



**BILSTON TOWN**  
**COMMUNITY FOOTBALL CLUB**



**PARTNERSHIP & MARKETING OPPORTUNITIES**

*SUPPORT GRASSROOTS FOOTBALL*

# ABOUT THE CLUB

QUEEN STREET STADIUM | BILSTON | WEST MIDLANDS | WV14 7EX

Bilston Town Community Football Club is a FA Charter Standard Club based just a short drive from the City of Wolverhampton.

We were also awarded the *Queen's Award for Voluntary Service* in 2017 which is the equivalent of an MBE for organisations run by volunteers in the community.

A warm welcome awaits all visitors to Queen Street Stadium with the community football club ingrained in the history of non-league football.

Like most clubs at our level we have faced many ups and downs over the years but following reformation in 2007 we have not only put the club back on a steady platform financially but also re-established its reputation

in the local area as a *positive influence for the community*.

We can now look forward to building on that and, with the help of local businesses, push the club back up the non-league pyramid and increase the club profile even further.

Our club has plenty to offer our partners with exposure through our website and social media channels which spreads across the non-league scene throughout the UK with a growing following of over **3,000** just a click away - including Staffordshire FA with **10,000** viewing retweeted material on their Twitter feed alone!

As well as online exposure there are around 100 matches played at *Queen Street Stadium* each

season with our first, reserve and youth team as well as links to the local college team plus additional Sunday football at our famous ground.

We also host junior cup football with *Under 13 and Under 14 Bilston Town Floodlit Cup* competitions featuring teams from all over the Midlands region.

The *Steelman's Lounge* at Queen Street is also available for hire as well as being open on matchdays in order that you quench the thirst created by cheering on your local team!

Please take a look at what we can offer and get in touch with us to discuss - from just £40 we have something for everyone to show their support for their local grassroots football club!



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# 1894

*The club was founded when Bilston Wanderers and Bilston Rovers amalgamated to form Bilston United FC, playing their home games at Prouds Lane playing fields, using the Spread Eagle pub as their changing rooms!*

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# 1919

*The club moves to Queen Street which remains their home to this day and they kick off at their new ground with a 1-0 win over Tamworth Castle in the FA Cup.*

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# 1960

*The Steelmen won the Birmingham League 'double' in 1960-61, winning both League and Cup with striker Ron McDermott scoring 78 goals that season! The early 60's saw the club enjoy one of the most successful periods in it's rich history, winning the Staffordshire Senior Cup in 1959-60, 1960-61 & 1961-62 as well as the Walsall Senior Cup in 1961-62, 1962-63 & 1963-64.*

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# 1968

*Bilston reached the First Round of the FA Cup in 1968, losing 3-1 at home, to Halifax, with 4,300 packed inside Queen Street.*

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# 1973

*In 1972-73 Bilston won the West Midlands League & Cup 'double', and also reached the Second Round of the FA Cup, losing 0-1 at home to Barnet in a replay.*

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# 1983

*The club changed their name to Bilston Town FC and in 1985 gained promotion to the Southern League Midland Division.*

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# 2001

*The Club missed out on promotion to the Conference South by a single solitary point to Tiverton Town and, following that disappointment, entered into a downward spiral of fortunes that eventually saw them go out of business in 2005*

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# 2007

*The Club reformed in 2007 and entered into the West Midlands League Division Two, playing their 'home' games at Bantock Park while Queen Street was refurbished and brought back up to standard - returning to their spiritual home in 2008.*

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# 2013

*The team returned to their 'spiritual home' in 2008-09 having won promotion to Division One and in 2012-13 the club won promotion back to the Premier Division, sealing their success in front of 600 fans at Queen Street!*

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# 2014

*Steelmen had a tremendous run in the FA Youth Cup with a 2nd Qualifying Round win over Hereford United on a memorable night at Queen Street although they just missed out on a 1st round match at home to Port Vale when they lost to Ellesmere Rangers in the 3rd Qualifying round.*

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# 2017

*During the summer the club received the Queen's Award for Voluntary Service, the equivalent of an MBE for voluntary organisations, and are rightly proud of all those who work behind the scenes to keep the club and its community work at the forefront.*

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# 2018

*The Steelmen won the Smedley Croke Memorial Challenge Cup with a 3-2 win over Barnt Green Spartak in the final at Bewdley Town.*

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# 2022

*The club appointed Mike Dunn as their new manager and he joins the club from Rushall Olympic where he managed the U21 team to cup and league success while also developing young players to transition into mens first team football.*

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# PLAYER & MANAGEMENT SPONSOR



*Our player & staff sponsorship is a cost effective way of showing your support for a local grassroots hero whether it be a player or a member of the team management.*

You can select a specific player or member of the management team with your name / logo appearing on both our website and in the matchday programme for each home game.

**STAFF SPONSOR £40 / PLAYER SPONSOR £50**

# MATCHDAY / MATCHBALL SPONSOR

*All first team home fixtures are available for sponsorship individually as is the match ball for each home game. Your brand will benefit from coverage in the build up to the game as well as on the day itself.*

Your business logo on the front of the matchday programme, advertising inside the programme on the day itself and mentions via our social media channels are all included, as well as tickets to the game itself.

Before and after the match you can have a chat and a photo with the players and management as well as a tour of the ground.

*A great way to spend an afternoon with your local community club!*

**MATCHBALL SPONSOR £75 / MATCHDAY SPONSOR £100**



## PITCHSIDE ADVERTISING

*Our newly installed perimeter fence is an ideal place to showcase your business all year round.*

The only advertisement that you can buy that will benefit you from exposure at every game played at Queen Street Stadium including the first team, reserve team, youth team and junior cup matches.

There are also additional games on Sunday for the teams who call Queen Street home so that is close to 100 matches each season!

*You will also be part of history as we enter our 103rd season at Queen Street.*

**SINGLE BOARD PRICES FROM JUST £250!**

# MATCHDAY KIT SPONSORSHIP



*Matchday kit sponsorship is the traditional and more visible way of showing your support for the Steelmen.*

With your logo proudly on display on both home and away shirts you will also benefit from website, social media and matchday programme coverage all year round as well as being a VIP at the team photoshoot prior to the start of the season.

You will also receive match tickets to each home fixture as well as a printed and framed team photo in recognition of your support that can be presented at the home game of your choice.

**SHIRT SPONSORSHIP SOLD FOR 2022-2023!**

# PIE AND PINT MATCHES

*Matchday hospitality with a difference and a not so corporate feel!*

Nobody really wants to dress up in a suit and tie to head off for a football match every time they want to entertain a client or thank their staff...so we have the alternative option!

For a low cost per head you can book match admission, pre-match or half-time pie with a pint to wash it down - and a mention in the matchday programme and on our socials to boot.

*Why not offer up a more relaxed and cost effective solution while enjoying a truly unique grassroots football experience?*

**CONTACT US NOW TO TAILOR YOUR PACKAGE!**



## MATCHDAY PROGRAMME

*The 'Steelmen Review' is our highly respected matchday magazine and is always full of content to keep the reader engaged - which is good news for your business!*

With printed programmes still very much part of the matchday experience for fans we can offer full page, half page and quarter page spaces for you.

If you don't have a suitable design for the space we can design one for you to incorporate the message, product or service you want to promote.

As well as the printed programme advert your business will be listed on our sponsors and supporters page on our website with links to your own channels.

**PRICES START AT JUST £50 FOR THE SEASON!**

## SOCIAL MEDIA BRANDING

*Our social media channels attract an audience from far and wide as the non-league network spreads up and down the country.*

Your business could be the name associated with our various posts during the week and on matchday with match advertisements, club announcements, staff profiles and interviews which are all prime placements for your logo and business message.



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[www.bilstontown.co.uk](http://www.bilstontown.co.uk)



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