

RAMSGATE FC

Ramsgate FC Commercial Partnerships 2024/25



- 01
- 02
- 03
- 04
- 05



COMMUNITY HUB ● FOOTBALL CLUB ● HOME

WELCOME -----

WE ARE RAMSGATE FC

Boasting the only Royal Harbour in the United Kingdom, the beautiful coastal town in the district of Thanet has a population of just over 42,000. With its idyllic beaches and stunning Marina, the football club sits in the heart of the community, home to over 70 youth teams as well as a men's and women's first team.

Ramsgate sits just 78 miles from central London and has excellent travel links to the capital as well as the popular tourist destination of Canterbury and the Port of Dover making it a hugely popular for commuters as well as for tourism.

ABOUT US -----

HISTORY OF RAMSGATE FC

The club has a long and proud history dating back to 1886.

In 2019 the club reassessed its philosophy. This led to a million-pound investment in the stadium that included a new 4G pitch. At the same time several local youth football clubs were merged into Ramsgate FC as it centralised its position in the community with an emphasis on getting local people active by breaking down social and economic barriers.

As a result of this the Rams now have over seventy youth teams, one thousand players of whom a significant proportion are Girls and Ladies.

01

02

03

04

05

ISTHMIAN LEAGUE SOUTH EAST • ISTHMIAN LEAGUE SOUTH EAST





CHARITABLE AIMS -----

HAF PROJECT

Our fan base has grown from one hundred and fifty in 2019 to average over 1000 in the 2023/24 season which is amongst the top five for our level in the country. These new supporters come from the families within our youth teams, the local schools for whom we run after school clubs and critically from the children who attend our HAF programme. This Government funded programme aimed at children on free school meals through child benefit is something that the club has become well known for in recent years. We run one of the South East's largest programmes offering five hundred children a full schedule of fun and exercise with a hot meal in the school holidays.

During the summer of 2023, across our five venues this will equate to over ten thousand hot meals and will require the employment of fifty staff. A key goal of our programme is to offer aspirational activities to children. In the summer of 2022, we were fortunate enough to work with partners to issue over 300 free lap tops to help family's with essentials like homework. That will be extended into summer where we have also uncovered opportunity's to provide children with helicopter flights and swimming lessons!

01

02

03

04

05

SOCIAL MEDIA -----

MAKING A GOOD IMPRESSION



Our work within the community has led to a large growth in our social media following. We have close to 10,000 followers on Twitter/X, and over 12,000 combined on facebook and Instagram.

These numbers are made up nearly entirely of local people and represent huge increases on our position in 2019. Our average monthly impressions are over 700,000 and we have seen several clips get over a million views.

01


02

02

04

05

OVER THE PAST YEAR WE HAVE RECORDED OVER **1,000,000** SOCIAL INTERACTIONS ACROSS FACEBOOK, INSTAGRAM AND TWITTER



9,503
FOLLOWERS
18% INCREASE FROM 2023
AVERAGE MONTHLY IMPRESSIONS
720,000

FOLLOWERS
6,415
60% INCREASE FROM 2023
PAST 3 MONTH ACCOUNT REACH
32,100




500 SUBSCRIBERS
AVG VIEWS PER VIDEO
1500

f **6,390**
FOLLOWERS
51% INCREASE FROM 2023
AVG. POST REACH
180K PER YEAR
POST ENGAGEMENTS PER YEAR
600,000

01

STANDS

WITH AVERAGE CROWDS OVER 1000 WE HAVE 3 MAIN STANDS, ONE WITH SEATING AND TWO STANDING ONLY. SPONSORSHIP AVAILABLE THAT WILL BE CLEARLY VISIBLE TO ALL SPECTATORS AND VISITORS.
COST = £POA

02

TERRACE BAR

THE TERRACE BAR BOASTS A LARGE TERRACED AREA THAT OVERLOOKS THE PITCH & IS USED EVERY MATCHDAY AS WELL AS FOR EVENTS.
COST = £POA



03

HOSPITALITY SUITE

THE HOSPITALITY SUITE WILL BE USED BY MATCHDAY SPONSORS. THIS WILL ACCOMMODATE UP TO 8 PEOPLE ON A MATCH DAY GIVING THEM THE VIP TREATMENT
COST = £POA

04

TURNSTILE

THE TURNSTILE IS ONE THE MOST VISITED AREA OF THE GROUND AND WITH AN AVERAGE CROWD OF OVER 700 LAST SEASON IS A VERY GOOD ADVERTISING OPPORTUNITY
COST = £POA

01

02

03

04

05

05

SCOREBOARD

ANOTHER GREAT ADDITION TO THE STADIUM FOR 23/24 IS THE INSTALLATION OF AN LED SCOREBOARD WHICH WILL BE A FOCAL POINT ON A MATCH DAY FOR ALL
COST = £POA

06

ADVERTISING BOARD

ALWAYS ONE OF OUR MOST POPULAR ADVERTISING OPTIONS PRICE INCLUDES MAKING OF THE BOARD AND INSTALLATION
COST = £750+VAT



07

PLAYER DUGOUTS

OUR TOP OF THE RANGE PLAYER DUGOUTS CAN NOW BE SPONSORED DUE TO THEIR CENTRAL LOCATION AND GAME DAY FOCAL POINT
COST = £POA

08

CLUB SHOP

THE CLUB SHOP WILL BE A NEW ADDITION FOR THE 2023/24 SEASON SELLING REPLICA MATCH KITS, HATS AND SCARVES AND MORE
COST = £POA

06

07

08

09

10

01

MATCH BALL

THIS SEASON WE ARE OFFERING A CHANCE TO SPONSOR THE MATCH BALL FOR THE SEASON. THIS WILL INCLUDE PROGRAMME AND SOCIAL MEDIA ADVERTISING AS WELL AS A SIGNED BALL AT THE END OF THE SEASON
COST = £950+VAT

02

MATCH

THE MATCH SPONSORS HAVE EXCLUSIVE ACCESS TO OUR HOSPITALITY SUITE WHICH CAN FIT 8 PERSONS AND INCLUDES 8 MATCH TICKETS, DRINK AND FOOD
COST = £595+VAT



03

PROGRAMME

EITHER A FRONT COVER, HALF PAGE OR FULL PAGE OPTION FOR OUR HOME PROGRAMME
COST = £POA

04

TANNOY ANNOUNCEMENT

IF YOU WISH TO PROMOTE AN EVENT OR YOUR BUSINESS YOU CAN GET A SHOUT OUT FROM OUR TANNOY ANNOUNCER
COST = £25+VAT

06

07

08

09

10

01

PLAYER

SPONSOR YOUR FAVOURITE PLAYER FOR THE SEASON, MENTIONED ON THE WEBSITE AND GET A PHOTO AND SIGNED SHIRT AT THE END OF THE SEASON
COST = £500+VAT

02

TRACKSUITS

EACH PLAYER WEARS THEIR TRACKSUITS TO AND FROM EACH GAME AND WILL HAVE A SPONSOR ON THE BACK OF THE TRACKSUIT TOPS
COST = £POA



03

SHORTS

THIS SEASON WE ARE OFFERING A NEW WAY TO SPONSOR THE MATCH KIT BY SPONSORING THE PLAYERS SHORTS.
COST = £POA

04

WARM UP TOPS

EACH PLAYER WILL WARM UP ON THE PITCH PRIOR TO EACH GAME AND WE ARE OFFERING THESE TOPS TO FEATURE A SPONSOR ON THE BACKS OF THE TOPS.
COST = £SOLD FOR 2023

01

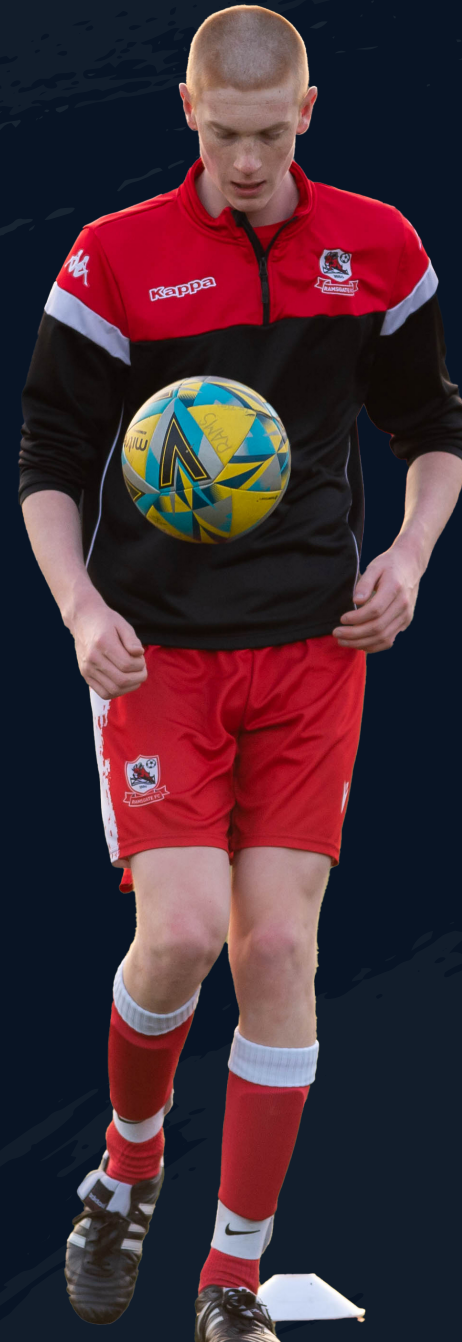
ACADEMY

NEW FOR 2024 WE HAVE A POST 16 ACADEMY WHICH IS RUN IN PARTNERSHIP WITH TSC. WE ARE LOOKING FOR SHIRT SPONSORS, TRAINING GEAR SPONSORS AS WELL AS MATCH DAY SPONSORS WITH ALL LEAGUE GAMES PLAYED AT THE WW MARTIN COMMUNITY STADIUM
COST = £POA

02

YOUTH TEAMS

WITH OVER 70 YOUTH TEAMS UNDER THE RAMSGATE FC UMBRELLA FROM U7 TO U18 GIRLS AND BOYS TEAMS THERE IS AN OPPORTUNITY TO GET INVOLVED WITH ONE. CAN INCLUDE KIT SPONSORSHIP OR TRAINING GEAR SPONSORSHIP
COST = £POA



06

07

08

09

10

MEDIA -----

UP IN LIGHTS

ADVERTISING ● VIDEOS ● INTERVIEWS ● RAMS TV ● SOCIAL MEDIA ● ADVERTISING ● VIDEO

RAMS TV

OUR REGULAR VIDEO UPDATES, INTERVIEWS AND SPECIAL FEATURES REGULARLY GET THOUSANDS OF VIEWS AND SHARED FAR AND WIDE

PRICE: £POA

INTERVIEW BOARD

AFTER HOME MATCHES WE WILL BE INTERVIEWING PLAYERS AND COACHING STAFF YOU CAN HAVE YOUR LOGO DISPLAYED BEHIND THESE INTERVIEWS THAT WILL GO ACROSS ALL OUR SOCIAL CHANNELS

PRICE: £POA

SOCIAL MEDIA

NEED TO ADVERTISE TO A CAPTIVE LOCAL AUDIENCE WITH OVER 1 MILLION SOCIAL INTERACTIONS IN THE PAST YEAR THIS COULD BE THE IDEAL PLATFORM FOR YOUR BUSINESS

PRICE: £POA

06

07

08

09

10

RAMS

GET IN TOUCH -----

CONTACT US

GET IN TOUCH

Tel: 01843 591662

Email: chairman@ramsgate-fc.co.uk

FOLLOW US

www.ramsgate-fc.co.uk

Facebook: [/ramsgatefc/](https://www.facebook.com/ramsgatefc/)

Twitter: [@RamsgateFC](https://twitter.com/RamsgateFC)

Instagram: [ramsgatefootballclub](https://www.instagram.com/ramsgatefootballclub)

OUR ADDRESS

WW MARTIN COMMUNITY
STADIUM
PRICES AVENUE
RAMSGATE
KENT
CT11 0AN

