



**THE
EXECUTIVE
CLUB**

WHO ARE WE?

Rochdale AFC are a Vanarama National League Football Club.

Founded in 1907, Rochdale AFC currently play in the Vanarama National League – the 5th tier of English football. Rochdale is a borough of over 220,000 people, spreading from the foothills of the Pennines to outskirts of the city of Manchester.



The club has a proud history of competing in the English Football League, winning the hearts of many locally and nationally with plucky performances coupled with huge cup upsets.

Representing Rochdale on the national stage, the club is proud of its local links to the community and it's reputation as a producer of talented young footballers.

With a large shareholding comprised of over 300 supporters, the club relies on the generosity of local businesses to fund it's activities.



With a plethora of partnership opportunities including advertising, kit sponsorship and digital opportunities, businesses can expect a direct return on investment, whilst supporting the community in which its staff, customers and potential customers live

WHY ROCHDALE AFC?

Sport has an enormous audience base, making sports sponsorship a great way for brands to put themselves in the spotlight in front of millions of potential customers. This increased brand awareness can help brands make more sales, leading to higher profits.

Rochdale AFC, although not quite Premier League standard in terms of TV views, has a passionate and engaged fanbase at it's fingertips. The opportunity to align your brand and affirm your business as a supporter of a true community club or the opportunity to reach new audiences are both unrivalled.

Working with Rochdale AFC is cost effective, with opportunities to suit all budgets and value for money guaranteed.

Whether it is a matchday with friends, clients and colleagues or large-scale advertising campaigns, Rochdale AFC appreciate your support and will do everything possible to ensure you achieve what you want from a partnership with Rochdale's premier sports team.



THE EXECUTIVE CLUB

The all new premium partnership programme at Rochdale AFC.



With all the benefits of the Business Club, the Executive Club aims to give local businesses exclusive access to Rochdale AFC on both a matchday and behind the scenes whilst providing vital cash support to the club.

Mixing the best seats in the house in the top tier lounge along with opportunities reserved for members, the Executive Club is the way to show that your company means business when it come to supporting the Dale!

£5,000
+VAT

12
month
Membership

All moneys go towards supporting Rochdale AFC, helping us to compete at first team level, nurture players through the academy and support the wider community.

What's more, the fee is tax deductible!

To apply for membership, please email commercial@rochdaleafc.co.uk

BENEFITS

- Executive Lounge Access for 2*
- VIP access to TWO exclusive events per year, including Sportsman's Dinner (x2)
- Matchday networking event as Executive match sponsor at 1 game
- Stand Sponsorship Raffle

+ Much more!

PLUS

All business club benefits, including:

- Monthly Events
- Signed Shirt (upgraded to a framed shirt**)
- Crowd Facing ad board (premium placing)
- Player Appearances
- Season Tickets x2

**Dining available as an optional extra*

***Upgrade available at an additional cost*

COMMUNITY CLUB

As a fan-owned, fan-lead club, we put community at the heart of everything we do.

Rochdale AFC Community Trust is an official charity (CCO) set up by Rochdale AFC to carry out community work and charitable projects across the borough of Rochdale in Greater Manchester. Clubs and Community organisation share the vision of making Rochdale one of the best places in the world to live, work and play – a place where all voices are heard. The Trust use the power of football and their community standing to raise aspirations and transform lives.

Taking a look at the most recent season, overall, the Club and CCO at RAFC:

- Generated £1,304,197 of income, funding and in-kind support to invest in community projects, initiatives and wider support
- Established and maintained 127 partnerships across the season Employed a total of 51 staff who delivered 44,378 hours of support to their communities
- Deployed 54 volunteers during the season, who delivered 7,080 hours of support. During the past three seasons, 5,172 community sessions and events were delivered (3,781 in the most recent season) and over 8,317 hours of delivery (5,888 in 2021/22).

This work helped generate a total of £5,671,112.86 of social value across the season.

Like the other Clubs in the network, Rochdale AFC played a significant role in supporting their community during the COVID-19 pandemic and are already supporting their community in new and enhanced ways.

In the context of high inflation, a deep cost-of living crisis and increasing concerns about fuel and food poverty, Clubs and CCOs are directing more of their efforts than ever to supporting the most vulnerable in their communities with basic needs.

The power of Football Clubs in their communities is evident to see and Rochdale AFC will continue to contribute significantly to developing stronger, healthier, more active communities as we move into future seasons.

Could your business be a part of this story?

RAFC IN NUMBERS

2.914
AVERAGE
ATTENDANCE

CIRCA
70,000
MATCHDAY
FANS
THROUGH
THE
TURNSTILES
EVERY YEAR

5,000
PEOPLE IN
THE STADIUM
FOR NON-
MATCHDAY
EVENTS

167.6K
TOTAL
SOCIAL MEDIA
FOLLOWING

17.7M
TOTAL
AUDIENCE

In 2022, 2,848,893 people lived within 15 miles of Rochdale AFC and 1,237,577 lived within ten miles.

We can connect you to:

- 167.6k Total Followers
- 5 Million Monthly Impressions
- 205k Monthly Engagements
- 2 Million Monthly Profile Visits
- 38.2k Link Clicks to Content
- Top 10 Sponsorship Media Value in EFL League 2 2023-24
- 2nd Most viewed Team in League 2 on UK TV

TWITTER

79.5K FOLLOWERS

- 5 Million average monthly impressions
- 2 Million Average monthly profile visits
- 205,000 Average monthly engagements
- 38,200 link clicks to content

FACEBOOK

47,580 FOLLOWERS

- 913k Annual page views
- 203k Annual Profile visits

INSTAGRAM

33,225 FOLLOWERS

- 145k yearly post impressions
- 230k Annual page visits

YOUTUBE

6.31K SUBSCRIBERS

- High performing videos have 30k+ views (143k highest)
- Highlights and All Access COA have 1k+ views per match (loss), 2k views per match (draw) and 4k views per match (win)
- We've recently expanded our media team, to focus solely on improving metrics on digital content.

**For all commercial enquiries,
please contact:**

Tel: 01706 644 648 (Option 3)

Email: commercial@rochdaleafc.co.uk

www.rochdaleafc.co.uk

Crown Oil Arena,
Sandy Lane, Rochdale. OL11 5DR

