



WEYMOUTH FOOTBALL CLUB COMMERCIAL NEWSLETTER



THE JOURNEY SO FAR

What an incredible journey it has been so far!

One of my key commitments has been to enhance communication with our sponsors, partners, and fans. I believe that regular newsletters will keep you better informed about what's happening off the pitch and behind the scenes.

When I first assumed this role, I emphasised the importance of adding value and giving back more than ever to all the club's stakeholders.

We have already demonstrated this through our successful sponsor meet and greet event. While there is still much more to come, I understand that without transparency and regular communication, it can be difficult to see what we are working on as a board.

A crucial starting point for me was to instill a set of core values in everything we do, which I believe will help ensure the club continues to be well-managed and sustainable.

Based on direct feedback, especially from sponsors and fans, it seems there may have been a lack of integrity in how the club managed its relationships. I hope to firmly put this behind us as we move forward with the following core values at the forefront of our minds:

Integrity

Moral, honest, and consistent commitment to what we say.

Transparency

Clear, open, and easily understood communication.

Communication

Giving back, promoting unity, and fostering community through the beautiful game.

We have made significant progress and achieved a lot in a short period. I look forward to continuing to help grow this brilliant football club. In this first edition of our newsletter, I will share some of those achievements and how you can continue to support us.

Without your support, the club would not be where it is today, and for that, on behalf of the board we are very grateful.

Ryan Park- Commercial Director

KEY DATES FOR THE DIARY

November 9th

Evening with Gazza. Event sold out

Christmas parties

Facilities can be hired throughout November/December

Boxing day

Torquay at home

Hall of Fame

21st of February

End of season awards

Date to be confirmed





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SURVEY FEEDBACK

For those who took part in the survey which I sent out when I first joined, thank you. The response was really useful and the consensus was a need for improved communication and transparency which as already noted i hope we can continue to build and improve on over time.

Should anyone wish to contact me directly with any constructive feedback please feel free to as i would love to hear from you ryan@weymouthfootballclub.co.uk.

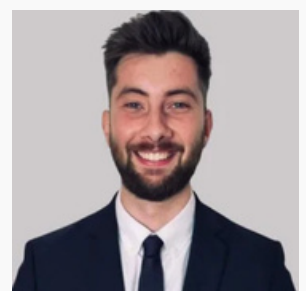
SPONSORSHIP UPDATE

Overall, the revenue raised last year has increased, which is fantastic, thanks to the generous support of the local business community. This season, we successfully secured both the home and away main sponsorship deals without needing to include them in the patrons' draw, which was very pleasing to see.

We also conducted this year's patrons' draw and are working with the winners to ensure their advertising is in place. Congratulations to the winners and thank you to everyone who participated.

With ambitions to grow the club even further, we are delighted to welcome Ben Miller on board. He will work closely with Claire and I as our sales executive, and I am very pleased to have him join us.

While our focus remains on this season and ensuring all our opportunities are fulfilled, we are also looking ahead to next season. If you would like to register your interest in some of the larger commercial opportunities, such as the home and away kit deals, please let us know. It's safe to say that the media coverage and launch of these packages are now better than ever.



However, there are still plenty of ways you can support the club this season, whether through direct advertising, match day sponsorship, hospitality, or online and digital channels. The sections below will explain the new ideas we have already implemented and what you can expect in the future. As always, feedback is very important, so if you have any ideas or opportunities that don't seem available at present, please let me know. Often, some of the best ideas come directly from our fans and sponsors





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WHATS NEW

In a short space of time, we have already launched some new initiatives and ideas that have been very well received and supported.

Boost the Budget

Following the success of this campaign at other clubs, fans, and sponsors can now directly help support and improve our playing budget. There are four packages available, and you can contribute from as little as £5 per month. More information can be found by clicking [here](#).

BOOST THE BUDGET
SILVER MEMBER
CONTRIBUTING TOWARDS
A BETTER WEYMOUTH.

1 MONTHLY SIGNED PLAYER POSTCARD

£5 PER MONTH

£60 PER SEASON

BOOST THE BUDGET
GOLD MEMBER
CONTRIBUTING TOWARDS
A BETTER WEYMOUTH.

1 MONTHLY SIGNED PLAYER POSTCARD

1 MONTHLY SA LOTTERY TICKET

£10 PER MONTH

£120 PER SEASON

BOOST THE BUDGET
PLATINUM MEMBER
CONTRIBUTING TOWARDS
A BETTER WEYMOUTH.

1 MONTHLY SIGNED PLAYER POSTCARD

2 MONTHLY SA LOTTERY TICKET

£20 PER MONTH

£240 PER SEASON

BOOST THE BUDGET
DIAMOND MEMBER
CONTRIBUTING TOWARDS
A BETTER WEYMOUTH.

1 MONTHLY SIGNED PLAYER POSTCARD

3 MONTHLY SA LOTTERY TICKET

1 WINE TO THE BOARDROOM FOR MATCHDAY

£50 PER MONTH

£600 PER SEASON





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Event Management

We have partnered with M&N Management where we hope to have an ongoing relationship as we look to bring various footballing legends to the Bob Lucas. Our first guest Paul Gascoigne sold out in just over 24 hours so this should be a really special night and one we are all looking forward too.

New Marlboro bar

Following the patrons' draw, one of the prizes up for grabs was the naming rights to the current 1890 bar.

The bar has had a mini makeover and is now named the Marlboro Bar, owned by long-term Weymouth fan Vinnie.

The bar is now available for private hire and can accommodate 30 people. This is a great, personable space that can be used for birthdays, stag/hen parties, Christmas parties, or corporate days out if you wish to entertain clients or staff.

Both inclusive drink and food packages can be customised to your requirements if needed.

ENJOY YOUR OCCASION WITH

BOTTLED DRINKS
SOFT DRINKS
PERSONAL BAR
NIBBLES
MATCH DAY TICKET

ALL INCLUSIVE

MARLBORO BAR

NOW OPEN FOR EVENTS HIRE AND MATCHDAY

**PER HEAD FROM
£50 + VAT**

MORE INFORMATION PLEASE
EMAIL:
RYAN@WEYMOUTHFOOTBALLCLUB.CO.UK





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OPPORTUNITIES STILL AVAILABLE

While the season is well underway we still have a lot of sponsorship opportunities available:

- Pitch side advert**ing- from £520 + vat
- Online adverts**- from £65 + vat
- Match day**- from £135 + vat per game
- Hospitality**- from £45 + vat per head
- Stadium naming rights**- Bespoke package



COMMERCIAL ROADMAP

So, what's next? What are we working on and considering as part of our commercial roadmap and future plans? The following will give you an insight into some of the projects we are looking at and considering:

Business Networking

To foster collaboration between the local business community and our sponsors, we are discussing the launch of a business breakfast meeting at the club. This initiative aims to bring together the business community to build lasting relationships, which could potentially lead to business referrals.

Fan Engagement / Ecommerce / Adding More Value

We are evaluating new systems to enhance fan and sponsor engagement, making interactions with Weymouth Football Club more interactive, simple, and efficient.

Grants / Technology

We are dedicating more time and effort to researching and understanding where additional funding can be utilised in technology. This includes projects like LED scoreboards, interactive screens, and other modern tech innovations.

Schools and the Community

We are engaged in positive conversations with local schools to build closer working relationships. The club may offer work experience and coaching programs through our community initiatives for football sessions for local school children.

