

LINCOLN CITY FOOTBALL CLUB

COMMERCIAL PARTNERS





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.

 **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

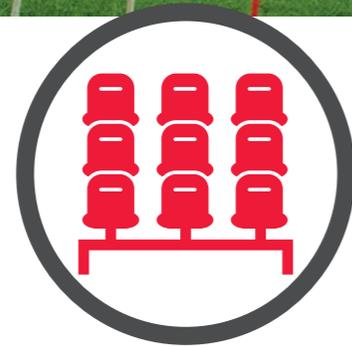
Lincoln City v Sunderland
Sky Bet League One 2020
Play Off Semi-Final

835k
VIEWERS



AVERAGE LEAGUE
ATTENDANCE 2019/20

8,700



STADIUM
OCCUPANCY

85%+



HIGHEST ATTENDANCE
IN AN ALL SEATED
LNER STADIUM
V SUNDERLAND AFC
(19TH MARCH 2022)



5.9m

www.weareimps.com
PAGE VIEWS



641,000

www.weareimps.com
SITE USERS



GROWTH IN 36 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 215,000 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 23,000 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.



47,000
FOLLOWERS



68,700
FOLLOWERS



68,600
FOLLOWERS



10,300
SUBSCRIBERS



22,300
FOLLOWERS



MAILCHIMP
MARKETING EMAILS

23,000
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 three 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.

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.



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

*VOTED BY FANS OF THE92.NET



EFL VALUED SUPPORTERS SURVEY

3rd

OUT OF 72 CLUBS



FAN ENGAGEMENT INDEX

5th

OUT OF 92 CLUBS

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

During the 2021-22 season Lincoln City were awarded Partner of the Year accolade by Diamond Partner LNER...

In December 2021 we awarded Lincoln City Football Club our coveted 'Partner of the Year' accolade in our annual LNER awards ceremony. This celebrated the way in which our partnership with the Imps went from strength to strength throughout a very tough period for everyone. At a time when people couldn't get to the stadium, we were able to create engaging content and fun activities for the fans, including; launching our Train of Fame featuring players from all different eras, LNER Stadium memories and competitions to win exclusive LNER prizes.

The results of this effective partnership allowed us to create a strong return on investment, as well as drive engagement with a local community on our route .

We are proud to be a partner of the club and it forms a key part of our partnerships strategy.

”

Laura Broadbent
Senior Advertising & Partnership Manager

LNER
LONDON NORTH EASTERN RAILWAY

LEGENDS
AWARDS 2021



BRONZE PARTNERSHIP

A budget-conscious solution that allows you to align yourself with the club, promote your business to our supporters, and enjoy being an official partner of Lincoln City at an introduction level. This level includes branding in the Stadium and in our programme, providing brand exposure to fans on matchdays. Your company message will also feature in a tailor-made news story distributed through our digital channels.

THE BRONZE PARTNERSHIP PACKAGE INCLUDES:

- Shared Minutes Displaying Logo on Stadium LED
- Secondary Tier Perimeter Board
- Training Ground Perimeter Board
- Programme Partners Page Logo
- Launch Story / Press Release
- 10 x Match Tickets
- 2 x Hospitality Places
- Imps Connect Networking Membership
- Use of Club Crest
- Partner Plaque
- Social Media Post
- Official Signed Shirt

£2750+VAT



SILVER PARTNERSHIP

Our Silver Partnership focuses on the invaluable partnership of client entertainment and brand exposure. We provide your business with the best in stakeholder entertainment through our coveted Legends Lounge, the perfect place to soak up the pre- and post-match atmosphere, accompanied by padded seats in a prime location for every home League match. Silver Partners are also featured on our impressive LED advertising system.



THE SILVER PARTNERSHIP PACKAGE INCLUDES:

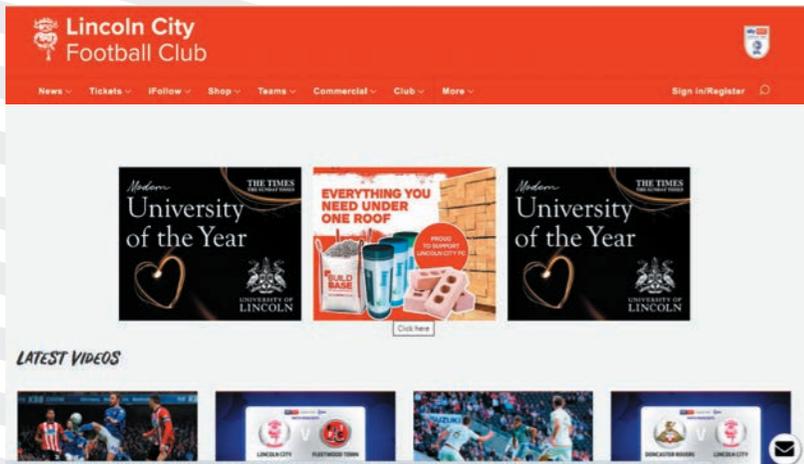
- 1 Minute on Stadium LED Boards
- Two Season Tickets in Legends Lounge
- Secondary Tier Perimeter Board
- Training Ground Perimeter Board
- Programme Partners Page Logo
- Launch Story / Press Release
- 20 x Match Tickets
- 6 x Hospitality Places
- 1 x LNER Stadium Room Hire
- Imps Connect Networking Membership
- Use of Club Crest
- Partner Plaque
- 2 x Social Media Posts
- 1 x Squad Signed Ball
- 2 x Official Signed Shirt

£7500+VAT



GOLD PARTNERSHIP

This partnership prioritises brand exposure and association with the Club through our digital channels and growing portfolio of digital products. Whether interacting with supporters through our social media channels or behind-the-scenes streaming content, a Gold Partner will be provided with creative ways to showcase your company brand and promote your products and services to our highly engaged supporter base. This programme also includes ancillary opportunities to entertain clients and staff and a limited amount of advertising through our LED signage.



THE GOLD PARTNERSHIP PACKAGE INCLUDES:

- 1 Minute on Stadium LED Boards
- Two Season Tickets in Legends Lounge
- Secondary Tier Perimeter Board
- Training Ground Perimeter Board
- ½ Page Advert in Programme
- 50,000 Website Impressions
- Website Logo with Hyperlink
- Programme Partners Page Logo
- Launch Story / Press Release
- 30 x Match Tickets
- 20 x Hospitality Places
- 2 x LNER Stadium Room Hire
- Imps Connect Networking Membership
- Use of Club Crest
- Partner Plaque
- Social Media Posts
- Official Signed Shirt
- Match Sponsorship
- Man of the Match Sponsorship
- 1 x Player Appearance

£15000+VAT



PLATINUM PARTNERSHIP

The primary deliverables within our Platinum Partnership are the naming rights to our most prominent stadium areas and stands. These provide brand exposure through the placement of your company name, logo and strapline in the most visible areas of our ground. This is backed up by the use of your name on all stand-related assets including match tickets and stadium signage. As with the Diamond Partnership, a Platinum sponsor receives other assets to support your company sales and marketing objectives including client entertainment, and staff/community engagement opportunities.



THE PLATINUM PARTNERSHIP PACKAGE INCLUDES:

- Naming rights or secondary kit partner
- 2 Minute on Stadium LED Boards
- Two Season Tickets in Legends Lounge
- 2 x Secondary Tier Perimeter Board
- 2 x Training Ground Perimeter Board
- Full Page Advert in Match Programme
- Programme Partners Page Logo
- 100,000 Website Impressions
- Spotlight Story / Press Release
- Website Logo with Hyperlink
- 40 x Match Tickets
- 20 x Hospitality Tickets
- 2 x Guest in Boardroom
- 6 x LNER Stadium Room Hire
- Imps Connect Networking Membership
- Use of Club Crest
- Partner Plaque
- Social Media Posts
- 2 x Official Framed Signed Shirt
- Match Sponsorship
- Man of the Match Sponsorship
- 1 x Player Appearance

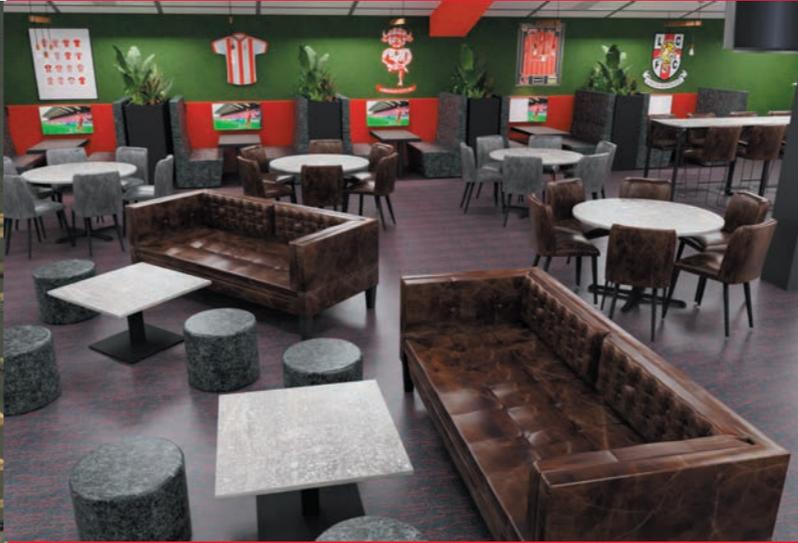
£30000+VAT



DIAMOND PARTNERSHIP

Our Diamond Level is the pinnacle of a commercial partnership with Lincoln City Football Club, providing extensive brand exposure through either our front-of-shirt sponsorship or stadium naming rights.

FURTHER DETAILS AVAILABLE UPON REQUEST



PREMIUM TICKETING



Enjoy premium VIP experience at the LNER Stadium in our newly refitted Buildbase Legends Lounge. Perfect for hosting friends, family, and your customers.

The lounge season membership includes:

- Premium padded seat for each league game
- Light bite food from locally sourced partners
- Match programme
- Lounge host with interviews with current and former players
- Sky Sports and live match feed
- Premium beer and guest cask ale
- Team sheets available to all members

Cost per ticket £750



The popular SRP 200 Club located in the SRP Stand at LNER Stadium offers members the following VIP matchday experience:

- Padded seat on halfway line for each league game
- Light bite food from locally sourced partners
- Complimentary tea and coffee
- Match programme
- Lounge host with player interviews
- Sky Sports and live match feed
- Premium beer and guest cask ale
- Team sheets available to all members

Cost per ticket £750



LINCOLN CITY FC

 commercial@theredimps.com