

RAMSGATE FOOTBALL CLUB

Commercial and Community
Opportunities 2026/27



“in the heart of
the community”





INTRODUCTION

Welcome to the 2026/27 season at Ramsgate F.C.

Ramsgate FC is a club built on ambition and a deep connection with our community. While success on the pitch remains central, the club has grown from the grassroots upwards, with long-term community impact at the heart of everything we do.

Working alongside our charity, Ramsgate Active Education Foundation, the club now delivers more than £6m of annual social and economic impact using Sport England's recognised social value methodology. This reflects the positive difference being created through sport, health, education and community engagement across the local area.

Operating across ten venues throughout Thanet, nearly 1,000 children now play under the Ramsgate badge, with thousands more engaging through our education, health, HAF and community programmes each year. Through football and community initiatives, we continue to create opportunities and improve experiences for local people across the district.

In recent years the club has enjoyed significant growth on and off the pitch, attracting national attention through exciting football, record-breaking support at Southwood Stadium and major investment into facilities and community provision. More than £2m has been invested and attracted into projects designed to support sport and improve community experiences, including Football Foundation backed pavilion upgrades at Garlinge Recreation Ground and Dane Park.

Partnering with Ramsgate offers organisations far more than traditional sponsorship exposure. Whether through stadium naming rights, community partnerships, digital engagement or investment into facilities, businesses joining Ramsgate become part of something much bigger than football.

SOCIAL & ECONOMIC VALUE

Ramsgate FC and Ramsgate Active Education Foundation now contribute over £6 million a year in combined social and economic value to the local area, calculated using Sport England's recognised Social Value Model. This reflects the wellbeing benefits created through sport and community activity, alongside the wider value delivered through stronger communities and reduced pressure on public services.

Programmes such as HAF (Holiday Activities and Food) demonstrate that Ramsgate is far more than a football club. Through youth development, community outreach, volunteering, employment and local partnerships, the organisation plays a major role in strengthening social connections, supporting families, creating opportunities for young people and contributing to the wider local economy.



- Supporting more than 1,500 young people annually through football, education and holiday provision
- Supporting a connected community of over 9,000 parents, guardians, siblings and programme participants
- Our 100+ volunteers generate over half a million pounds of annual social value each year
- Helping drive hundreds of thousands of pounds of annual spending into the local economy
- Creating employment opportunities for local people through education, hospitality, coaching and community delivery
- Directing at least £250,000 of annual procurement spend through local businesses and suppliers



“experiences that last a lifetime”

It's not just about the numbers, it's about the experiences and memories we've created: taking 500 children on helicopter flights, giving away over 400 laptops, teaching hundreds to swim and ride bikes, taking over 500 children to the theatre, and giving them unforgettable beach days, kite flying, and circus skills.



INVESTING IN THANET

— KENT —



Hartsdown Academy



Newington Primary



Garlinge Recreation Ground

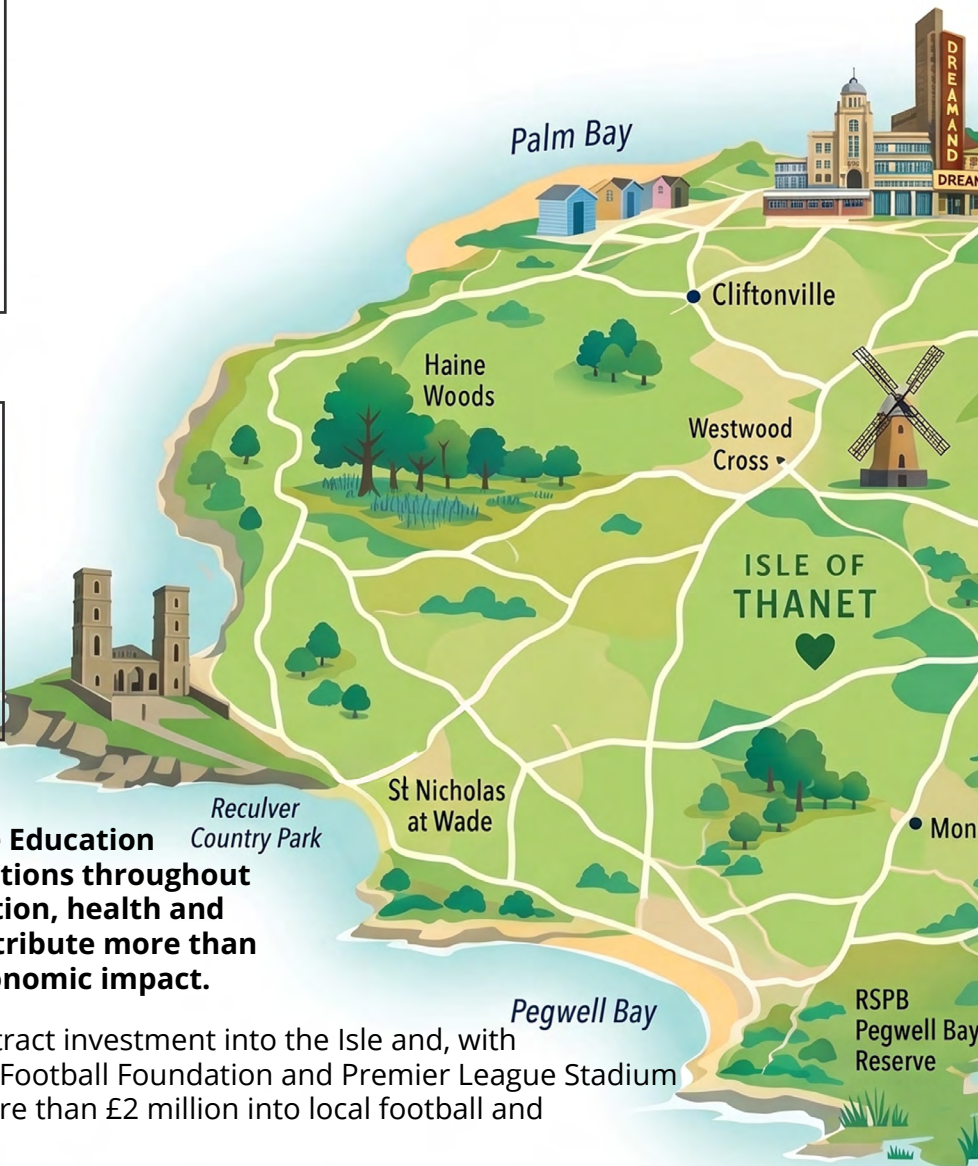
Ramsgate FC and Ramsgate Active Education Foundation operate across 10 locations throughout Thanet, delivering football, education, health and community programmes that contribute more than £6 million of annual social and economic impact.

The organisation actively seeks to attract investment into the Isle and, with support from partners including the Football Foundation and Premier League Stadium Fund, has invested and attracted more than £2 million into local football and community facilities since 2020.

This includes improvements at Southwood Stadium, a new sports hub at Garlinge Recreation Ground, planned upgrades at Dane Park, support for provision at St Luke's, contributions to Hartsdown Park and plans for a new indoor sports venue at Westwood Cross.

Through football, education, HAF provision, community partnerships and facility development, the organisation continues to expand its impact across Thanet. The club also supports a range of community initiatives, including hosting the award-winning RISE programme, which provides support for people experiencing homelessness and those at risk of rough sleeping.

Today, nearly 1,000 children play under the Ramsgate badge, while thousands more engage annually through the club and Foundation's education, health and community programmes, helping create opportunities and improve wellbeing across Thanet.

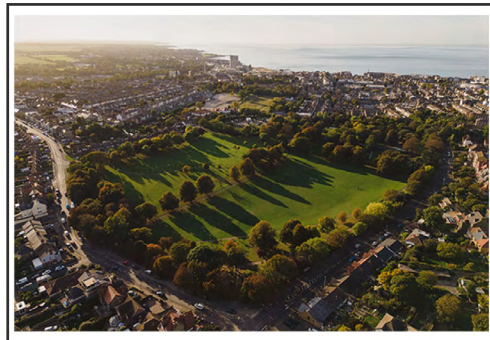




Cliftonville Primary



Garlinge Primary



Dane Park



Wellesley House



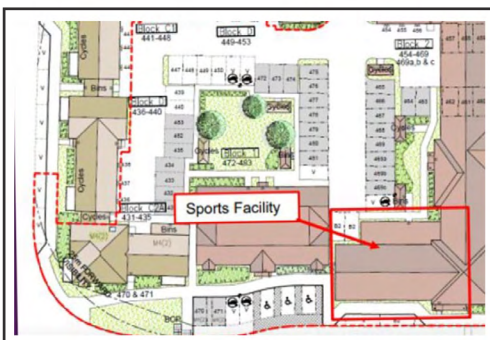
St Luke's Football Ground



Southwood Stadium



Bromstone Primary



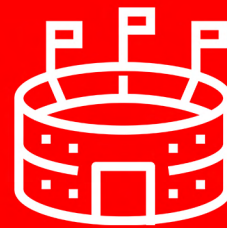
Westwood Sports (proposed)



Warten Road

MEDIA VALUE

From record attendances to growing social and economic impact, Ramsgate FC is one of the fastest growing and most progressive clubs in non-league football, with community at the heart of everything we do - creating valuable opportunities for local and regional businesses to grow alongside us and connect with a passionate, expanding audience.



**TOTAL GATE ATTENDANCE
2025/26**

32,000

**AVERAGE
ATTENDANCE**

1,250

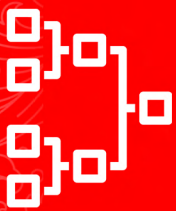
**HIGHEST
ATTENDANCE**

2,268

VS
FOLKESTONE
INVICTA

YOUTH TEAMS

With 83 youth teams, Ramsgate FC operates one of the largest youth set ups for non-league clubs in the whole of the UK. With all teams training at Southwood and playing at local venues, this offers a unique marketing and community engagement opportunity for all businesses large or small.



COMMUNITY REACH (per week)

Families, youth teams and visitors

10,000



AVERAGE FOOTFALL (per week)

Training, youth matches and weekly events, 7 days a week

2,500-3,000



RAMS SOCIAL

The rise of Ramsgate F.C. over recent years has not only been reflected on the pitch, but across social media and the club's entire online presence. Through consistent fan engagement, viral matchday content and a strong connection with the local community, the club has built an audience that now stretches far beyond Thanet. The club's modern approach to media, combined with growing attendances and community-driven initiatives, has helped transform Ramsgate into one of non-league football's most visible and talked-about clubs online.



8,900
FOLLOWERS

**9.7M VIEWS / 102K INTERACTIONS /
4,479K SHARES / 10,465 COMMENTS**



10,400
FOLLOWERS

**198 VERIFIED FOLLOWERS / 19K LIKES /
6.6M IMPRESSIONS / 1.5K SHARES / 2.1K REPOSTS**



8,605
FOLLOWERS

**97,056 POST INTERACTIONS /
112,025 PROFILE VISITS / 2.4M VIEWS**



1,248
SUBSCRIBERS

**48,510 VIEWS / 51,059 CHANNEL VIEWS /
4.2K WATCH HOURS**



3,850
FOLLOWERS

**522K POST VIEWS / 12K PROFILE VIEWS /
21K LIKES / 990 COMMENTS / 777 SHARES**

PREMIUM OPPORTUNITIES

- Prominent entrance and pitchside advertising
- Prime advert in every matchday programme
- Mentions and links in every social media post relevant to the stadium
- 10 x season tickets
- Photo with squad on the pitch, framed and signed by the players
- Exposure to over 34,000 followers across platforms
- Over 35,000 in footfall every season and growing
- Video interview introducing your business which will be aired to all followers and email lists
- Website logo and article with hyperlink
- 2 x Match sponsorships of choice with invite for up to 10 people including drinks and food
- Use of club crest

£POA

Southwood Stadium Naming Rights

The pinnacle of a commercial partnership with Ramsgate FC. Providing extensive brand exposure through stadium advertising and our popular digital channels.



RAMSGATE FOOTBALL CLUB

FANZONE

- Prominent location and pitchside advertising
- Prime advert in every matchday programme
- Mentions and links in matchday posts
- 6 x season tickets
- 1 x Match Sponsorship with invite for up to 10 people including drinks and food
- Video interview introducing your business which will be aired to all followers and email lists

£POA



NEW FOR 2026-27 FANZONE Naming Rights

As part of our commitment to enhancing the matchday experience, the new Rams Fanzone will be located at the stadium entrance, welcoming supporters as they arrive. Featuring new food and drink outlets, improved toilet facilities, and a dedicated merchandise stall, the Fanzone is designed to become a central part of every visitor's journey on matchday.

With thousands of supporters and visitors passing through the area throughout the season, we are offering the Rams Fanzone as a premium advertising opportunity, providing businesses with excellent visibility and engagement in one of the stadium's busiest locations.

First Team Training Wear

The First Team squad offers one of the club's most high-profile sponsorship opportunities. Players wear arrival hoodies, $\frac{3}{4}$ zip training tops and all-weather jackets throughout the season, giving your brand regular visibility on matchdays.

Be seen as players arrive at the stadium, warm up in front of supporters, and feature in club photography, videos and social media content. It's a fantastic opportunity to align your business with the First Team and put your brand in front of a passionate and growing audience.

- Prominent location and pitchside advertising
- Mentions and links in social media posts
- 6 x season tickets
- Video interview introducing your business which will be aired to all followers and email lists

£POA



Matchday Sponsor

Support the club while promoting your business or celebrating a special occasion. Matchday sponsorship includes programme and social media recognition, PA announcements, hospitality, and the opportunity to present the Player of the Match award.

- 6 tickets
- Seats in directors area
- Meet the players and manager
- Advert in programme
- Online advert pre and post match
- PA announcement
- Choose and present POM

£500+VAT



Perimeter Boards

One of our most popular sponsorship opportunities, perimeter boards provide year-round visibility for your business at every home match and club event. Positioned around the pitch, your brand benefits from regular exposure to supporters, players, visitors, and online audiences throughout the season.

- Professional photo with chosen player and your board
- Logo in every match programme
- Exposure to over 70,000 people per year

£750+VAT



Scoreboard

Sponsor the Southwood scoreboard and place your brand at the heart of every matchday. With constant visibility throughout games, your business will be seen by supporters in the ground and across club media coverage. A high-impact, season-long opportunity that keeps your name front and centre whenever the action is on.

- Professional photo with chosen player for programme
- One off full page advert in programme
- Logo in every match programme
- Exposure to over 70,000 people per year

£1250+VAT



Match Ball Sponsorship

A great way to support the club and gain matchday recognition. Includes programme and social media mentions, PA announcements, and association with your chosen fixture.

- Signed matchball (1st Team)
- Social media post (prior to game)
- PA announcement on matchday
- Programme advert
- Up to 4 match tickets

£250+VAT

“More than sponsorship, it’s being part of the team”

The Historical Restoration Company, player sponsor 2025-26





SPONSORSHIP AVAILABLE

✉ EMAIL media@ramsgate-fc.co.uk



SPONSORSHIP AVAILABLE

✉ EMAIL media@ramsgate-fc.co.uk

Player Sponsorship

This season we are offering sponsorship for both our home and away kits.

Player sponsorship is a unique way to support the club while building a personal connection with the team. It gives sponsors recognition throughout the season, opportunities to engage with players, and the satisfaction of directly contributing to the club's success both on and off the pitch. It's a rewarding partnership that helps strengthen the bond between the club, its supporters, and the local community.

- Framed signed replica jersey
- Photo with sponsored player
- Mention in matchday programme
- Social media post

£300+VAT



RAMS Media

We have a fast-growing digital media platform dedicated to telling the stories of Ramsgate FC and its community.

Across our social media channels, we reach an audience of more than 35,000 followers, delivering engaging content, match coverage, interviews, behind-the-scenes features, and supporter-focused storytelling.

Our YouTube channel continues to grow rapidly, with 1,300+ subscribers and generating over 4,200 watch hours per season, demonstrating strong engagement from a loyal and passionate audience.

As a media sponsor, your brand will benefit from regular exposure across our expanding network, reaching thousands of football supporters locally and beyond through high-quality video, photography, and digital content. Partnering with Rams Media means aligning your business with one of the club's most visible and fastest-growing media platforms.



Main sponsor benefits

- Reach 35,000+ Engaged Followers
- Premium Video & Matchday Exposure
- Partner with a Fast-Growing Media Brand
- Matchday visibility
- Access to a loyal audience
- Year round promotion
- Match highlights, interviews, behind the scenes, all viewed across Facebook, X, Instagram, TikTok, and YouTube.

£POA



“Partnerships That Go Beyond Matchday”



SPONSORSHIP WITH RAMSGATE FC

STADIUM NAMING RIGHTS

STAND NAMING RIGHTS

FANZONE SPONSORSHIP

TRAINING WEAR

ACADEMY PARTNERSHIPS

COMMUNITY PARTNERSHIPS

ADVERTISING BOARDS

TURNSTILE SPONSORSHIP

DUGOUT SPONSORSHIP

SCOREBOARD SPONSORSHIP

MATCHDAY SPONSORSHIP

MATCH BALL SPONSORSHIP

PLAYER OF THE MATCH

MATCH HIGHLIGHTS SPONSOR

RAMS TV SPONSOR

ALL MEDIA SPONSOR

PLAYER SPONSORSHIP

YOUTH TEAM SPONSORSHIP

WOMENS SPONSORSHIP

HAF SPONSORSHIP

EVENT SPONSORSHIP

EDUCATION PARTNERSHIPS





RAMSGATE FOOTBALL CLUB

PRICES AVE
RAMSGATE
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