



BARRY TOWN UNITED COMMERCIAL BROCHURE

**JENNER PARK BARRY
YOUR TOWN, YOUR TEAM
BARRYTOWN.CO.UK**



**WELCOME TO BARRY TOWN UNITED.
OUR CLUB SITS AT THE HEART OF OUR TOWN,
WE CAN HELP YOUR BUSINESS CONNECT WITH
SUPPORTERS, PLAYERS, FAMILIES AND LIKE
MINDED BUSINESS PEOPLE ALONG WITH THE
WIDER COMMUNITY OF BARRY AND THE VALE.**

For over 100 years, Barry Town has proudly served our community and our Town. The commercial support we have received from business, has enabled us to bolster our roots, deliver exciting campaigns and support our fantastic community, whilst also helping us survive and grow as a JD Cymru Premier League club.

We have high aspirations to not only compete domestically, but also internationally in Europe. With those high aspirations, come costs. Every penny invested in our club, gets re-invested back into our first team, facilities, academy teams and all of our teams who represent our fantastic town - ranging from Men's, Women's, Academy, Grassroots, Pan Disability and veterans teams.

We can work with you to raise the profile of your business, whether that is brand exposure, community engagement or client & employee entertainment, we are proud that we are able to tailor our packages to fit your goals.



BARRY TOWN UNITED



WHY BARRY TOWN

OUR CAMPAIGN WILL FOCUS ON THE FOLLOWING TARGET AUDIENCE SEGMENTS:

 **13.6K FOLLOWERS**  **7.7K FOLLOWERS**  **10K FOLLOWING**



**600+
REGISTERED
PLAYERS**



**11K LIKES
2K FOLLOWING**



**OVER 1,000
PEOPLE USE THE
GROUND EVERY
WEEK**



**NATIONAL TV
COVERAGE
EVERY WEEK**



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SPONSORSHIP - CLUB PARTNER

An introduction to football partnership. We tailor each and every package to suit your goals and objectives. From MOTM sponsorship to player of the month, to sponsored community events throughout the season, lots of opportunities to work with Barry Town, our fanbase and to suit you.

Example Package

Prominent digital presence on our official website and social media

Advertising boards at Jenner Park

Access to corporate hospitality for key matches

Rights to use the Barry Town United FC logo in promotional campaigns

Official Sponsor/Partner status title

Community and activation opportunities throughout the season

BARRY TOWN UNITED



OFFICIAL KIT SPONSORSHIP

Be Part of the Legacy – Kit Sponsorship with Barry Town United AFC

Step onto the pitch with pride by aligning your brand with one of Wales' most iconic football clubs – Barry Town United AFC. As a kit sponsor, your company won't just feature on our shirts – you'll become woven into the fabric of a club with a storied past and a bold future.

With a loyal and growing fan base, regular media coverage, and matchday exposure across Wales, this is your chance to showcase your brand at the heart of the action. Whether home or away, your logo will travel with us – from Jenner Park to the national stage – inspiring supporters and attracting attention every step of the way. Join us. Wear the badge. Power the pride.

Example Rights:

Front-of-shirt, back-of-shirt, Shorts, or sleeve sponsorship options

Company logo featured on match kit

Official partner status

Branding at Jenner Park

Activation events throughout the year within our community

5 x VIP hospitality tickets for every home match (league only) including complimentary food and 3 drink tokens per person

£3,000 – £25,000 + VAT per annum





DIGITAL & SOCIAL MEDIA SPONSORSHIP

Barry Town United AFC's digital channels are the heartbeat of our connection with supporters – locally, nationally, and internationally. As our digital sponsor, your brand will be integrated into the online content our fans engage with every day.

This partnership offers targeted, high-visibility exposure across our official website, matchday graphics, and active social media platforms, including Facebook, Instagram, X, and TikTok. With a combined following of over 30,000, and an amazing monthly reach, this is a valuable opportunity to align your business with a respected and ambitious club.

Partner with us online – and be part of every moment.

Digital sponsors benefit from brand placement on:

Team line-up announcements

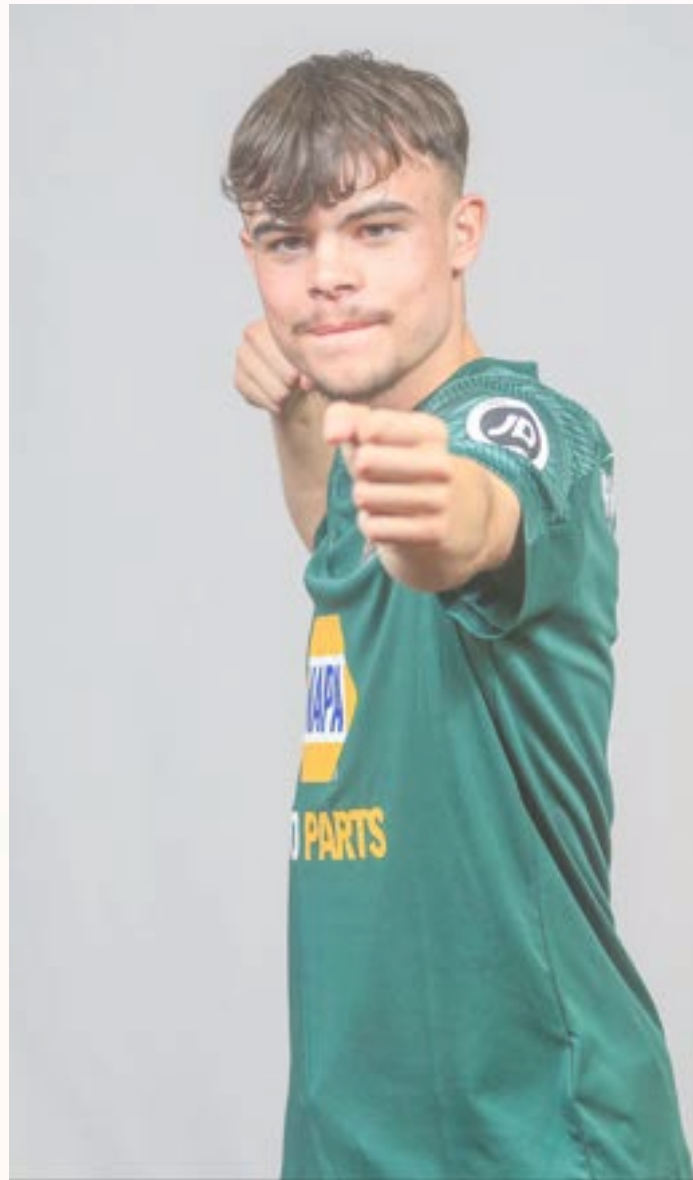
Goal and match day highlight graphics

Club news posts and fan engagement campaigns

Video content and behind-the-scenes features

Whether your focus is brand awareness, local engagement, or broader digital visibility, our channels offer a flexible, cost-effective platform to deliver real impact.

Digital Sponsorship - £3,000 + VAT



BARRY TOWN UNITED

OFFICIAL COMMUNITY SPONSORSHIP

£20,000 + VAT



This is more than sponsorship - it's a long-term partnership with a club deeply rooted in its community and committed to youth development at every level.

As a Community & Academy Partner of Barry Town United AFC, your brand will be visible across all areas of our club's youth and grassroots programmes, while enjoying high-impact exposure and meaningful engagement across South Wales.

This package is designed for businesses that want to make a visible, lasting impact — not just on the pitch, but across the wider Barry community.

Support the next generation. Build local connections. Grow with Barry Town United.

Example Rights:

Sponsorship of all age groups in the Barry Town United Academy sides

Principal Partner of Barry Town United AFC

Co-branded community football events and school programs

Support for our football-in-the-community initiatives

Activation events throughout the year in conjunction with Barry Town United

Front of shirt branding on all Academy level kit (U'6s > U'15s)

Branding in Barry Town first team programmes and full-page advert

Table of 10 in our Matchday hospitality for 5 Barry Town fixtures

Sponsorship of our Grassroots festival

Perimeter board advertising for the duration of the partnership

Access to local schools in our network

Option to run workshops using our Jenner Suite



ADVERTISING AT BARRY TOWN

Barry Town United AFC offers a range of impactful advertising and sponsorship opportunities designed to give your brand consistent exposure to fans, visitors, and the wider community — both on match days and year-round.

Whether you're looking for local visibility or headline-level sponsorship, we have packages to suit all budgets:

Perimeter Boards - £500 + VAT: High-impact pitch-side advertising at Jenner Park Stadium (£150 branding cost not included)

Matchday Program Ads - £250 + VAT: Feature in our official matchday publications

Jenner Suite Sponsorship - £3,000 + VAT: Sponsorship of our new hospitality suite. The fee includes branding for the first year, then reduced to £2,000 + VAT per annum.

Stand Sponsorship - £10,000 - £15,000 +VAT: Stand sponsorship at Barry Town. Including other sponsorship rights such as hospitality, activation events and branding.

LED Advertising - £TBC: Big screen advertising on matchdays at Jenner Park





MATCHDAY SPONSORSHIP - £750 + VAT

Put your brand at the heart of the action

Take centre stage at Jenner Park with our premium Matchday Sponsorship Package – a high-profile opportunity to align your business with one of Barry Town United's home fixtures.

This package includes:

**Recognition as the official match sponsor:
"Barry Town United vs Opponent – Sponsored by [Your Company]"
across club channels and announcements**

A private hospitality table for 10 guests, including:

- Match tickets**
- Pre-match meal and dessert**
- 10 drinks per person**

Access to our Jenner Suite, complete with dedicated branding and signage

Full logo placement and company profile in the official matchday programme

Man of the Match presentation, with sponsor involvement

A signed Barry Town United shirt, presented to your company after the final whistle

This is more than just brand exposure – it's a unique way to entertain guests, celebrate your team, and be part of a memorable matchday experience at one of Wales' most historic clubs.

Limited availability – reserve your fixture early.

BARRY TOWN UNITED

MATCHDAY HOSPITALITY – EXPERIENCE BARRY TOWN UNITED IN STYLE



Enjoy matchday from the best seats in the house with our Barry Town United Hospitality Package – the perfect way to experience the atmosphere of Jenner Park in comfort, with exclusive perks and great value.

**For just £25 per person
(£12 per child, includes soft drink), you'll receive:**

Matchday Ticket with access via a private suite entrance

Exclusive use of our hospitality suite for the duration of the fixture

Complimentary "Pie of the Match" & dessert

Drink token per guest

Access to a private cash bar

Unlimited tea and coffee available throughout

Post-match Q&A with Barry Town United's Man of the Match

Entry into our raffle to win official club merchandise

Whether you're hosting clients, treating your team, or enjoying a special day out with family and friends, our hospitality experience combines football, food, and friendly service in a welcoming environment.

Spaces are limited each matchday – early booking is advised.



GET IN TOUCH

**For further details on sponsorship and
advertising
packages, contact our commercial
manager:**

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