



WEYMOUTH FOOTBALL CLUB COMMERCIAL NEWSLETTER



2024 COMMERCIAL SIGN OFF

I can hardly believe this is our final newsletter of 2024 as we approach the new year. November and December have been incredibly busy for the commercial team, and we've achieved many great things.

One of the highlights was hosting our first event with Paul Gascoigne, which was a tremendous success and raised valuable funds for the club. It was fantastic to see the club buzzing with people, both hospitality suites packed and sold out.

I want to extend my heartfelt thanks to everyone who attended and supported the evening. We hope to host another event in the new year. We received some excellent feedback, and we're looking into improvements like a new PA system to enhance future events. As with anything new, we aim to learn and improve with each event we organise.



I also want to acknowledge that the past few weeks and months have been challenging for the club on the pitch, and Mark's departure has added to these difficulties. I understand the importance of winning and how it directly impacts attendance, bar sales, and overall commercial revenue when we're not securing points.

I kindly ask for your continued support through thick and thin. It's crucial that we keep driving revenue, especially given the lack of home games in recent months. It would make a significant difference if we could once again average over 1,000 attendees per home game.

Boxing Day is a key date for us, both for hosting a great club like Torquay and for the opportunity to boost our income. Please come down to the Bob Lucas Stadium if you can, support the boys, and join the thousands we expect to be in attendance. It would also be great for Warren to have a warm welcome for his first home game since being appointed first team manager.

Your support is invaluable, and on behalf of the board, we are deeply grateful. Wishing you all a wonderful Christmas and a happy new year.

Ryan Park - Commercial Director

KEY DATES FOR THE DIARY

All season

Free schools admission

Boxing day

Torquay at home

Hall of Fame

21st of February

End of season awards

Date to be confirmed

Next Fixtures:

21st Dec- Chelmsford- Away

26th December-Torquay- Home

1st Jan- Salisbury- Away

4th Jan- Boreham- Home

7th Jan- Welling-Away

11th Jan- Dorking- Home





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TEE SCREEN PARTNERSHIP

I pledged that we would start to increase and improve the use of technology around the ground and back in November we did just that.

I am pleased to work with John and the team at Tee Screen. Enhancing fan engagement and experiences at the club has been one of my key commitments, and these screens are a major step forward. With Premier League grounds already using this technology, it's a fantastic opportunity for us to leverage it at our level. The screens will offer fans easy access to live matchday information, club news, and events. Additionally, there are commercial opportunities for sponsorship and digital adverts for those interested. We will continue to develop the content on these screens and look forward to working with Tee Screen as they advance their roadmap and offerings.

We have digital advert spaces available should you wish to promote your business on the screen.

SCHOOLS DAY EXTENDED TO THE END OF THE SEASON

As a board, we are committed to giving back to the community whenever possible. Following the success of our recent school day, we are excited to extend an invitation to all local primary and secondary schools. We will be offering several free tickets that can be used until the end of the season. The noise and atmosphere these kids bring to the ground is brilliant, and it's fantastic for us to support and give back to our future Teras fans.

HALL OF FAME 21ST FEBRUARY

This season's WFC Hall of Fame annual dinner will be held at The Club on Friday, 21st February.

We will be releasing more details soon on costs and arrangements for the evening. However, if you would like to register your interest in attending or sponsoring the event, please contact me directly at ryan@weymouthfootballclub.co.uk.

We will have a table for sponsors, and it would be great if you could join us for what promises to be a fantastic evening.



OUR CLUB VALUES

Integrity

Moral, honest and consistent communication to what we say.

Transparency

Clear, open and easily understood communication.

Communication

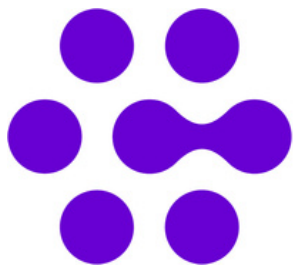
Giving back, promoting unity and fostering community through the beautiful game.



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WELCOME TO OUR NEW SPONSORS

We are very grateful to the business community for their continued support through sponsorship and advertising. Here are some of our newest sponsors who have joined the football club



Gamma



Records in loft or garage?
Turn them into cash!



01202 942893
sales@boilerroomrecords.co.uk

RECRUITING
LAMINATORS &
ENGINEERS



SEND CV
HR@NORCO.CO.UK

PENGILLYS

SOLICITORS & MEDIATORS





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DECEMBER SPONSOR SPOT LIGHT - GEL ENGINEERING

This month, we want to shine a light on our main home kit sponsors, Gel Engineering. We'll provide you with an insight into their work and highlight some of the job vacancies they currently have.

Gel Engineering Ltd is a prominent mechanical, electrical, and civils contractor, specialising in the water industry. With a reputation for excellence and innovation, we are currently expanding our operations and have secured exciting new contracts in the South West. As we continue to grow, we are seeking dynamic and innovative individuals to join our team and contribute to the future success of the business. At Gel Engineering, we value creativity, expertise, and a commitment to quality, creating an environment where professionals can thrive and make a significant impact.



GEL ENGINEERING JOB VACANCIES

- Project Manager
- Project Engineer
- Mechanical Fitter/Engineer
- Mechanical Fitters Mate

Should you wish to discuss or apply for any of the above please contact George Edwards george@gelengineering.co.uk.


gelengineering





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WAYS YOU CAN HELP SUPPORT THE CLUB AND OUR BUSINESS

There are numerous commercial opportunities to support the club, whether through a kind donation or a sponsorship and advertising package. Please take a moment to read the information below to gain insight into the opportunities available.

I am particularly interested in securing main sponsors for next season and invite you to contact us to register your interest in partnering with us through our flagship sponsor deals, including both the home and away kits.

Boost the Budget

Following the success of this campaign 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.

£5 PER MONTH

1 MONTHLY SIGNED PLAYER POSTCARD

£60 PER SEASON

BOOST THE BUDGET
GOLD MEMBER
CONTRIBUTING TOWARDS
A BETTER WEYMOUTH.

£10 PER MONTH

1 MONTHLY SIGNED PLAYER POSTCARD
1 MONTHLY SALLOTTERY TICKET

£120 PER SEASON

BOOST THE BUDGET
PLATINUM MEMBER
CONTRIBUTING TOWARDS
A BETTER WEYMOUTH.

£20 PER MONTH

1 MONTHLY SIGNED PLAYER POSTCARD
2 MONTHLY SALLOTTERY TICKETS

£240 PER SEASON

BOOST THE BUDGET
DIAMOND MEMBER
CONTRIBUTING TOWARDS
A BETTER WEYMOUTH.

£50 PER MONTH

1 MONTHLY SIGNED PLAYER POSTCARD
3 MONTHLY SALLOTTERY TICKETS
1 INVITE TO THE BOARDROOM FOR A MATCHDAY

£600 PER SEASON





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INCLUSIVE DRINK & FOOD 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.

MATCH DAY HOSPITALITY

Experience the game in style with our exclusive hospitality suite. Enjoy a **two-course meal**, sip on your favourite drink, and indulge in refreshments during halftime.

Our private bar ensures a premium experience for fans seeking an upgrade or businesses aiming to impress their staff, suppliers, and clients.

£45 + VAT Per Person

- Pre-Match Meal
- A drink
- Match admission
- Programme
- Car Park tickets
- Half Time Refreshments



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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SPONSORSHIP STILL AVAILABLE

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

Pitch side advert– 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.

