

MACCLESFIELD FC

SPONSORSHIP OPPORTUNITIES BROCHURE

2026/27 SEASON



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01

INTRODUCING MACCLESFIELD FC

Shortly after Macclesfield Town was liquidated on 16th September 2020, Robert Smethurst purchased the Club's assets and started to write one of the most evocative footballing stories ever told.

The newly assembled Board inherited a dilapidated Stadium, no players or members of staff and a broken fanbase whose hearts had been ripped out. Rob sat before the national media for the first time on 13th October 2020 – defiantly stating that under his stewardship, the town of Macclesfield had their Football Club back. And yet, it wasn't the vast array of assembled journalists that Rob was actually speaking to. It was the town as a whole. The same town that just a few weeks earlier had lost everything. Their passion, their identity, their meaning.

The story of Macclesfield FC since then is one that continues to inspire on a worldwide level. Staggering attendances (including some over 5,000) have helped The Silkmen achieve three promotions in our first five seasons and become the greatest-ever FA Cup giantkillers. The team are now just one promotion away from where Macclesfield Town were at the point of liquidation. This in itself is an astonishing feat.

The club has also engaged with the local community in a way never seen before. Over £4m of investment has transformed the club's facilities into some of the best outside the EFL and with over 600 players in the Junior Academy, there can be no doubt that the Leasing.com Stadium is a vibrant community hub seven days a week.

Sponsors have played an absolutely critical role in the writing of this incredible story to date. Over 400 businesses have already come forward in order to support our exhilarating, community-based dream. We sincerely hope that you will be the next, as we continue to give the Macclesfield community both a team and a Club that they can be proud of.



02

A MESSAGE FROM JOHN ROONEY

At Macclesfield FC, there can be no doubt that we're building something very special. Every day, I see the passion in our players, staff, and supporters — people who live and breathe this Club. From training sessions to matchdays and everything in between, the energy, belief and defiance that unmistakably make us who we are drives us forward.

Last season, we created memories that none of us will ever forget – becoming the greatest-ever FA Cup giantkillers and achieving a play-off spot in our debut Enterprise National League North campaign. It gave us worldwide notoriety and wrote our name into the history books forevermore. Yet, far from resting on our laurels, this just adds fuel to our fire.

Our ambition for the forthcoming season is clear: to achieve promotion and take this Club closer to where it ultimately belongs. We know that this won't be easy, as there is a wealth of very good sides in the division, but we are more than ready for the challenge ahead. Together with our incredible fanbase, the support of our Commercial Partners is imperative to how our story will play out. From strengthening the squad to creating a professional environment for our players to thrive, sponsorship at any level truly makes a difference.

Success in football is never just built on the pitch alone – it is made possible by all those whose unwavering loyalty and belief give us a tangible advantage against our opponents. After starting my playing career with Macclesfield Town, this Club means an awful lot to me. I am genuinely humbled to be the First Team Manager and feel a huge responsibility to deliver the success our fans deserve, but that can only be achieved if every part of the Club continues to pull together — players, staff, supporters, and commercial partners alike.

When you partner with us, you're not just supporting a team; you're becoming part of a community that's determined to positively impact as many lives as possible.

With your help, we can take that next step, push for promotion, and continue to make Macclesfield proud.

John



03

KIT SPONSORSHIP

Our kits are much more than just a strip – they are our identity.

In many ways, our kit is our most prized asset – as just like the memories they help to create, they will be remembered for generations to come.

Ahead of the 2026/27 season, we have exciting opportunities covering the following for our Men's First Team, Women's First Team, BTEC and Junior Academy sides –

- Front of Shirt Sponsorship.
- Sleeve Sponsorship.
- Back of Shirt Sponsorship.
- Shorts Sponsorship.
- Trainingwear Sponsorship.
- Walk Out Jacket Sponsorship



DECK AND COVER

04

STAND SPONSORSHIP

Stand Sponsorship really does get your brand noticed in the most evocative of ways.

Our standard packages include –

- Full naming rights for your chosen stand.
- Prominent signage opportunities within your chosen stand.
- Full branding on all physical and digital tickets.
- Branding referenced on all related social media posts relating to your chosen stand.
- Complimentary season-long hospitality for four within our Westwood VIP Lounge



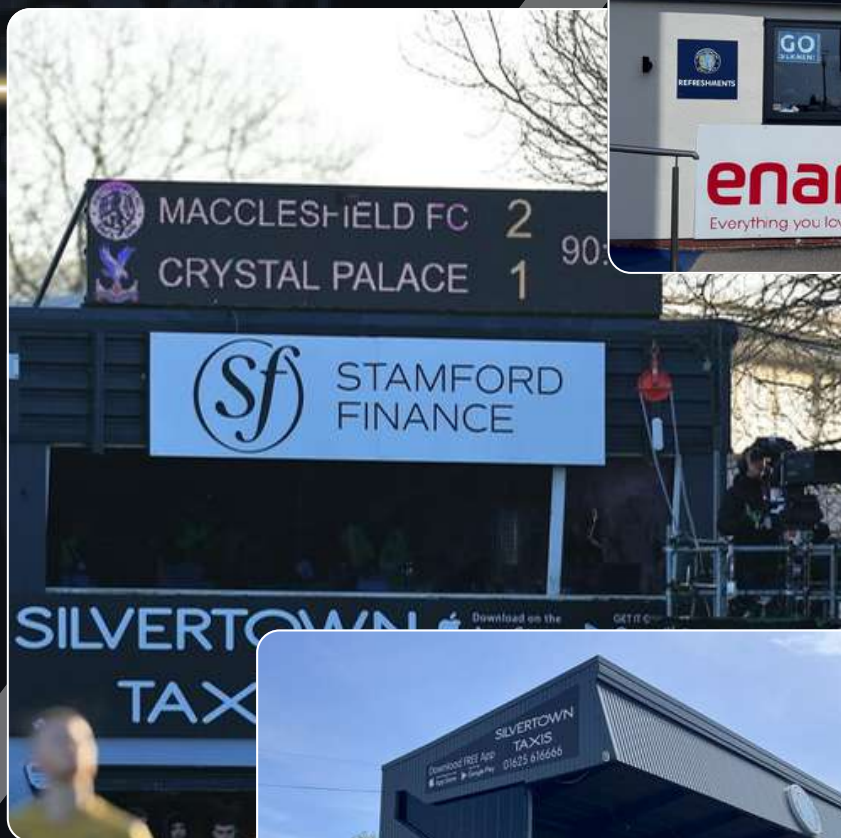
05

STADIUM ADVERTISING

We have a wealth of poignant advertising opportunities available within the Leasing.com Stadium.

From our impressive Junior Academy Reception to our Control Tower and from our imposing floodlights to our incredibly popular kiosks – we are able to showcase your brand to a captive audience every single day of the week.

With a footfall of over 200,000 people per annum, we really can help get your brand noticed in the most evocative of ways!



06

EXTERNAL ADVERTISING

Due to the Leasing.com Stadium's poignant location, external advertising opportunities are particularly sought after here at Macclesfield FC.

Adjacent to the vibrant Macclesfield to Leek Road, your brand is certain to be seen by thousands of people each and every day.

Not only that, but when you consider the incredible footfall that the Leasing.com Stadium enjoys seven days a week, there can be no doubt that external signage at our magnificent home is something which will capture the imagination on so many levels.

A wealth of sizes and locations are available, with printing and installation facilitated at a rapid speed!



07

DIGITAL OPPORTUNITIES

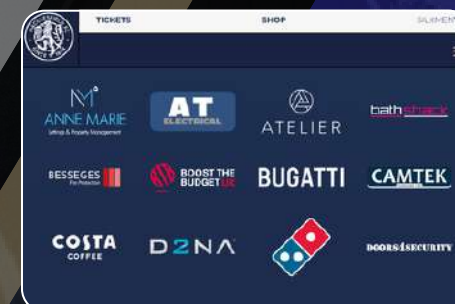
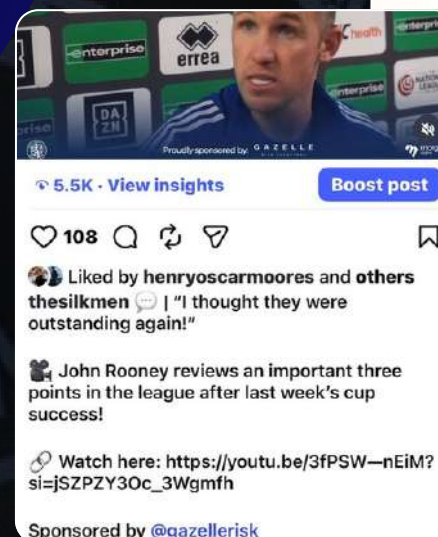
We are delighted to offer a vast array of digital opportunities ahead of the 2026/2027 campaign.

Sponsoring one of our regular features, including Matchday updates, Team of the Week, Question Of the Week, Match Previews, and Manager Interviews, remains very popular and provides incredible exposure.

In addition to this, we also offer social reciprocal, which includes featuring your brand's logo on every single page of our website.

With over 300,000 views per month, this is a brilliant way to get your brand noticed.

Each logo embodies a static link to your company's website – allowing traffic to be directed to your chosen page.



08

PLAYER SPONSORSHIP

Sponsoring one of our First Team players is one of the most popular and affordable ways in which businesses and individuals can take their support to the next level.

Our Player Sponsorship package includes –

- Your chosen player's signed, match-worn shirt at the end of the campaign.
- A bespoke graphic posted on our social media channels when your chosen player scores or is named Man of the Match
- Recognition within our matchday programme and online squad pages.
- Public Address System announcements when your chosen player scores.
- Meet and greet PR opportunities with your chosen player.
- Complimentary access to our End-of-Season Awards Night.



A graphic titled "GOAL" in large gold letters. In the top right corner are the "enterprise" and "NATIONAL LEAGUE NORTH" logos. The central image shows a player, Luke Matheson, in a blue and white kit with "DUCK AND COVER" on the front, celebrating with his arms raised. To the left of the player is the number "#2". To the right is the text "PLAYER SPONSORED BY" above the "sas daniels SOLICITORS" logo. Below the player's image, the name "LUKE MATHESON" is written in large white letters. At the bottom, it says "Goal sponsored by" followed by the "HARGREAVES GILMAN SOLICITORS" logo.



A horizontal carousel showing four player portraits in circular frames. Below each portrait is the player's name in white capital letters. From left to right: Luke Matheson, Brandon Lee, Lewis Fensome, and Rolando Menéndez. Below the names are logos for "sas daniels SOLICITORS", "FROST PLANNING", "DAVID CORBISHLEY", and "LW".



09

MATCHDAY HOSPITALITY

We are delighted to offer Match, Man of the Match, and Match Ball Hospitality Packages ahead of the 2026/2027 season.

Our standard offering caters for four people – but we can accommodate your needs over and above this.

All packages include the below as standard –

- A complimentary drink on arrival for all guests.
- A table for four within the prestigious Atelier Executive Lounge
- A luxurious three-course meal.
- Complimentary match programme with brand acknowledgement within it.
- Exclusive access to both pre- and post-match interviews.
- Seats within the Moss Lane Stand – offering the very best view in the Stadium.
- Social media exposure throughout all our channels.
- Photo opportunities with the players, both pre-match and post-match.



10

PITCHSIDE BOARDS

Our pitchside advertising boards remain one of the most popular sponsorship options.

A pitchside advertising board is an innovative way to make sure that your brand is noticed here at the Leasing.com Stadium.

With an incredible annual footfall of over 200,000 visitors, we truly are a seven-day-a-week operation.

Whether it be a First Team fixture, Academy training session or pitch hire booking – there's no doubt that a pitchside advertising board will increase your brand exposure and get your company seen!





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PROGRAMME ADVERTISING

Our award-winning programme continues to go from strength to strength, and we cannot wait for our revamped offering to go on sale ahead of the 2026/2027 campaign.

Available both physically and digitally, our programme continues to be a much-loved part of the matchday experience.

With over 15,000 sales per season, there can be no doubt that Silkmen fans value their programme more than ever.

We have a number of opportunities available within the programme – including sponsoring individual features and advertising on either a full or half-page!



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SCOREBOARD ADVERTISING

Our imposing scoreboard really is the matchday focal point here at Macclesfield FC.

Secondary only to the dramatic unfolding of events on the pitch, our scoreboard captivates the masses before, during and after the game.

Not only are we literally able to place your brand in lights, but our fans regularly take photos of our scoreboard after a Silkmen win and post them all over social media!

This facilitates immense brand exposure for the company that has invested in signage directly below our scoreboard!

Scoreboard advertising can be secured either independently or in conjunction with other packages.



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SPONSOR PERKS

All qualifying packages also include the following benefits –

- A minimum of two complimentary hospitality tickets ahead of every home league game.
- Access to one of our VIP lounges.
- Social reciprocal on our Club website.
- A partnership article posted across our channels with your brand tagged within it.
- Discounts on gym membership, room hire and pitch hire.
- Invitation to an exclusive end-of-season event.
- Complimentary access to our vibrant monthly Business Networking Events.



14 AVAILABLE PACKAGES - A GUIDE

GET INVOLVED AHEAD OF ANOTHER DRAMATIC SEASON

Ahead of the 2026/27 campaign, Macclesfield FC literally have hundreds of ways for you to become involved in our inspiring journey.

There are packages to suit all budgets and branding requirements, from supporters who want to elevate their matchday experience to global brands who would like to enjoy a unique and fulfilling partnership.

Below are just some of the opportunities that we have available – but please be assured that these merely represent a fraction of what we can offer.

In addition to this, we love creative ideas that have never been done before – so if you have a moment of genius, then we would love to have a chat with you about it!

GOLD PACKAGES - STARTING FROM £10,000 + VAT

- BACK OF SEATS SPONSORSHIP
- BACK OF SHORTS SPONSORSHIP
- CAR PARK BRANDING
- FULL CAR PARK SPONSORSHIP
- CENTRE CIRCLE SPONSORSHIP
- EXTERNAL ADVERTISING
- FRONT OF SEATS SPONSORSHIP
- MATCHDAY UPDATES SPONSORSHIP
- OFFICIAL FACEBOOK SPONSORSHIP
- OFFICIAL LINKEDIN SPONSORSHIP
- OFFICIAL TRAVEL PARTNER
- OFFICIAL TWITTER SPONSORSHIP
- PRE-MATCH PHOTOGRAPH SPONSORSHIP
- SOCIAL MEDIA PACKAGES
- STAR LANE END SPONSORSHIP
- STEP SPONSORSHIP
- TUNNEL SPONSORSHIP
- OFFICIAL INSTAGRAM SPONSORSHIP

0% interest payment plans are available on all of the above packages, allowing you to spread the fee over up to twelve months at no additional cost.



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AVAILABLE PACKAGES - A GUIDE

SILVER - PACKAGES RANGE BETWEEN £3000 - £10,000+VAT

- BACK OF WOMEN'S SHORTS SPONSORSHIP
- BAR TWENTY SEVEN UNIFORM SPONSORSHIP
- CAR PARK BRANDING
- CAR PARK PLACEMENT
- CONTROL TOWER SPONSORSHIP
- EXIT GATES SPONSORSHIP
- EXTERNAL ADVERTISING
- FANZONE BAR SPONSORSHIP
- MEDIA EQUIPMENT SPONSORSHIP
- MINIBUS SPONSORSHIP
- PLATINUM LOUNGE SPONSORSHIP
- SOCIAL MEDIA PACKAGES
- STEWARD SPONSORSHIP
- TICKET SPONSORSHIP
- WALK OUT TOP SPONSORSHIP

BRONZE - PACKAGES RANGE FROM £300 - £3000+VAT

- ATTENDANCE SPONSORSHIP
- BAR TWENTY SEVEN NAPKIN SPONSOR
- CAR PARK BRANDING
- CROWD-FACING BOARDS
- EXTERNAL ADVERTISING
- MATCH BALL SPONSORSHIP
- MATCH SPONSORSHIP
- MATCHDAY SUPPLEMENTS SPONSOR
- MAN OF THE MATCH SPONSORSHIP
- ONLINE NEXT GAME SPONSORSHIP
- PA SPONSOR
- PITCHSIDE BOARDS
- PLAYER SPONSORSHIP
- PROGRAMME ADVERTS
- SOCIAL MEDIA PACKAGES
- SPONSORSHIP OF PROGRAMME FEATURES
- TEAMSHEET SPONSORSHIP
- YOUTH TEAMS SPONSORSHIP

0% interest payment plans are available on all of the above packages, allowing you to spread the fee over up to twelve months at no additional cost.



FURTHER INFORMATION

For further information and to create your own bespoke package, please contact Sponsorships Director Bob Trafford by emailing bob@macclesfieldfc.com.



@thesilkmen



@MacclesfieldFC



www.macclesfieldfc.com

