



# BARROW AFC

## COMMERCIAL OPPORTUNITIES







# A MESSAGE FROM OUR GENERAL MANAGER

The time since Paul Hornby became Chairman of Barrow AFC and put together a local consortium of owners has arguably been the most important and most successful in the history of our Football Club. Having returned to the Football League after almost five decades in the wilderness, we all now have a collective opportunity to build our Club into what we want it to become – a forward-thinking, sustainable, and inclusive member of the Football League and a hub of the local community.

As we emerge from the economic blight of COVID-19, we're incredibly fortunate that our ownership model, including the Bluebirds Trust on behalf of our supporters, is robust enough to shield the Club from the worst of the challenges that we see facing others up and down the football pyramid. The owners have continued to invest in the First Team and in the facilities at our stadium. Our commitment as a club is to continue to drive forward and to grow and professionalise, not just for the Club or even our supporters, but for the town and the wider community who benefit from and share in our success.

The Board are united in a belief that only through close community ties and engagement with our local business networks can we hope to prosper in the coming years. These ties have been rebuilt under the current ownership model and we're committed to strengthening them further in the years ahead. We want to offer businesses a hub for networking and a means of exposing the local community to their brands. A lot of good work goes on in Barrow, but as a collective we're not the best at shouting about it. Barrow AFC want to play a part in raising that voice. There are several advertising and sponsorship opportunities available to businesses detailed within this brochure. All can be customised to any

requirements or budgets, so please get in touch if you want to discuss something not featured within these pages.

I'd like to finish by thanking everybody, businesses, individual volunteers, and supporters, for their continued and unwavering support for our football Club. Together we can achieve something very special at Barrow AFC and this is another important step on that journey.





## Roll of Honour

F.A. Trophy Winners 1989-90, 2009-10.

National League Champions 2019-20

Vanarama North Champions 2014-15

Blue Square North 2007-08 – Play Off Final winners

N.P.L. Champions 1983-84, 1988-89 and 1997-98  
Runners Up 2002-03

N.P.L. Shield Winners 1984-85  
Runners Up 1989-90, 1998-99

N.P.L. Cup Runners - Up 1987-88

N.P.L. Chairman's Cup Winners 2000-01

N.P.L. President's Cup Winners 2001-02 and 2003-04

United Co-op Trophy Winners 1980-81  
Runners-up 1981-82, 1984-85 and 2001-02

Bob Lord Trophy Runners - Up 1990-91

F.A. Cup Best 3rd Round Proper 1990-91, 2008-09,  
009-10 and 2016-17

## Roll of Honour (as a Football League Club). 1921-1972.

Promotion to Division 3 1966-67.

Highest Placing: 8th place Division 3 1967-68.

F.A. Cup Best; 3rd Round Proper - 8 times;

League Cup Best; 3rd Round - 2 times.

Barrow AFC was founded in September 1901, originally playing the Lancashire League at its first home ground known as The Strawberry. However, the Club was subsequently based at Ainslie Street before a move to Little Park in March 1905 which coincided with the first successes, as promotion to the Lancashire Combination was clinched in 1908.

Following the First World War, Barrow began playing again in 1919/20 and, having won Division A of the Lancashire Combination, they were elected to the Third Division North of the Football League. Their first six games in the new league all ended in defeat but they did manage an eighth-place finish in 1933/34, recording the Club record win on the final day of the campaign with a 12-1 triumph over Gateshead.

Many seasons saw struggle though, and that continued when football resumed after the Second World War, though a huge crowd of almost 17,000 was attracted to the Club's Holker Street home for an FA Cup Third Round tie against Swansea Town in January 1954.

In 1963, the first floodlights were erected, and they lit up the Club's fortunes for a while as Don McEvoy took charge and blended an improving team which included the likes of goalkeeper Fred Else and the legendary Brian Arrowsmith, who still holds the Club's appearance record. The side finished third in 1966/67 to win promotion to Division Three for the first time.

# BARROW AFC

However, by the end of the 1960s, the Club had slipped back towards the base of Division Four and in 1971/72 they finished third bottom, requiring them to make an 11th re-election application. In June 1972, Barrow faced a ballot against Southern League outfit Hereford United which was tied 26 all at first, before a second ballot saw Hereford elected. It drew to a close Barrow's 51 years as a Football League Club – a status which would take almost as long to regain.

Crowds in non-league dipped dramatically and the Club found itself struggling on and off the pitch during their early years outside of the Football League. However, in April 1981 a first piece of silverware was secured in the form of the ATS Trophy.

Just two years later, Barrow found themselves relegated to the Northern Premier League at which point former Sunderland star Vic Halom was appointed as Manager and he instantly guided the Club to promotion before being lured away by Rochdale.

Stability in the dugout became a problem and relegation followed before Ray Wilkie was appointed in March 1986 and led Barrow to an unparalleled period of success. The Northern Premier League title was delivered along with an historic FA Trophy triumph at Wembley in 1990 thanks to a 3-0 victory over Leek Town. The Club's record goalscorer Colin Cowperthwaite, typically, was on the scoresheet that day.

In November 1991, Wilkie was taken seriously ill, and the Club lost his services – six months later, they were relegated and subsequently struggled to compete in the Northern Premier League, though they did gain promotion again in 1997/98 under

Owen Brown. However, debts were growing behind the scenes at it all unravelled quickly with the Club once again relegated the following season.

Former favourite Kenny Lowe arrived to tackle the necessary rebuild in 1999 and he spent four seasons at the helm before being replaced by his assistant Lee Turnbull. The Bluebirds joined Vanarama North when it was formed in 2004/05 but without success until 2007/08 when they defeated Stalybridge Celtic in the Play-Off Final at Burton Albion.

Memorable FA Cup trips to Middlesbrough and Sunderland followed, whilst in 2009/10 the Club surpassed all expectations by reaching the FA Cup Third Round and lifting the FA Trophy with some 'Barrovian Bedlam' provided by local boy Jason Walker against Stevenage at Wembley.

In 2014 the Club changed ownership again as Barrow-born businessman Paul Casson took charge and he made sufficient resources available for The Bluebirds to earn promotion back to the top flight of non-league football.

Subsequently, the Club attempted to consolidate at the higher level and in 2018 Paul Hornby took over as Chairman following Casson's decision to leave. By this time, Ian Evatt had been appointed as Manager and was setting about building something very special.

His brand of high intensity football took time to take hold and produce results but, after a tricky start to the 2019/20 season, The Bluebirds embarked on an incredible run which took them right to the top of the National League table by November. They stayed there up until football ground to a halt due to the COVID-19 pandemic, following which they were eventually declared champions. A historic and perhaps unlikely promotion back to the Football League after 48 years had been achieved.





# WHY CHOOSE US?

There's never been a better time to be associated with Barrow AFC as The Bluebirds move into an exciting third season back in the Football League after a near 50-year absence.

A vibrant and passionate club with a strong bond to its local community, Barrow AFC has been flourishing at the higher level and attracting increasing attendances at The Dunes Hotel Stadium.

An average crowd of over 3,000 watched our Sky Bet League Two home games during the 2021/22 campaign, which shows an encouraging uplift on the numbers watching in the National League.

As well as that, a bumper attendance of almost 5,500 was achieved for our Carabao Cup Second Round tie against Premier League outfit, Aston Villa back in the opening month of the season.

The Villa game was one of THREE fixtures in which we were broadcast live on television in this country and around the world, also being screened for our FA Cup ties against Banbury United and Ipswich Town.

We were delighted that we were able to enhance the exposure for our valued commercial partners through these television broadcasts, particularly during the home games against Villa and Ipswich which were hugely high-profile events for the Club.

Harnessing the power and prestige of being in the EFL has also allowed the Club's social media platforms to go from strength-to-strength with our reach growing exponentially.

Twitter impressions have soared past 3million per month, whilst our equally impressive figures on Facebook and Instagram have been complemented by our move into the thriving world of TikTok.

Our expanding reach has allowed us to not only share our successes on the pitch on a wider basis but also showcase our amazing work in the local community to a truly global audience.

Barrow AFC now offers the perfect stage for you to shout about what your business can do and the variety of options laid out in this brochure means we will have something perfectly aligned with your ethos and goals.







# IN STADIUM SPONSORSHIP

## Perimeter advertising - tv arc

**£1200 + VAT**

- Company name and logo advertised on pitch side perimeter board
- Board located on tv arc
- Photo opportunity
- 10 x complimentary tickets for a game of your choice

## Perimeter advertising - non tv

**£900 + VAT**

- Company name and logo advertised on pitch side perimeter board
- Photo opportunity
- 10 x complimentary tickets for a game of your choice

## Bluebirds pass

**£1500 + VAT**

- TV Arc board
- Two season tickets
- Hospitality for 4 for one game

## Dug out sponsor

**£5000 + VAT**

- Logo on both dug outs
- Photo opportunity
- Hospitality for 4 for one game
- 10 x complimentary tickets for a game of your choice

## Stadium

### Price on request

- Biggest Sponsorship opportunity
- Exclusive naming rights to the stadium
- Exposure throughout national and local media and all official Club channels
- Exposure on all Season & Match Day tickets
- 3 x Advertising Boards
- 1 x Full Page Programme Advert for the season
- 10 x Hospitality Places
- 10 x Complimentary tickets to any home game

## Stand Sponsor

### Price on request

- Signage/Name on the specific stand
- Exposure on season and match day tickets
- Exposure on all official Club channels
- 10 x Hospitality Places
- 10 x Complimentary tickets to any home game





# KIT SPONSORSHIP

Price on request

Front of shirt

Back of shirt

Shorts

Warm up tops front

Warm up tops back

Warm up tops sleeve

Travel

Training kit

Travel gear

Coaching staff match day

Coaching staff travel

Kit van

# PLAYER SPONSORSHIP

Price on request



**ANTHONY  
GLENNON**

SPONSORED BY



**JACOB  
WAKELING**

SPONSORED BY



**JOE  
GRAYSON**

SPONSORED BY

**JASON  
ZACCARINI**



**JOSH  
LILLIS**

SPONSORED BY

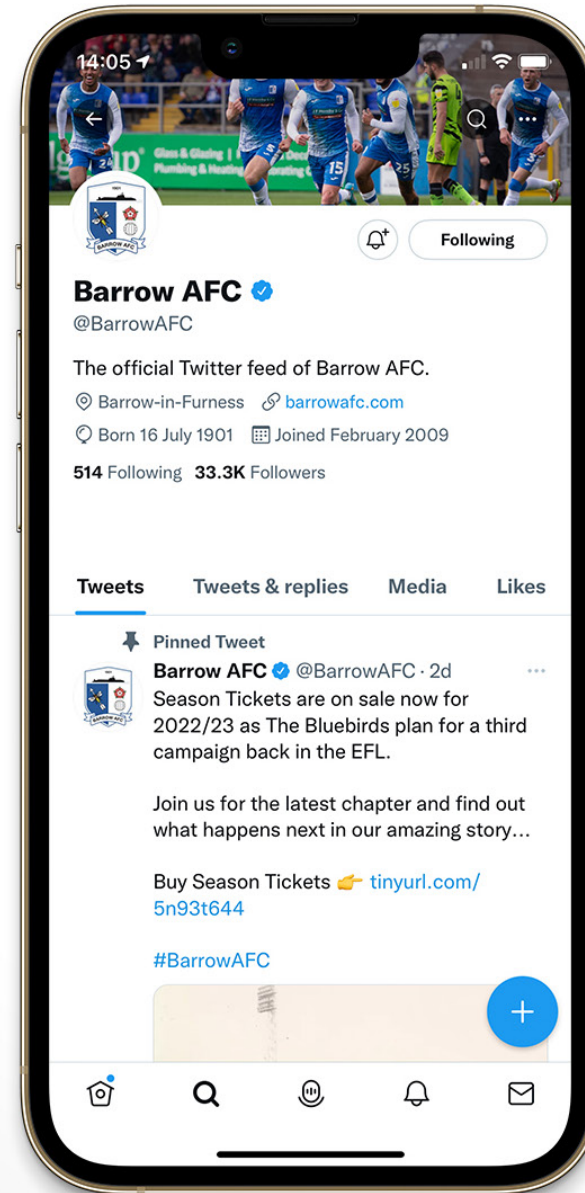


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# DIGITAL MEDIA



## Social media

£3500 + VAT

- Company logo on all matchday update graphics across social media platforms
- Company name listed as sponsor within bio on all social media platforms
- Official announcement of sponsorship across all channels, with extra 4 dedicated posts throughout season.
- 1 x table of ten for game of your choice in our hospitality suite.

## Player of the Month & Season Goal of the Month & Season

£2000 + VAT

- Official POTM and POTS sponsor
- Name and logo featuring on all related content
- Exposure across all social media platforms
- Opportunity to present the official POTS award
- 1 x table of ten for game of your choice in our hospitality suite.
- Presented with a signed Barrow Shirt.

## Website

£3000 + VAT

- Company logo on top banner of Official Website with link through to website
- Dedicated page within website to advertise the link-up, company details and any special offers updated when necessary
- Official announcement of sponsorship across all channels, with extra 4 dedicated posts throughout season.
- 1 x table of ten for game of your choice in our hospitality suite.

## Video sponsors

£2000 + VAT

- Company logo included in all pre and post-match videos on iFollow Barrow
- Official announcement of sponsorship across all channels, with extra 4 dedicated posts throughout season.
- 1 x table of ten for game of your choice in our hospitality suite.



12k Followers



33k Followers



15k Followers



5k Subscribers



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# PROGRAMME & TICKETS

## Full page

**£1000 + VAT**

Minimum of 23 league games

## Half page

**£600 + VAT**

Minimum of 23 league games

## Quarter page

**£350 + VAT**

Minimum of 23 league games

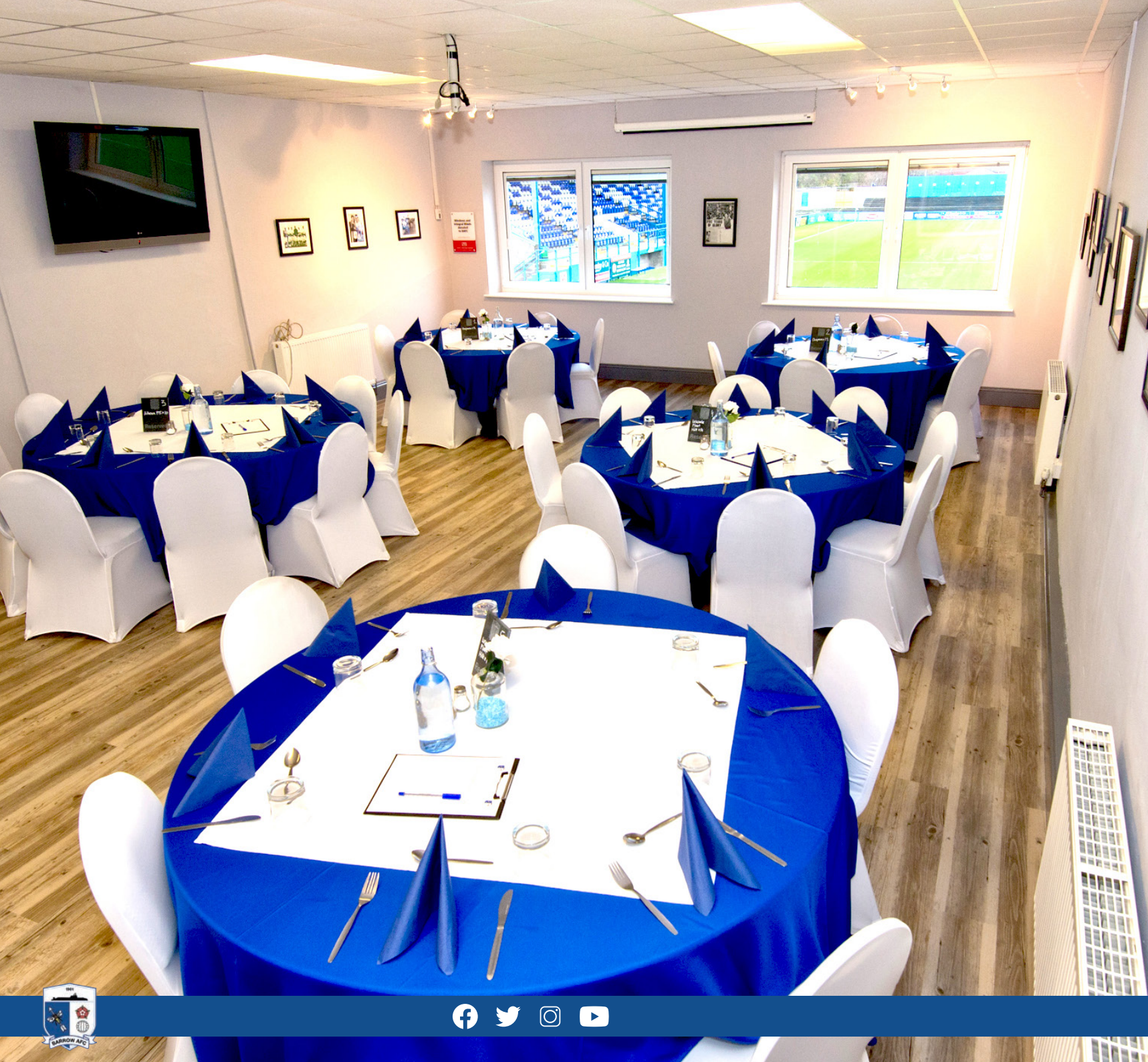
## Ticket sponsor

**£2000 + VAT**

- Your company name/logo to feature on both Season Tickets and Match Day Tickets.
- Table of 10 in hospitality.
- 10 Complimentary tickets to any home game.
- Half page advert in the programme for the full season.







# HOSPITALITY PACKAGES

## Match sponsorship

**£500 + VAT**

- Table of 8 in one of our hospitality suites
- Two course meal
- Unlimited drinks\*
- Social media announcement advertising you as our match sponsor
- Presentation of the Man of the Match award after the game
- Half time announcement.

## Match Ball Sponsor

**£300 + VAT**

- Table for 4 in one of our hospitality suites
- Two-course meal
- Unlimited drinks\*
- Presentation of signed ball after the game
- Half time announcement

## Mascot Package

**£100 + VAT**

- Two adult tickets
- One under 18 ticket
- Walk out with players
- Half time announcement
- Can be upgraded to hospitality.



HOME  
SHIRT  
22-23



AWAY  
SHIRT  
22-23





Wilkie Road, Holker Street, Barrow in Furness, Cumbria, LA14 5UW  
Tel: 01229 666 010 | Email: [commercial@barrowafc.com](mailto:commercial@barrowafc.com)



[barrowafc.com](http://barrowafc.com)