMENT WEEK TO WEEK, IF  
DESIRED, TO SPOTLIGHT ANY SPECIFIC PROMOTION.

YOU WILL BE STATED AS OFFICIAL SPONSOR ON THE HEADER, WHICH  
WILL BE LINKED TO YOU, AS WELL AS A SPONSOR BLOCK AT THE FOOTER  
OF THE EMAIL WHICH CAN BE UPDATED UPON REQUEST.



PRICE: £3,5000 + VAT

Matchday Information - Fleetwood v Rovers

View in browser



Bristol Rovers Football Club  
Official Email



NO KNOW IT WILL BE DIFFICULT BECAUSE FLEETWOOD IS A THICKY PLACE TO GO.  
THERE IS A SIGN ON THE STADIUM THAT SAYS 'ONE ROAD IN, ONE ROAD OUT'.  
THAT'S NOT SAYING 'WELCOME', IS IT? ANYTHING YOU GET THERE IS HARD-EARNED  
AND IT WILL BE THE SAME FOR US ON EASTER MONDAY."



macron

utilita

TERRACE

Poplar





# COMMERCIAL ASSETS

TO REGISTER YOUR INTEREST PLEASE EMAIL:  
[ETHANCLARKE@BRISTOLROVERS.CO.UK](mailto:ETHANCLARKE@BRISTOLROVERS.CO.UK)