



BRACKNELL TOWN FC
COMMERCIAL OPPORTUNITIES
2026/27

OVERVIEW

Bracknell Town Football Club is a progressive and ambitious football organisation competing at Step 3 of the English football pyramid. Established in 1896, we combine over 130 years of heritage with a clear vision for the future.

Our strategy is focused on building a successful, sustainable and increasingly self-sufficient football club, supported by strong commercial partnerships, growing match day revenues and deeper engagement with our local community.

Based at Sandhurst Memorial Park, we connect businesses with an expanding audience across Bracknell, Berkshire and the wider Thames Valley through match days, digital platforms and year-round club activity.

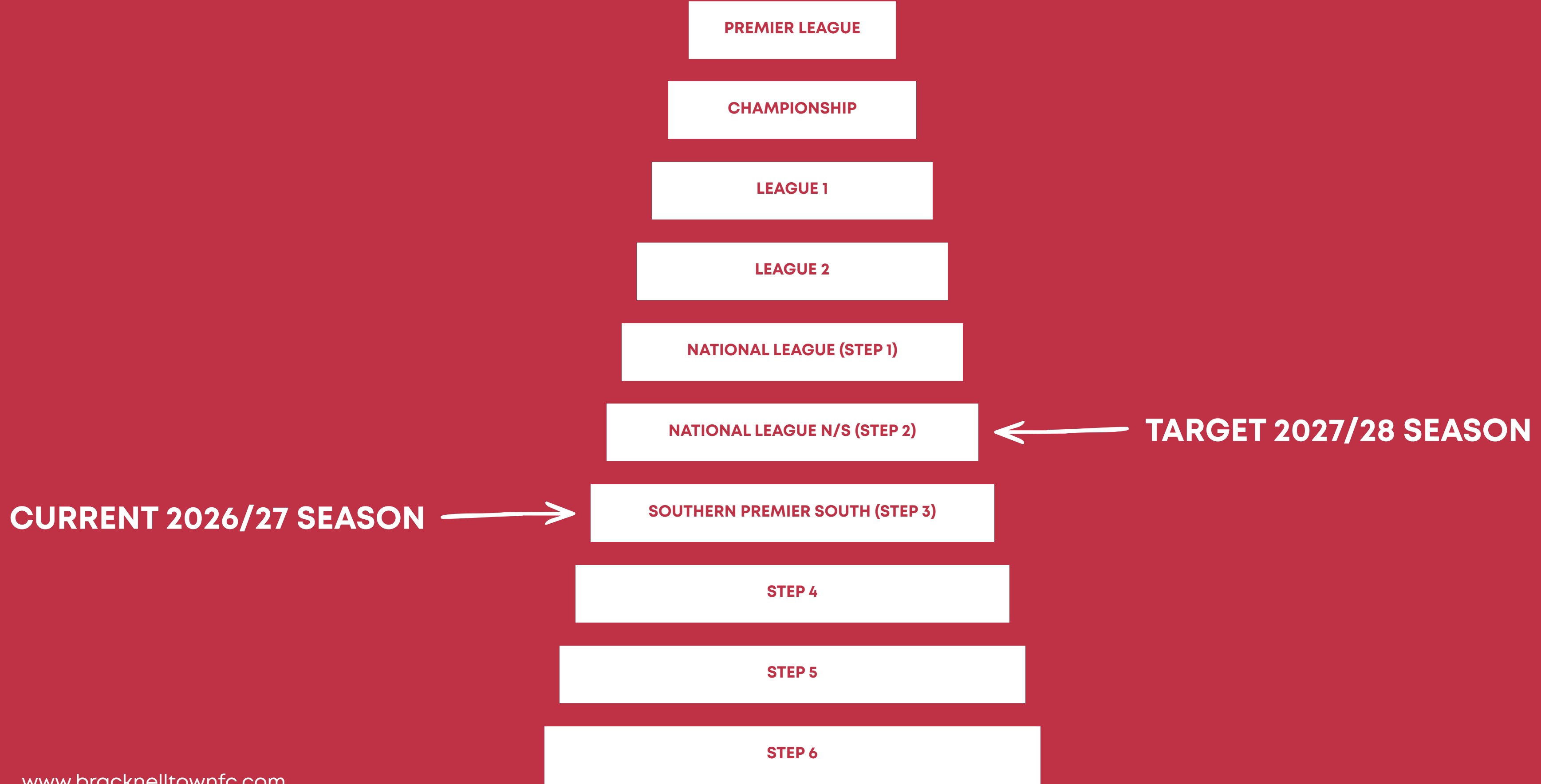
We are building long-term partnerships with organisations that want more than traditional sponsorship, delivering meaningful brand exposure, audience engagement and the opportunity to become part of the next chapter of Bracknell Town.

A successful football club. A sustainable business. A future built to last.

www.bracknelltownfc.com



WHERE WE SIT



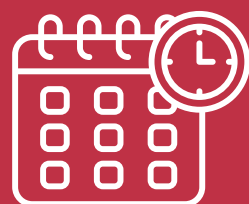
THE 12TH MAN



700+
Avg. League Attendance
(As of 01/01/26)



59% YoY Growth in Attendance
(League)



Circa 300 Games Per Annum



30K+ Social Media Followers



3 Million Social Media Interactions Over Last 90 Days



SOCIAL MEDIA PERFORMANCE REPORT

AUGUST SNAPSHOT (INSTAGRAM)



2.7 MILLION INSTAGRAM VIEWS (+455% FROM JULY)



83% VIEWS FROM NON FOLLOWERS AND 460K+ UNIQUE VIEWS (+761% FROM JULY)



8.7K TOTAL FOLLOWERS (+1,260 DURING AUGUST)

Bracknell Town content is no longer limited to the club's existing following. With 83% of August views coming from non followers, partners can gain exposure to a broad football audience well beyond matchday attendance.

REACH THAT TURNS INTO ACTIVE INTEREST



1.1K BIO LINK TAPS (CLUB SHOP, WEBSITE, TICKET SALES)



48,433 ACTIVE PAGE INTERACTIONS



124K PROFILE VISITS

Profile visits and bio link taps provide a direct and trackable pathway from social content to ticket sales, retail offers, sponsor activations and other calls to action.

OUR SOCIAL MEDIA AUDIENCE

A STRONG WORKING AGE FOOTBALL AUDIENCE



79.5% MALE AUDIENCE



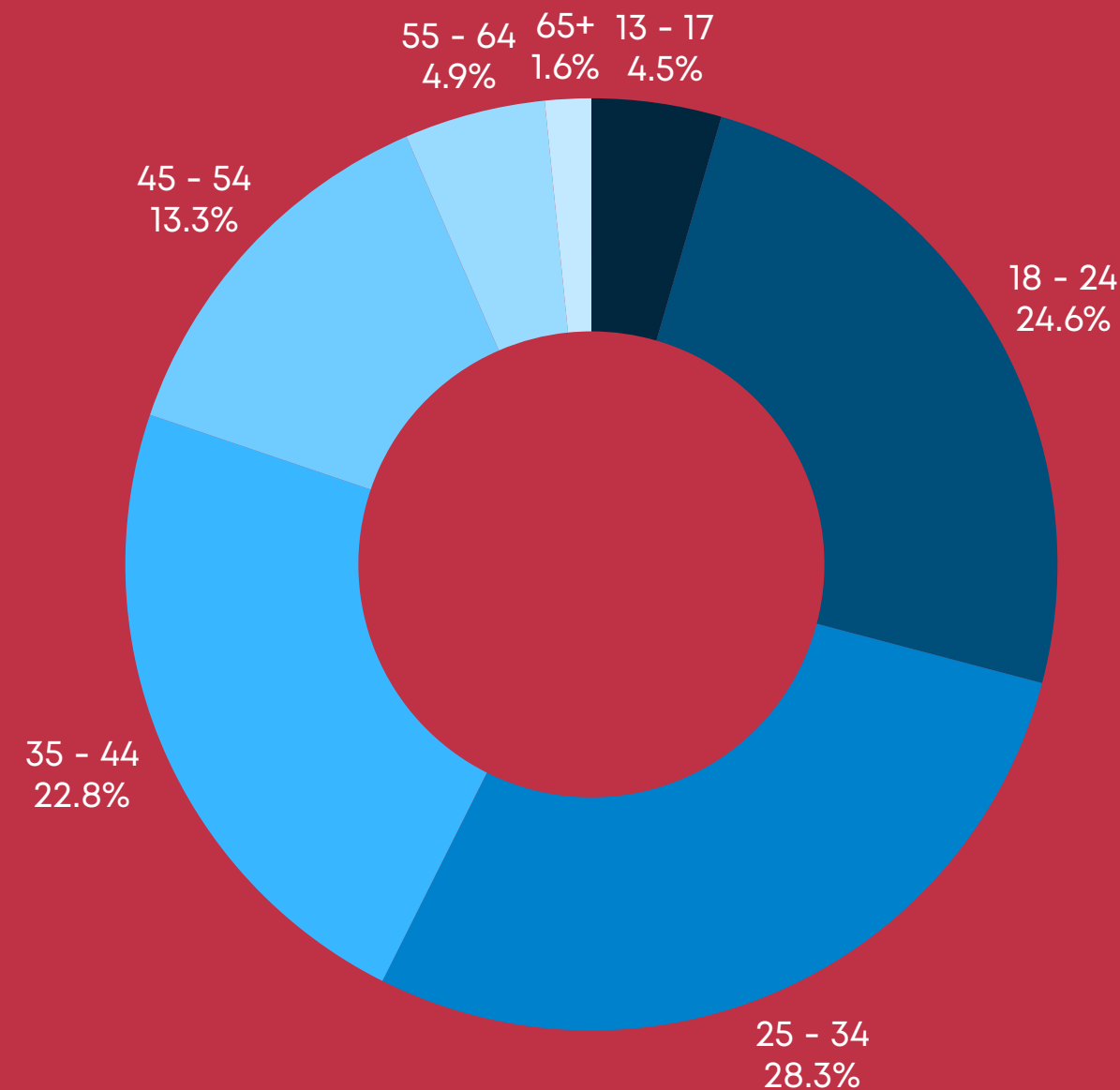
20.5% FEMALE AUDIENCE



75.7% AGED 18 TO 44



52.9% AGED 18 TO 34



COMMERCIAL CONCLUSION

Bracknell Town FC now offers partners a digital platform that extends far beyond matchday. Millions of views, strong interaction and rapid follower growth create repeated opportunities for measurable brand exposure.

CORE VALUE

Togetherness is the core value that underpins everything at Bracknell Town FC. It is embedded across the club culture — from the first-team environment and coaching structure, through our staff, volunteers and pathway programmes, to our supporters and wider community network. We operate as a collective, not a collection of individuals.

Decisions are made with the people around us in mind — players, supporters, partners, and the local community. The club places emphasis on collaboration, shared responsibility and respect, creating an environment where everyone feels part of the journey.

This value is reflected in the way our squad behaves on and off the pitch, how supporters engage with the club, and how we deliver community initiatives and matchday experiences. There is no singular entity at Bracknell Town FC — success is shared, progress is collective, and every achievement belongs to the whole club.

For our partners, this means alignment with a club built on unity, authenticity and meaningful connection — a football organisation driven by people, purpose and community impact.



CHARITY PARTNER

Bracknell Town FC is proud to work in partnership with Bracknell Foodbank as our official charity partner. The relationship is grounded in our core value of togetherness and reflects the club's commitment to supporting families and individuals across our local community.

Through coordinated matchday collections, supporter-led initiatives and community engagement activity, the club — alongside our fans, volunteers and local residents — has helped collect just under five tonnes of food for Bracknell Foodbank to date. This contribution has provided meaningful and practical support to households experiencing financial difficulty across Bracknell and the surrounding area.

As part of this commitment, the club has introduced a designated all-white charity kit, worn for selected fixtures across the season. The minimalist design ensures the Bracknell Foodbank logo is given full and uncompromised prominence, placing the charity — not commercial branding — at the centre of the occasion. The kit serves as a visual statement of solidarity, awareness and community purpose, reinforcing the message that football can be a platform for social impact.

The partnership extends beyond collections and awareness campaigns; it is a collaborative effort focused on dignity, inclusion and genuine local benefit. For our commercial partners, this demonstrates Bracknell Town FC's role as a socially responsible, community-driven organisation, using its platform to support meaningful causes and create positive change.



BRACKNELL TOWN IN THE COMMUNITY

Bracknell Town Football Club is committed to being more than a football club. We want to create a positive, lasting impact across Bracknell and the wider community, using football to bring people together, encourage participation and provide opportunities for people of all ages.

Through our partnership with FUN Football Coaching, Bracknell Town is helping to create opportunities for children and families to engage with football in a positive, supportive environment. As the club's official coaching delivery partner, FUN Football Coaching works alongside Bracknell Town to develop community initiatives focused on participation, enjoyment and personal development, helping young people build confidence, teamwork and a lifelong love of the game.

At the other end of the pathway, Bracknell Town Walking Football Club demonstrates how football can continue to play an important role throughout people's lives. Established in 2014, the club has grown to more than 180 members, providing mixed walking football sessions for men aged 50+ and women aged 40+, alongside competitive teams, tournaments, festivals and regular social activities. The emphasis is not simply on football, but on keeping people active, connected and part of a welcoming community.

Together, these programmes demonstrate the reach Bracknell Town can have beyond 90 minutes on a Saturday afternoon. From introducing children to football and supporting families, through to providing opportunities for older generations to remain active and socially connected, we want Bracknell Town to sit at the heart of its community.

Our ambition is to build a football club for everyone, creating opportunities, connections and experiences that strengthen our community for generations to come.



SB IN THE COMMUNITY

FREE FRIDAY NIGHT FUN FOOTBALL

STARTING FRIDAY 30TH MAY

AGES 5-8 (MIXED) 6PM - 7PM
AGES 9-12 (MIXED) 6PM - 7PM
AGES 13-15 (BOYS) 7:30PM - 8:30PM
AGES 13-15 (GIRLS) 7:30PM - 8:30PM

THE MUGA
RANELAGH SCHOOL, RANELAGH DRIVE,
BRACKNELL, BERKSHIRE, RG12 9DA
WEB: BRACKNELLTOWNFC.COM/COMMUNITY
TEL: 07944 118646

BUILD CONFIDENCE
NEW FRIENDSHIPS
HEALTHY LIFESTYLES

SCAN THE QR CODE TO SIGN UP FREE



FUN FOOTBALL COACHING

EASTER HOLIDAY CAMP

WWW.FUNFOOTBALLCOACHING.COM

Sport In Mind
ClassForKids
BRACKNELL TOWN FC IN THE COMMUNITY

CURRENT SPONSORS

GRUNDON



Kegs of Camberley Ltd.
Wholesale of Beer, Wine and Soft drinks to the Licensed trade



MATCH KIT SPONSORSHIP

Put your brand at the heart of Bracknell Town FC with a prominent position on our First Team match kit, providing high-impact exposure throughout an extensive competitive season.

Our match kit partners gain coverage across 42 Southern League fixtures, alongside our campaigns in the FA Cup, FA Trophy and Berks & Bucks Senior Cup. From home matches at Bottom Meadow to away fixtures across the country, your brand travels with the team and remains highly visible throughout the season.

The exposure extends far beyond matchday. Our playing kits feature prominently across match photography, video content, highlights, signing announcements, team graphics, interviews, goal celebrations, press coverage and social media, creating repeated brand impressions across both physical and digital audiences.

With Home, Away and Third Kit opportunities available, match kit sponsorship provides a premium platform for businesses looking to build brand awareness, engage with our growing supporter base and become visibly associated with the ambition and future of Bracknell Town FC.

Front of Shirt	SOLD
Back of Shirt	SOLD
Sleeve	£2,500
Short	£2,500



TRAINING KIT SPONSORSHIP

Become part of the everyday environment at Bracknell Town FC with your brand prominently featured across our First Team training kit.

Worn by players and staff throughout the season, training kit sponsorship provides regular exposure across weekly training sessions, match preparation, warm-ups, recovery sessions and behind-the-scenes club content. It creates a consistent presence alongside the First Team throughout the entire campaign.

Your brand will also feature across our growing digital output, with training photography, videos, player interviews, signing content and social media providing additional exposure beyond the training ground.

Training kit sponsorship offers an excellent opportunity for a partner to build a strong, season-long association with the players, management team and performance environment at Bracknell Town FC.

Front of Shirt	£3,500
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Back of Shirt	£2,000
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Sleeve	£1,000
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Short	£1,000
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ANTHEM JACKET SPONSORSHIP

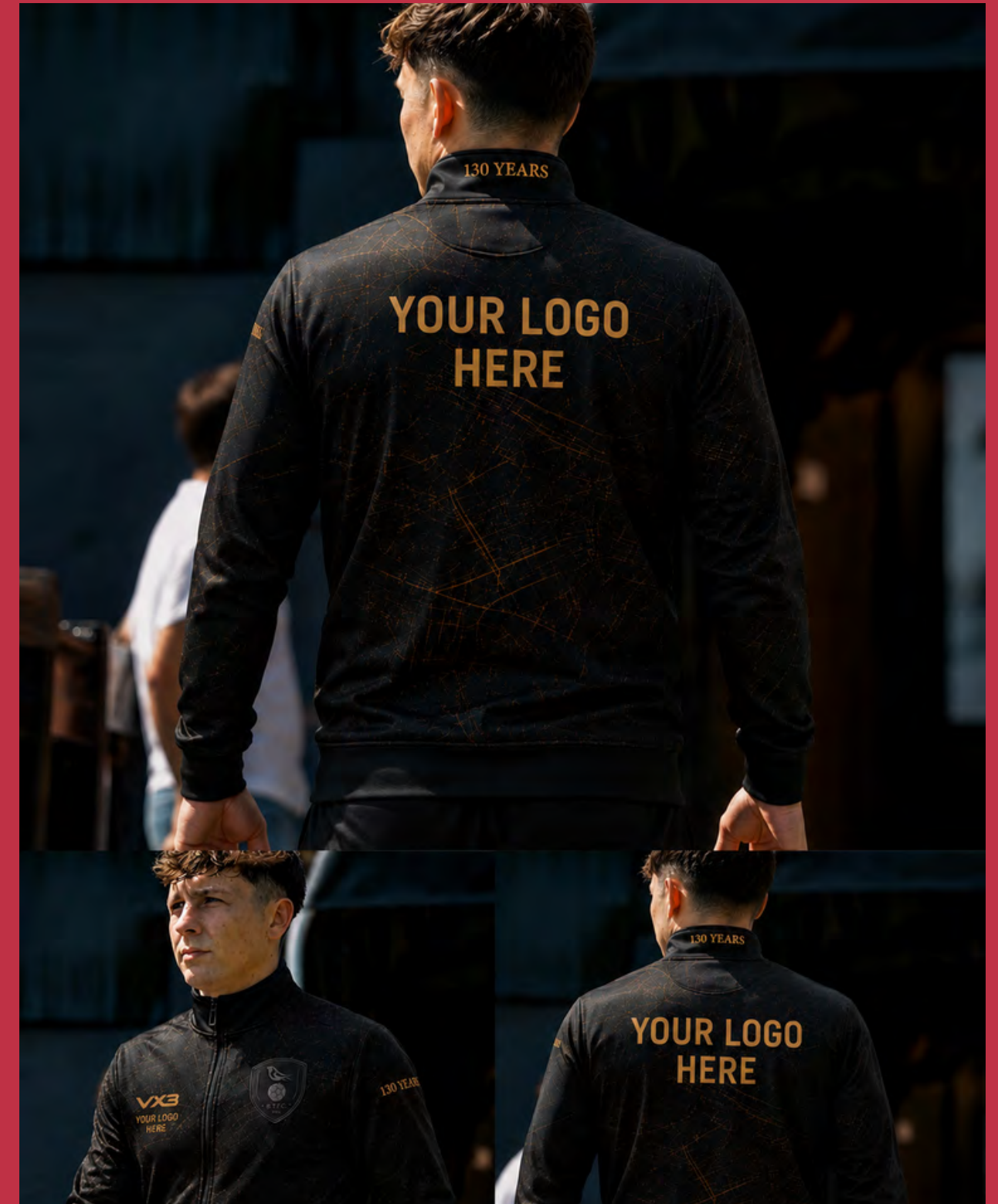
Put your brand front and centre on matchday with sponsorship of Bracknell Town FC's official First Team stadium jackets.

Worn by the players as they walk out of the tunnel and enter the pitch before every fixture, the stadium jackets provide a premium branding opportunity at one of the most visible moments of the match day. Your brand will be seen by supporters inside the stadium while featuring prominently across pre-match photography, video and social media content.

With exposure across 42 Southern League fixtures, alongside our campaigns in the FA Cup, FA Trophy and Berks & Bucks Senior Cup, your branding travels with the First Team throughout the season.

From tunnel shots and team arrivals to pre-match content and matchday media, stadium jacket sponsorship provides a distinctive platform to align your business with the identity, professionalism and ambition of Bracknell Town FC.

Front & Back of Jacket	£2,500
Sleeve	£1,000

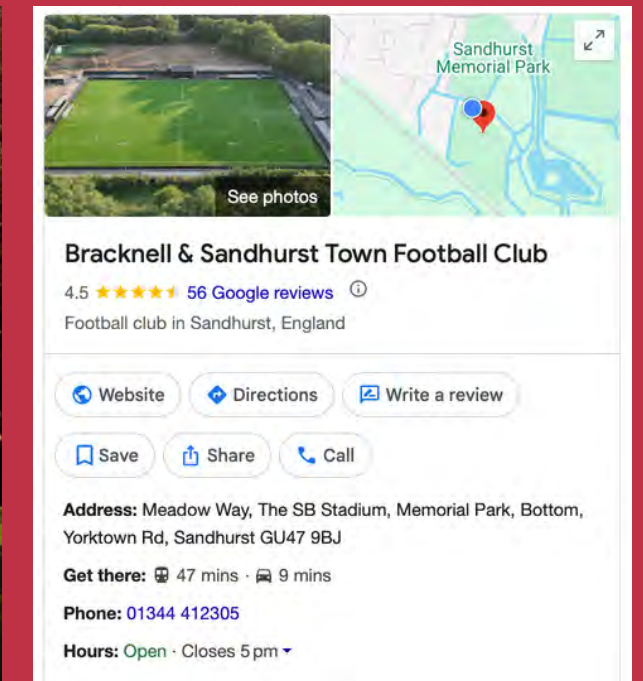


STADIUM NAMING RIGHTS

Put your brand at the heart of Bracknell Town FC with stadium naming rights to Bottom Meadow.

Gain year-round exposure across matchdays, club communications, social media, signage and press coverage, with your business becoming synonymous with the home of The Robins.

A flagship partnership offering maximum visibility, strong local recognition and a lasting association with Bracknell Town FC.



STADIUM NAMING RIGHTS £20,000

STADIUM ASSETS



Pitch Advertising Board - £750
(see next page for placement)



Player Tunnel - £750
Exclusive Partner



Corner Flag - £1,000
Exclusive Partner



Main Specator Entrance - £1,500
Exclusive Partner



VIP Box/Gantry - £1,500
Exclusive Partner



Main Fan Zone Bar - £2,000
Exclusive Partner

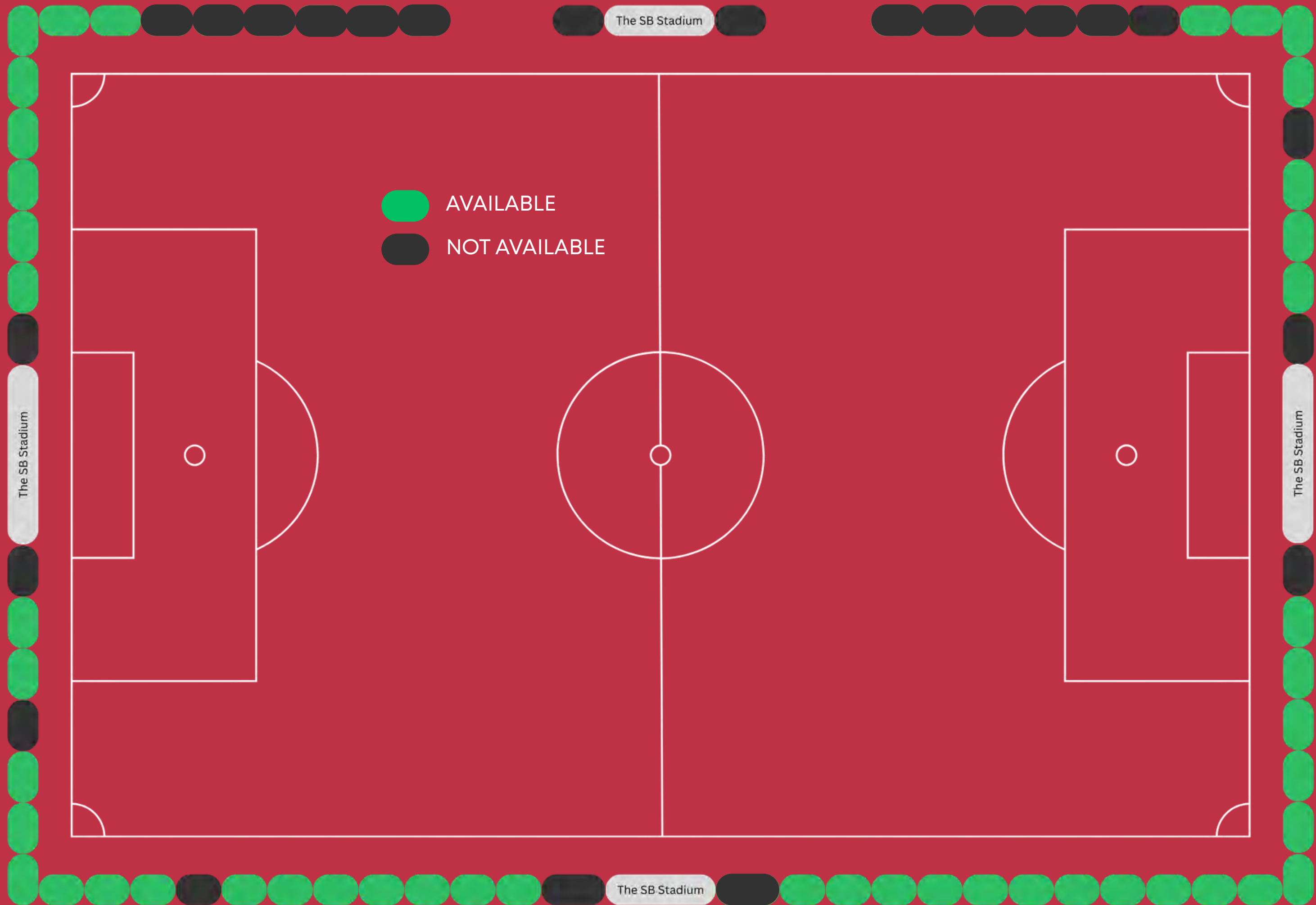


"The Fortress" Stand - £2,500
Exclusive Partner



Tony Dean Stand - £6,500
Exclusive Partner

All ex. VAT



BESPOKE PACKAGES

What are your goals?

Have a few ideas of what you want to do?

Do you have a marketing budget but unsure on how to spend it?

Let us know!

We are keen to work with forward-thinking businesses and understand that every partnership is different. We are happy to create a tailored sponsorship package built around your individual wants, needs and objectives.



For further any questions or queries, please contact Dan Harris on the below details. We look forward to working with you soon.

Dan Harris

07850992661 | dan@bracknell1896.com