

LINCOLN CITY FOOTBALL CLUB

COMMERCIAL PARTNERS



LINCOLN CITY FC



WHY LINCOLN CITY?

A partnership with Lincoln City is a partnership that delivers both on and off the field. The Club sits at the heart of the Lincoln community and, as such, we understand our fans. We can help you connect with supporters and the wider community. We believe that strong partnerships make for a stronger club.

Our fans aren't just loyal, they're engaged. Whether it's across a range of social media platforms, through email campaigns, online forums or face to face events, we can help you build positive long-lasting relationships with supporters.

Over the years we've built a strong network and our email marketing open rates are significantly above industry averages. Several email campaigns have recorded open rates exceeding 56%. We use our data and apply our commercial experience to help you achieve your business ambitions.

Whether you are looking to build relationships and increase your profile in Lincoln, the wider region, across the UK or globally, our experienced team can help.

MEDIA VALUE

As a professional sports club playing in what is regarded by many as the strongest domestic football competition in the world, we attract attention across the globe. From weekly highlights packages on Quest, to live games broadcast on Sky Sports and live audio coverage from national/regional radio stations.

iFollow **77,335**
SUBSCRIPTIONS



Red indicates countries where people have purchased iFollow to watch The Imps

73,181 UK MATCH PASS SUBS	133 INTERNATIONAL SEASON PASS SUBS
289 UK SEASON PASS SUBS	1,037 INTERNATIONAL MATCH PASS SUBS
2,296 UK MONTHLY PASS SUBS	272 INTERNATIONAL MATCH PASS SUBS
127 UK AUDIO MATCH PASS SUBS	



216k
Average audience



16.6m
Cumulative 19/20 audience

FRONT OF SHIRT SPONSOR MEDIA VALUE

£1.9m
2020/21 season



INTERNATIONAL REACH



BROADCASTERS
42
TERRITORIES
174
HOUSEHOLD REACH
961.5m



BROADCASTERS
43
TERRITORIES
173
HOUSEHOLD REACH
970.8m



Lincoln City v Everton
28/08/19 Carabao Cup Fixture

1.4m
VIEWERS

Lincoln City v Liverpool
24/09/20 Carabao Cup Fixture

1.2m
VIEWERS

Lincoln City v Sunderland
Sky Bet League One 2020
Play Off Semi-Final

835k
VIEWERS

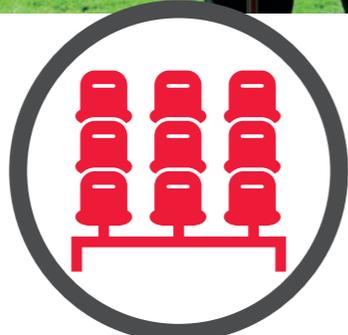


TOP 31
IN THE EFL

OVER 150K
PEOPLE
ATTENDING LNER
STADIUM IN
TOTAL



AVERAGE LEAGUE
ATTENDANCE 2019/20
9,500+



STADIUM
OCCUPANCY
95%+



21/22 SEASON
MEMBERSHIPS
**SOLD
OUT**



5.9m

www.weareimps.com
PAGE VIEWS
(4TH JULY 2020 UNTIL 14TH JULY 2021)



641,375

www.weareimps.com
SITE USERS
(14TH JULY 2020 UNTIL 14TH JULY 2021)



GROWTH IN 24 MONTHS
c.300%

WEB, SOCIAL MEDIA AND E-MARKETING

Away from the more traditional platforms, our digital media presence continues to grow, with over 5.9 million page views on the official Lincoln City Football Club website in the last 12 months and more than 641,000 users viewing the site.

More than 183,000 people regularly engage with the Club's social media channels across Twitter, Facebook, Instagram and YouTube. In addition, the Club's official digital channel, WeAreImps iFollow also attracts in excess of 77,000 subscribers and counts regular viewers from 72 countries across five continents.

Our weekly Mailchimp newsletter now reaches 21,500 subscribers, having grown from 2,000 back in 2018. This reach is significant and continues to grow weekly and is highlighted by an industry beating open rate/click through rate.



49,150
FOLLOWERS
(60% MALE/40% FEMALE)



64,700
FOLLOWERS



60,100
FOLLOWERS



9,360
SUBSCRIBERS



MAILCHIMP
MARKETING EMAILS
21,500
SUBSCRIBERS



FAN ENGAGEMENT

At Lincoln City FC, fan engagement is at the forefront of everything we do. The Imps are pioneers in this sector, as the Club became Britain's first ever community owned football club at the turn of the century. We pride ourselves on working with the community and realise the importance of this special relationship to the people of Lincoln and our supporters.

Over the past two seasons we have been awarded the EFL Family Excellence Award, receiving very positive reports from external visitors who highlighted the fantastic work behind the scenes at LNER Stadium.

We have a very active relationship with our Supporters' Board which helps us further enhance the overall matchday experience for all visitors to our stadium. The Supporters' Board, made up of representatives from various supporter groups, helps us to make key decisions on topics such as season tickets, kit designs, catering, fan zone improvements and much more.



LNER STADIUM VOTED BY FANS **2ND** OUT OF 92 FOR BEST ATMOSPHERE

*VOTED BY FANS OF THE92.NET



Fan surveys are created on a yearly basis to encourage supporters to give their feedback to ensure we are continually improving the match day experience across all areas.

The players and management are always keen to engage with supporters, from visits to schools and local fans' homes (when possible) and during the summer of 2020 when visiting wasn't possible, calls were made virtually and over the telephone to keep in touch with some of our most vulnerable supporters. Our fan engagement extends beyond the matchday, with organised visits undertaken to care homes and other community groups, led by our charity partner, Lincoln City Foundation.



EFL VALUED SUPPORTERS SURVEY

3rd
OUT OF 72 CLUBS



FAN ENGAGEMENT INDEX

6th
OUT OF 92 CLUBS

DON'T JUST TAKE OUR WORD FOR IT...

“

The relationship with the football club is incredibly important to us and it is great to be able connect our students and staff into it also as part of creating one community in our city.

The partnership allows to build on our already strong relationship with the club and support each other with the delivery of our academic activities, along with exploring some of the fun aspects we can bring into student life too.

”

Ian Hodson
Head of Reward University of Lincoln

“

We are involved with Lincoln City as they fit the type of business we like to be involved with, they are progressive, imaginative in their approach to what they offer as part of our sponsorship package, offer a great level of service on match day in the Buildbase Lounge and offer a great product on the pitch. This complete offer has led to huge demand from our customer base across Lincolnshire to attend matches and be hosted on one of our legend lounge tables, which has been hugely beneficial in us continuing to develop great relationships with our local customer base.

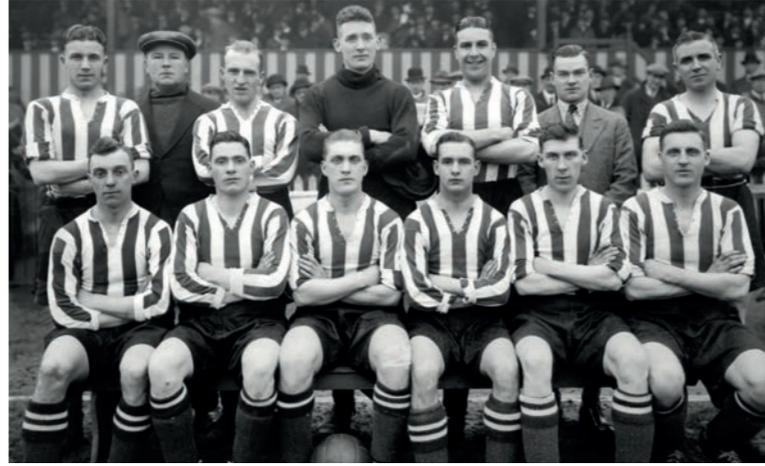
”

Justin Scarborough
Regional Managing Director, Buildbase

THANKS TO OUR PARTNERS



Brownhills



BE PART OF THE JOURNEY

The Imps have been at the heart of the community since the club's formation in 1884.

As a club steeped in tradition, and just a goal-kick from the city centre, we regularly entertain crowds of more than 9,000. During the 2018/19 season more than 225,000 fans came through the turnstiles in total.

Following a historic run of three trophies in as many years, The Imps are back in the third tier of English football with ambitions of aiming even higher.

These are exciting times for the Club and our partners are an equal part of our success.

We welcome businesses, organisations, families and individuals to join us on this exciting journey.

You'll find that the LNER Stadium has a unique feel and, as well as football, is used for a diverse range of events.

Lincoln City is growing both on and off the field and offers a unique experience to support, engage and grow.



PARTNERSHIPS - HELPING YOU ACHIEVE YOUR GOAL

The Club is committed to forging long lasting, mutually beneficial partnerships with the business community in Lincoln City and beyond.

Our exciting Partnership model gives you the opportunity to get involved with the Club to the level that suits you, allowing you to shape the way that you make our creative marketing and advertising opportunities work in your best interests.

For more information about what is included at each level of partnership, e-mail commercial@theredimps.com or call 01522 880011 to speak to a member of the Commercial team.

There are five bespoke levels at which you can become an official partner of the Club:

- PLATINUM+
- PLATINUM
- GOLD
- SILVER
- BRONZE



 commercial@theredimps.com