



PLYMOUTH ARGYLE

COMMERCIAL OPPORTUNITIES
2023/24 SEASON





WELCOME

Thank you for taking the time to consider partnership opportunities with Argyle at what is arguably the most exciting time in the club's history following a return to the Sky Bet Championship.

Under the tutelage of Steven Schumacher and his coaching staff, our young and talented squad delivered one of the club's finest ever achievements by reaching 101 points and beating off the considerable efforts of Ipswich Town and Sheffield Wednesday to claim the Sky Bet League One title. Argyle head into the 2023/24 season playing Championship football for the first time since 2010, and there has never been a better time to be a part of the club as we take the next step on our journey.

Last season saw some incredible highs, including the title success and a run to Wembley in the Papa Johns Trophy, but nothing will compare to the jubilant scenes we saw on the trophy parade through the city as the Green Army came together to show their appreciation for the team.

Although we all soaked in those moments, the board's attention immediately turned to next season and planning has begun. We have spoken continuously about our efforts to become a sustainable Championship club, and although we now find ourselves in the second tier of English football, there is still lots of work to do to ensure we maintain and achieve that goal.

People are taking notice of the work we are doing both on and off the pitch and that is a great place to be. Thanks to the collective efforts of fans, players, sponsors and staff alike, Argyle is firmly back on the football map, and we are so excited to be on this journey together.

Our community work continues to be a key area of focus and our Project 35 scheme, in partnership with Ginsters, has gone from strength to strength and played a part in Argyle being named EFL Community Club of the Season for Sky Bet League One. Making a difference to the region is so important to us as we look to grow our already burgeoning fan base but also give back and tackle some of the key issues the area faces.

Our front of shirt logo for the campaign has raised awareness about the rates of poverty in our community, with the Argyle Community Trust, Ginsters, and the local community having activated several initiatives on match days to contribute to these efforts.

Clearly, from a sponsorship point of view, the returns on involvement with Argyle at the moment are substantial. Even more eyeballs will be on Argyle next season with Championship football returning and our commercial department have put together the most competitive and diverse partnership portfolio possible. The exposure for sponsors via traditional media, new media, digital streaming and word of mouth has never been greater.

Partners take pride of place in Club Argyle on a match-day, enjoying exclusive access to our better-than-ever

match-day hospitality, as well as membership of our Argyle Nexus Business Club, which plays a huge role in connecting the region's business leaders. Our commercial community is thriving and will only grow further as we enact our long-term vision at Home Park.

We continue to invest in facilities to ensure that our infrastructure matches our ambition. Our acquisition of the site of Goals Plymouth, now named Harpers Football Centre, enhances the Argyle footprint significantly, and makes one unified Championship quality site with combined training, administration, and commercial facilities a realistic vision. We also secured a permanent home for the Argyle Academy in the heart of the city with the under-utilised Brickfields site in Devonport. This is a significant investment and underlines our efforts to produce homegrown talent and provide a pathway into the first team.

The support of our loyal sponsors is integral to our ambition, and aligning with the regional, national and international business community has proven to provide a great deal of added value for both sides in the past few seasons.

Argyle is a forward-thinking, progressive and community focused organisation. We would love for you to become a part of it.

Andrew Parkinson CEO



VISION & VALUES



VISION

Our Vision is what we aspire for our club to be. Our Vision is that:

**Plymouth Argyle
aspires to be
a successful
football club
supported or
respected by
everyone in our
area and many
beyond.**

**We will earn
respect by living
up to our Values.**

VALUES

Our Values describe the bases for how we expect our people to make decisions, determine priorities, and behave. They are the pillars on which our Vision will be built. They are:

FAN FOCUS

Satisfying as many of our supporters as possible is a top priority. Our relationship with them is open, welcoming and transparent. This includes on match days but also throughout the year, ensuring that our supporters are engaged with the Club through as many channels as possible.

COMMUNITY FOCUS AND ENVIRONMENTAL RESPONSIBILITY

We are committed to serving the community in which we live and work, and intend Plymouth Argyle to be a good representative for Plymouth and the wider South West.

Our community cannot thrive in a deteriorating physical environment, so we strive to minimise any adverse impact caused by our activities.

HONESTY, OPENNESS AND INTEGRITY

We do what we say we will do. We live up to our Values.

We will be as open with our stakeholders as is consistent with the Club's wider interests. That includes providing full financial reports, having regular Fan Forums, and providing access to the Chairman, who will communicate frequently to all fans and other interested parties.

There is a strong level of intra-Club communication.

We operate within the law and will treat our partners, sponsors and suppliers as we would wish to be treated ourselves.

RESPECT, DIVERSITY AND INCLUSION

We give everyone a voice and welcome challenge. We are committed to inclusion and diversity.

We seek representation of our community throughout the Club, in our employees, management and at board level.

We strive to eliminate inappropriate discrimination, in all its forms, so that we can all work, and watch football, in an environment free from intimidation, victimisation or harassment.

We welcome the passion, enthusiasm and engagement of our supporters, but will not tolerate discrimination or abuse of our staff or supporters.

We have a clear and transparent process for addressing cases of abuse.

EXCELLENCE

Everything we do should be of the highest standard possible that is consistent with our other Values.

Our management, players and staff are committed to continuous improvement, careful analysis and planning, discipline and rigour in all they undertake.

FINANCIAL PRUDENCE

We manage our finances carefully, and successfully. That implies living within our means, spending and investing carefully, and balancing the needs of today with those in the future.

EFFICIENCY AND ORGANISATIONAL STRENGTH

We are an efficient and process-oriented Club where our objectives are clear from the outset of any work that we undertake and where we measure success of our decision-making not in terms of short-term outcomes alone.



WHO WE ARE



CREDENTIALS:

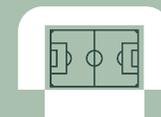


Argyle has the largest following of all the South West clubs, and has a large catchment area throughout Devon & Cornwall.



12,500

Argyle recorded attendances in excess of 12,500 for every home league game during the 2022/23 season.



15,580

Average attendance during the 2022/23 season.



53.13%

Average attendance has increased in four consecutive seasons.



18

Argyle have recorded 18 sellouts in the 2022/23 season.



6th

Argyle's average attendance of 15,580, places us 6th in League One - behind the likes of Derby County, Ipswich Town and Sheffield Wednesday, who have all played Premier League football within the last 20 years.



125%

Average attendances have grown season-on-season from a low of 6,915 in 11/12 to 15,580 today - a 125% increase.

▶ 41 CITY

▲ 42 ARGYLE

▼ 43 UNITED

42nd

Argyle rank 42nd out of 92 for all league clubs in terms of average attendance this season.



Argyle were recognised by the EFL as the South West and Wales winner of the 2022/23 'Your Move Community Club of the season'.



There is a strong sense of family and community within the club, indicating the importance and success of activity within this area such as the Family Excellence Award.



Nº1

Winners of the CSR Devon Business of the Year Award 2021.



300,000

300,000 people supported by the Argyle Community Trust since 2009.



THE COVERAGE

sky sports

1,565,300

Over 1.5m people tuned in to watch the three Argyle matches broadcast on Sky Sports during the 2022/23 season. 709,000 tuned in to see Argyle defeat fellow promotion chasers Ipswich Town, whilst over 622,000 tuned in for the Devon Derby against Exeter City. A further 234,000 tuned in for Argyle's Papa Johns Trophy final against Bolton Wanderers at Wembley Stadium.



350,000

Over 350,000 fans attend Home Park Stadium on a match-day each season.



150,000

A further 150,000 attendees at the stadium throughout the calendar year, attending for a variety of non match-day events, concerts or for education purposes.



750,000

On average Argyle's social media channels saw engagement figures of more than 750,000 per match day during the 2022/23 season; with a record engagement level of over 3 million social media impressions for the promotion clinching fixture against Burton Albion.

TV AUDIENCE BY CONTINENT



FOLLOWERS

FACEBOOK
f 70,000

TWITTER
t 133,700

INSTAGRAM
i 76,000

YOUTUBE
y 24,700

TIKTOK
t 86,800

LINKEDIN
in 6,600



THE REGION:

DEVON & CORNWALL

Being both the most Southerly and Westerly EFL Club, Argyle has an incredibly large catchment area - comprising most of the South West of England.

More than 9,700 new businesses were set up in Devon and Cornwall in 2022.

9,700 

The number of businesses in Devon has now grown for seven straight years, from a base of 47,095, to a current total of 61,854. Cornwall had 25,857 businesses at the end of 2022, Somerset had 59,531 and Dorset had 61,217.

61,854



1.7M

Over 1.7m people live in Devon & Cornwall as of the 2011 census...



2HRS

...all of whom live within a 2 hour drive of Home Park.

Devon is home to two National Parks, five areas of Outstanding Natural Beauty and a number of nature reserves and sites of scientific interest - making it the perfect destination for those looking to relocate.

2 NATIONAL PARKS



5 AREAS OF NATURAL BEAUTY



The population of Cornwall is likely to increase by 18% over the next 25 years, with in-migration predominantly due to economic and lifestyle reasons, rather than retirement purposes.

PLYMOUTH

Located on the South coast of Devon, and bordered by Cornwall to the West, Plymouth is home to 265,000 people



Plymouth is the 23rd-most populous built-up area in the UK, and the second largest city in the South West after Bristol.



2ND



97% > 93%

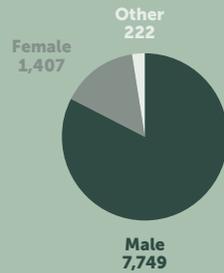
Plymouth is becoming a more diverse city, with the percentage of those identifying as White British falling from 97% in the 2001 census to 93% as of the 2011 census.

OUR DEMOGRAPHICS:

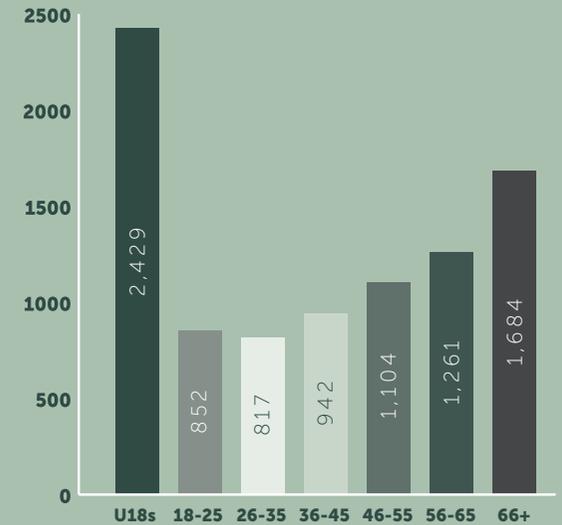
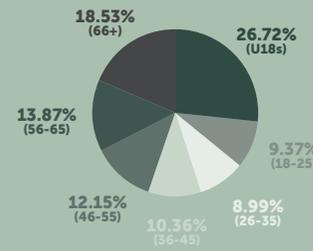
 **44,335** Unique emails opted in to Club marketing

 **15%** Database growth since the 2021/22 season

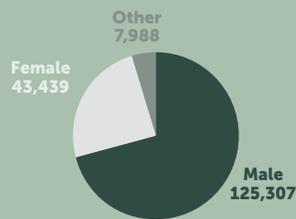
Season Ticket Holders Male & Female



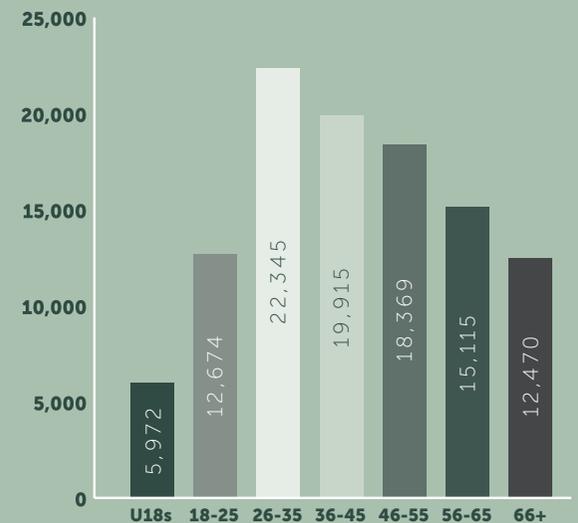
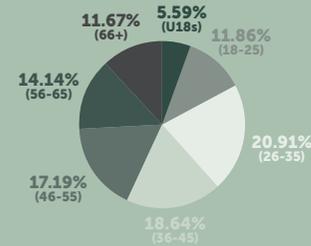
Season Ticket Holders Age Profiles



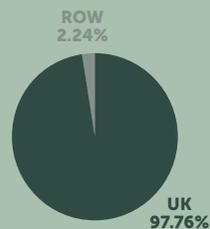
Whole Database Male & Female



Whole Database Age



Whole Database Location

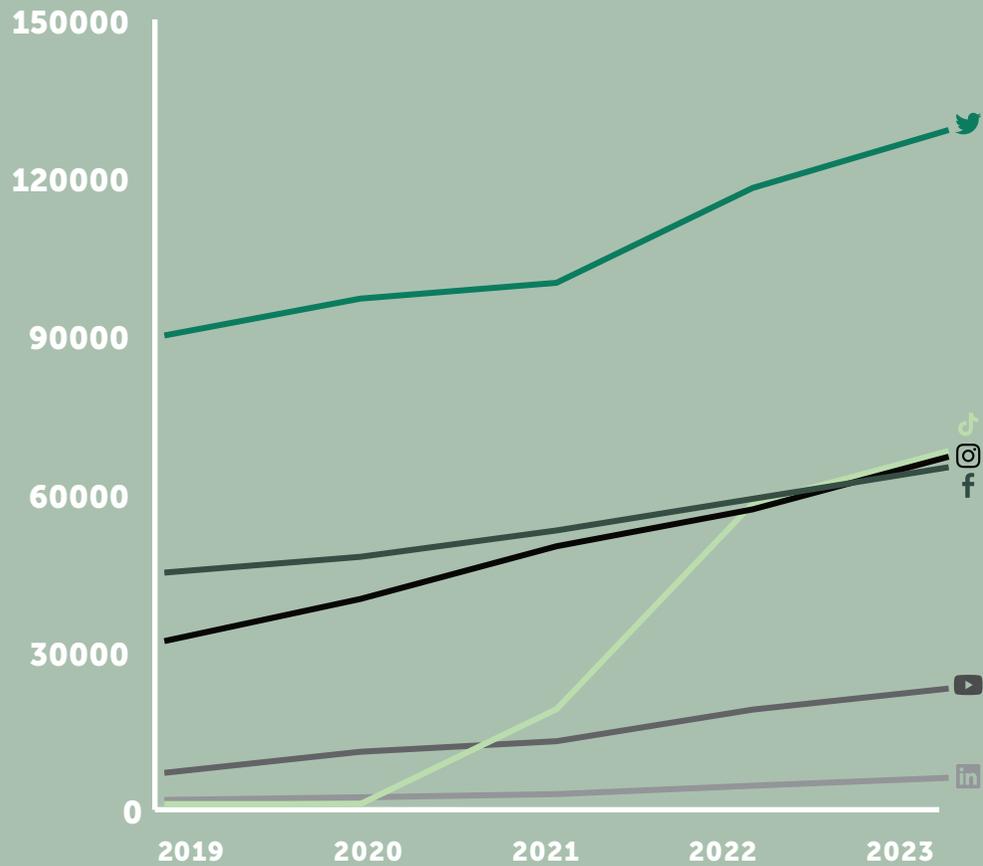




OUR DEMOGRAPHICS:

Social Media Followers

 Twitter  Tik Tok  Instagram  Facebook  Youtube  LinkedIn





PARTNERSHIP OPPORTUNITIES

PRINCIPAL PARTNERS



INDUSTRY PARTNERS



AFFILIATE PARTNERS



JOIN THE TEAM



'As a business we have ambitious growth plans for the next five years and, with the club's influence, reach and importance within Plymouth and the wider region, our partnership is a natural progression for our business.

Acquiring the naming rights for the Lyndhurst Road Stand and becoming the Official Estate Planning Partner of PAFC was a monumental day for me personally as someone who grew up in Plymouth and attended countless matches with friends at Home Park and I look forward to furthering our relationship with the club and making a difference to our shared community'.

TREVOR WORTH
MANAGING DIRECTOR,
PORTCULLIS LEGALS



"At Ginsters we have been in a successful partnership with PAFC for many years, but in more recent times we have focused our partnership toward supporting our local community, not just in Plymouth but more broadly across Devon and Cornwall. Together with the Argyle Trust we have built and launched a phenomenal landmark social action initiative in Project 35 and feel proud that together we are making a real difference to local people. It has been a pleasure to support and enhance the work of the trust through Project 35 and we're proud of what we have achieved together so far, we're looking forward to many more years of partnership."

EMMA STOWERS
MARKETING DIRECTOR,
GINSTERS



"The last decade as Official Partners of Argyle has been an extremely fruitful period that has enabled us to engage fans with our various brands whilst supporting one of the biggest clubs in our region.

As two brands that are anchored in the South West, our partnership was an obvious one. Each and every department at the club is fully invested in our work together and extremely open to exploring alternative and additional ways of evolving and innovating it as we look ahead to the second decade of our partnership!"

MARK STEPHENS
HEAD OF REGIONAL SALES,
ST AUSTELL BREWERY



CASE STUDIES



STAND SPONSORS KAWASAKI

As a globally recognised brand with a well-established presence in Plymouth, Kawasaki were looking to grow and expand their operations and provide opportunities for high-skilled employment in the city.

Alongside this Kawasaki recognised that, due to their large workforce in the region, they had a social responsibility and wanted to leverage Argyle's credibility, influence and reach across the south west to make a difference to our shared local community.

Kawasaki's goals resulted in acquiring the naming rights for the, now, 'Kawasaki Barn Park End' across a five-year period. The naming rights deal means that Kawasaki received significant branding visible to a 16,000 capacity crowd at Home Park as well as national and international TV coverage.

Beyond branding, Kawasaki employees receive regular perks through Argyle such as season tickets and hospitality packages within Home Park's premium matchday hospitality lounge, Club Argyle.

Finally, Kawasaki regularly contribute to Argyle and Ginsters' flagship social action initiative, Project 35, who's aim is to drive down child poverty in Plymouth and the wider south west.

This package of branding, employee perks and community action, delivered through Argyle and the Argyle Community Trust has already proved beneficial for Kawasaki, despite not yet being a season into the deal as Lee Crocker, Managing Director, explains:

'Kawasaki Precision Machinery UK is fully committed to growing and expanding our operation and providing high skilled employment opportunities within the city'.

'But our partnership with Argyle goes further than just advertising...Kawasaki is proud to be associated with Argyle as they have become a proven community asset with strong values and high credibility, and we look forward to continuing our relationship over the years to come'.

OFFICIAL PARTNERS PRINCESS YACHTS

Argyle's partnership model is truly bespoke, as evidenced by our partnership with the luxury yacht manufacturer and one of Plymouth's success stories, Princess Yachts.

After a working group was formed comprising of representatives from Princess Yachts & PAFC, a bespoke package of opportunities were constructed that had the initial aim of targeting over 1,000 of Princess' employees and their families through Argyle and the Argyle Community Trust in a wide-ranging employee engagement programme.

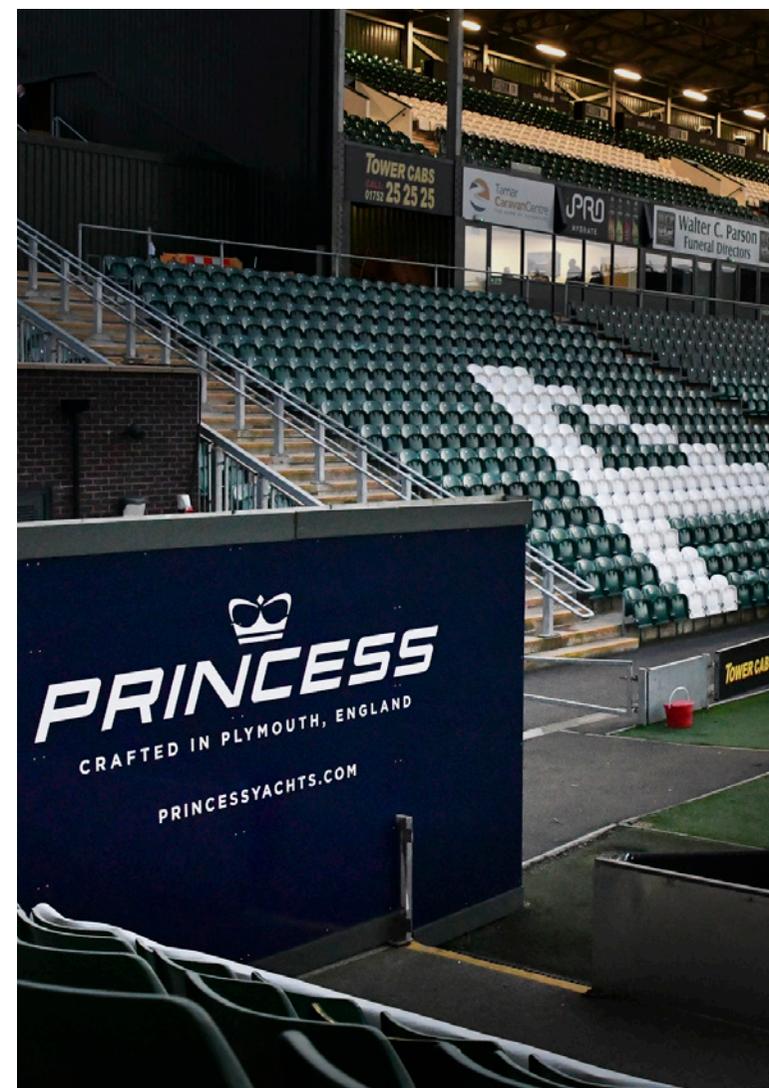
Just three months after the agreement was signed in January 2022, over 700 children of Princess' employees had already benefited from unforgettable matchday mascot experiences, half-term soccer schools, Easter Holiday multi-sport programmes and PAFC shirts.

Further to this and as one of Plymouth's biggest employers, Princess were keen to advertise job openings that are available here in the city. This has resulted in prominent branding around Home Park but also on the Training Wear of the Men's First Team.

Marketing Director, Simon Clare, is already seeing how Princess Yachts are reaping the rewards from this landmark Plymouth partnership:

'We are thrilled to be working with Plymouth Argyle Football Club for a second year in a row. As two brands in the heart of Plymouth, this partnership brings together our joint commitment to support both our employees and the local community alike. The partnership has been a great success so far, with hundreds of Princess Yachts employees attending football matches at Argyle and taking the opportunity for their children to get involved with local sports clubs and activities at the club.

Our continued commitment to Argyle demonstrates our desire to strengthen Princess' engagement with the wider Plymouth community and we look forward to growing the Argyle / Princess Yachts partnership into the future for many years to come'.





PRINCIPAL PARTNER BOND TIMBER

Bond Timber returned as the club's Principal Partner for the 23/24 season, bringing full-circle to a long-standing relationship that started in 2011- a time when Argyle were battling for our very existence on and off the pitch.

In parallel with the growth that Argyle has seen in recent years, Bond Timber has similarly grown, and the renewed partnership serves as a celebration of that achievement, as well as marking the timber merchant's 20th year anniversary.

Despite initially vacating the front of shirt ahead of the 2014/15 season, Bond Timber has maintained a constant commercial presence at Home Park, most notably as Training Wear Partner for the 22/23 campaign. The return of the flagship partnership comes at a time of tremendous growth and excitement for both Argyle and Bond Timber which Shaun Getson, General Manager at Bond Timber reflects on below:

"Renewing our partnership with Argyle is massive for Bond Timber – it's a great reward for our hard-working staff in our 20th year of business and exciting for our customers who have made this possible.

"Bond Timber has a long history of supporting local sport, and to have our brand representing Argyle at such an exciting time brings that commitment to life."

ADVERTISING & SPONSORSHIP OPPORTUNITIES



LLIS LEGALS®

DS LongSpace



TODAY'S
ATTENDANCE

16,734

SPONSORED BY



Kawasaki Precision Machinery

WE LOVE A BIT OF MFCSS

BIG SCREEN ADVERTISING WITH ARGYLE

Promote your business on our big screen

READY TO TALK? WWW.PAFC.CO.UK/COMMERCIAL/
COMMERCIAL@PAFC.CO.UK • 01752 302204

 Attendance Sponsor

 Replays Sponsor

 Half-Time Sponsor

 Team News Sponsor

 Pre-match 30 second advert

 Added Time Sponsor

 Corner Sponsor

 Previous Match Highlights Sponsor

 Birthday Message Sponsor

 Goal Sponsor

 Timing Sponsor

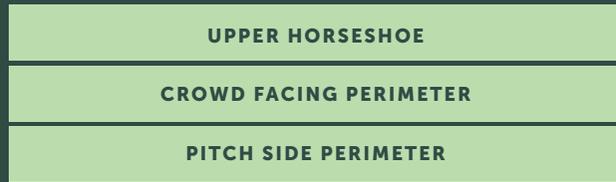
 Substitute Sponsor

 Social Media Sponsor

INVENTORY

	SEASONAL COST
Attendance Sponsor	£3,500.00 (+ VAT)
Team News Sponsor	£3,500.00 (+ VAT)
Corner Sponsor	£3,500.00 (+ VAT)
Goal Sponsor	£7,000.00 (+ VAT)
Social Media Sponsor	£3,500.00 (+ VAT)
Replay Sponsor	£4,000.00 (+ VAT)
Previous Match Highlight Sponsor	£3,000.00 (+ VAT)
Timing Sponsor	£7,500.00 (+ VAT)
Half Time Sponsor	£2,500.00 (+ VAT)
Added Time Sponsor	£2,500.00 (+ VAT)
Birthday Message Sponsor	£3,000.00 (+ VAT)
Substitute Sponsor	£3,000.00 (+ VAT)

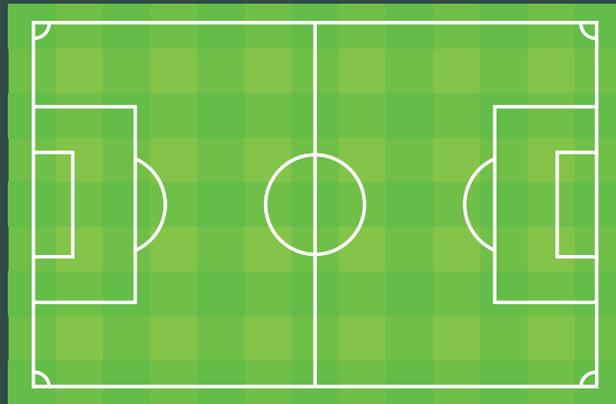
Individual advertising slots are 30 seconds long and sold as part of our pre-match show on The Big Screen, available for £3,500(+VAT) for the season.



PORTCULIS LEGALS LYNDHURST ROAD STAND



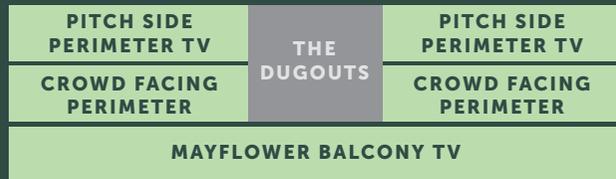
BABCOCK DEVONPORT END



KAWASAKI BARN PARK END



THE MAYFLOWER GRANDSTAND



We've had a ground board presence at Argyle for nearly 10 years now. There is no better feeling than seeing your company branding in front of a full Home Park on matchday and supporting your local club at the same time.



ROB MARTIN
PLYMOUTH STONE

PERIMETER ADVERTISING

- Argyle can arrange to have your Board manufactured, delivered and installed for a one-off charge of £250(+VAT).
- Argyle can also assist with the design of your Board, with our in-house marketing team charging £150(+VAT) for this service.
- Advertise at Home Park and receive 10 match tickets to a home game of your choice (subject to availability).

INVENTORY

INVENTORY	SIZE	SEASONAL COST
Mayflower Touchline	6.3m x 0.55m	£3,500(+VAT)
Mayflower Balcony	3.6m x 1.2m	£2,000(+VAT)
Mayflower (Crowd-Facing)	6.3m x 0.55m	£1,250(+VAT)
Horseshoe Pitch-Side (TV)	6m x 0.7m	£3,500(+VAT)
Horseshoe Pitch-Side (Non-TV)	6m x 0.7m	£2,250(+VAT)
Horseshoe Upper	12.2m x 0.75m	£2,500(+VAT)
Horseshoe (Crowd-Facing)	6m x 0.7m	£1,000(+VAT)



DIGITAL ADVERTISING NETWORK

- Digital screen advertising is a great way to see your brand on the screens all over Home Park.
- With the opportunity to see your advert shown on screens at a minimum frequency of twice pre match and once at half time to target those supporters enjoying the atmosphere before and during the game.
- Multiple packages available to suit all needs and budgets as each package represent a different number of screens available to advertise on.
- All packages involve 2 tickets for a match to come and see your advert first hand
- (Adverts to be supplied by the client)
- There are over 40 networked screens at Home Park, which are all capable of promoting your brand to a captive audience for over 360 days of the year.

FREQUENCY

Seasonal

COST

£7,500(+VAT)



City College has recently taken up the opportunity to advertise to thousands of people via the digital screens at Home Park. Advertising to such a wide audience has had a very positive impact on our recruitment events and our overall reputation with the Plymouth community and beyond.

"Plymouth Argyle has been a very flexible and accommodating partner, making digital advertising an easy and satisfying way of reaching our variety of audiences, from school leavers and their parents, to adult learners and employers.



LOUISE GREENLEAF

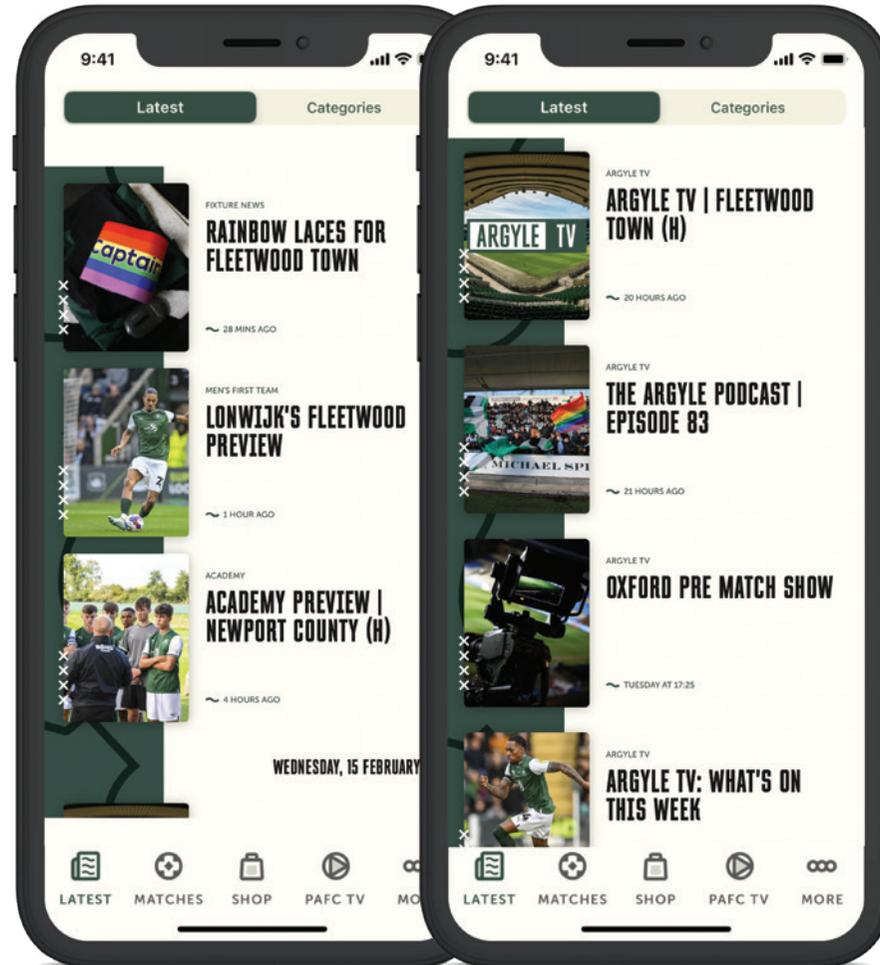
CITY COLLEGE PLYMOUTH

DIGITAL OPPORTUNITIES

- Following a great first season for our new digital platform, there has never been a better time to get involved with one of our digital advertising opportunities.
- See your brand linked hand in hand with Argyle's across our social media platforms and on our website, streaming service or app. Your logo will appear on your chosen page on the website as well as in the programme or social media dependant on the package chosen.
- Bespoke packages to suit all needs and budgets, designed to fulfil the objectives of our partners and sponsors.
- All packages include four tickets to come and see a Plymouth Argyle match in the 2023/24 season.

RECORD VIEWING FIGURES

- Since the launch of our new website and app in the summer of 2021, average monthly page views have risen from 400,000 to more than 650,000.
- July 2021 saw the website break club records with almost 1,000,000 page views; whilst average monthly unique users has risen from 68,000 on the old website to 94,000 across our new digital platforms.



ARGYLE
TV

WORLDWIDE

Club-controlled content
broadcast worldwide

ARGYLE
APP

17,000

In the pockets of over 10,000
Argyle fans

THE ARGYLE
PODCAST

1,800

Reach over 1,800 weekly
listeners

DIGITAL
BRANDING

45

Get your brand seen 365
days a year on 45 screens
around Home Park

READY TO TALK? WWW.PAFC.CO.UK/COMMERCIAL/
COMMERCIAL@PAFC.CO.UK • 01752 302204



CONSUMER ENGAGEMENT



200%

"Where to buy" and "near me" mobile queries have grown by over 200% in the past two years.



60%

60% of smartphone users have contacted a business directly using the search results such as the "click to call" option.



2019

As of 2019, mobile devices, excluding tablets, generated about half of all website traffic globally. Mobile web traffic has consistently accounted for about half of all global web traffic since the beginning of 2017.



39%

39% of smartphone users are more likely to browse or shop a company or brand's mobile app because it's easier or faster to make a purchase.



55%

55% of total media consumption is on digital channels - five times that of TV.



50%

Consumers spend over 50% of their time online.

CLUB CONTROLLED CONTENT

- Having become one of still only a very small number of Sky Bet League One clubs to leave the EFL digital cohort, Argyle now have control over their digital content. Argyle's digital team can now gather user data to better understand their fans and, in turn, serve them continually more relevant content.
- There is now a vast array of opportunities for partners to get involved with sponsored content across the website, app and streaming platform.

(Data supplied by OtherMedia/PAFC)

#pafc | In partnership with @ZeusPlymouth



43 141 894 231.1K

NEWS FIXTURES ARGYLE TV TICKETS TEAMS MORE



1ST P 31 D 7 PTS 67
W 20 L 4 VIEW FULL TABLE

sky bet
FLEETWOOD TOWN
15:00 - HOME
SATURDAY 8TH FEBRUARY



DIGITAL ADVERTISING OPPORTUNITIES

INVENTORY	COST
Match Report Sponsor	£2,500.00
Fixture Page Sponsor	£2,500.00
Match Highlights Sponsor	£2,500.00
Match-Day Moments Sponsor	£2,500.00
Pre-Match Press Conference Sponsor	£2,500.00
Full-Time Post Sponsor	£5,000.00
Poll (Player of the Match) Sponsor	£3,500.00
Line-Up Sponsor	£5,000.00
Website Banners	£2,000.00
30 Second Advert on Argyle TV	£5,000.00
Podcast Sponsor	£5,000.00
Podcast Quiz Sponsor	£3,500.00
Player of the Month/Season	£5,000.00
Academy Player of the Match Competition	£5,000.00
Tunnel Cam Sponsor	£5,000.00
Timing Partner on Argyle TV	£5,000.00
Moment of the Month	£5,000.00
Goal Post Sponsor	£5,000.00
Post-Match Press Conference Sponsor	£4,000.00

“ The second year of our partnership with the Greens was even better than the first. It is great to be a part of the local football club where the community is a key part of their focus. We look forward to a third year with Plymouth Argyle and wish the team all the best for next season. ”

CHRISTIAN CONSTANTINE
MERCEDES-BENZ PLYMOUTH

WEB



DESKTOP

18,616
USERS

62,518
SESSIONS

3.63
PAGES/SESSION

226,985
PAGE VIEWS



MOBILE

71,240
USERS

173,609
SESSIONS

2.18
PAGES/SESSION

377,700
PAGE VIEWS



TABLET

4,170
USERS

14,512
SESSIONS

3.08
PAGES/SESSION

44,678
PAGE VIEWS



TOTAL

94,026
USERS

250,639
SESSIONS

649,362
PAGE VIEWS



PAGE VIEWS

34.96%
DESKTOP

58.16%
MOBILE

6.88%
TABLET

ALL THE ABOVE ARE AVERAGE MONTHLY FIGURES

APPS



11,000
AVERAGE IOS
APP USERS



6,000
AVERAGE ANDROID
APP USERS



17,000
TOTAL APP
DOWNLOADS



4,675,000
OVERALL APP
VIEWS



278
AVERAGE ANNUAL
VIEWS PER USER



4
AVERAGE AD SLOTS
PER PAGE



1
AVERAGE AD SLOTS
PER VIEW



2m 20s
AVERAGE TIME
PER SESSION

PODCAST



OVERVIEW

43.7K
DOWNLOADS
IN TOTAL

874
AVERAGE OF 874
DOWNLOADS PER
EPISODE

4.5K
DOWNLOADS
PER MONTH



STATS ON APPLE MUSIC

36.5K
PLAYS

730
AVERAGE PLAYS
PER EPISODE

903
ENGAGED
LISTENERS PER
EPISODE

400
FOLLOWERS



STATS ON SPOTIFY

19K
PLAYS

380
AVERAGE PLAYS
PER EPISODE

1.5K
ENGAGED
LISTENERS PER
EPISODE

MISCELLANEOUS

2,000
MOST LISTENED -
2,000
DOWNLOADS
(EPISODE
22 - STEVEN
SCHUMACHER)

32%
APPLE
PODCASTS 32%
OF THE MARKET

62%
62% OF LISTENS
ON APPLE
IPHONE

85%
85% OF
CONSUMPTION
ON MOBILE

88%
LISTENERS IN
THE UK

21%
LISTENERS IN
PLYMOUTH

36
NEXT HIGHEST
LOCATION IS
USA WITH 36
DOWNLOADS
PER EPISODE

NO.1
MOST POPULAR
PODCASTS ARE
WITH SIMON
HALLETT
OR STEVEN
SCHUMACHER



PLAYER SPONSORSHIP

- If you want to take your support of Argyle to the next level, then why not consider one of our player sponsorship packages?
- Player sponsors are recognised in every edition of our award-winning match-day programme, The Pilgrim, and also receive recognition on the player profiles page of our official club website, with click-through links to a URL of the sponsor's choice.
- Sponsors also receive an invite to the popular player sponsors' dinner, where they are presented with a signed and framed first-team shirt by their sponsored squad player, and also get the opportunity to donate ten match-day tickets to a school or charity of their choice.
- Sponsors will also see their brand associated with their player in a prominent location within the Mayflower Grandstand – providing further visibility to our myriad of users and guests on both match-day and non match-day.
- Player Sponsors also receive recognition across our social media platforms and on tannoy announcements during matchdays at Home Park.

INVENTORY

SEASONAL FEE

Complete Player Sponsorship	£1,400(+VAT)
Home Shirt Sponsorship	£800(+VAT)
Away Shirt Sponsorship	£700(+VAT)
Coach Sponsorship	£600(+VAT)
First Year Pro Sponsorship	£600(+VAT)



ACADEMY TEAM SPONSORSHIP

With the opportunity to promote your brand to thousands, Academy Short Sponsorship provides exposure across our club platforms – whilst associating your business with the Argyle stars of the future. Sponsors will be able to partner with a chosen age group and have the option to remain associated with those players as they progress through our Academy and on to the First Team.

- Promote your brand and association with the Argyle players of tomorrow by sponsoring individual age groups of the Academy
- Company branding to feature on the playing kit of each age group, on the rear of the shorts
- Branding to feature at Harper's Park & Millennium Fields, providing exposure year round to a broad range of both physical and digital eyeballs via Argyle TV
- Sponsors receive 10 tickets to our Academy Open Day
- Feature within a squad photo with your selected age group
- Social media exposure
- Plymouth Argyle shirt signed by your squad

Package price - £3,500(+VAT)

TRAINING GROUND SPONSORSHIP

Harper's Park has been the training ground for Argyle's first team for over 40 years, with two full-sized pitches nestled in Central Park within a stone's throw of the stadium.

The grounds are in use five days a week, and feature extensively across our club platforms - with content being captured at frequent intervals.

Branding opportunities are available within this area - either as standalone packages or as part of a wider partnership proposition.

The Home Park Training Centre, located in the North East corner of the stadium, also provides an opportunity for businesses to engage with the Club - whilst featuring in the TV arc, thus providing an excellent route to market both locally and nationally.

Branding opportunities at Harper's Park are available from as little as £500(+VAT) p.a.*

*plus manufacture



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COMMERCIAL@PAFC.CO.UK • 01752 302204

MATCH DAY



**ARGYLE
NEXUS**
BUSINESS CLUB

The Argyle Nexus provides businesses with an entry level means of partnering with the Pilgrims.

The package includes a multitude of benefits to partners, including an array of hospitality options, brand association and invitations to exclusive Argyle events.

The package includes:

- 3 x Matchday Sponsorship opportunities
- Branding within the club programme, on our digital screen network and within the Mayflower Grandstand – the jewel in the hospitality crown of the South West
- Invites to Argyle events, including Argyle Nexus exclusive networking opportunities
- Discounted room hire at Home Park Stadium
- Ten tickets to donate to a school or charity of their choice, with an Argyle player or management team member to present (subject to availability)
- 2 x Plymouth Argyle Season Tickets
- Priority on Business Club events and beam backs etc. at Home Park Stadium
- Sponsors can use their match-days to promote their business to everyone at Home Park, both physically and across our digital platforms.



We consider Argyle to be one of our most important partnerships because of the profile it gives to our firm by association and the kudos of being partnering with our local football club that is clearly making significant strides off the pitch, as well as on it. Our clients, colleagues and business partners all appreciate the way we are welcomed and made to feel part of the One Argyle family.



TREVOR WORTH
PORTCULLIS LEGALS

INVENTORY

Argyle Nexus membership

COST

£7,500 (+VAT)

2022/23 ARGYLE NEXUS MEMBERS





**ARGYLE
NEXUS**
BUSINESS CLUB

ASSOCIATE TIER

- Two 22/23 Sky Bet Championship season tickets
- Bi-monthly networking meetings. Opportunity for each business to present at a meeting for business updates, or products they want to showcase.
- Brand exposure on pull up banners, digital screens and on pafc.co.uk, with clickthrough links to Argyle Nexus members' websites.
- Dedicated Nexus members' page in The Pilgrim - our match day programme
- 25% discount on room hire, or room hire fee waived when committing to a package over £500
- Ten tickets to donate to a charity or school of your choice. Player or management to present (subject to availability)
- Discounts and promotions for season ticket holders
- Priority on Business Club events and beam backs

£3,500_{+VAT}

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MATCH-DAY SPONSORSHIPS



- A great way for you to experience a game at Home Park for clients, colleagues friends or family.
- Treat yourself in our wonderful hospitality facilities with a fantastic meal and great views of the stadium.
- Sponsorship packages include a signed item presented to you on matchday as a memento of your day.
- Corporate Branding within matchday media. (programme, screens, pa, social media)
- Packages are based on ten guests, but can be tailored to suit any party size.
- Free parking.

INVENTORY	COST
Match Sponsorship (League fixture)	from £2,250 (+VAT)
Match Sponsorship (Cup fixture)	from £1,250 (+VAT)
Match Ball Sponsorship (League fixture)	from £2,000 (+VAT)
Match Ball Sponsorship (Cup fixture)	from £1,150 (+VAT)
Match Programme Sponsorship (League fixture)	from £1,800 (+VAT)
Match Programme Sponsorship (Cup fixture)	from £1,000 (+VAT)
Match Home Shirt Sponsorship	from £2,000 (+VAT)
Match Away Shirt Sponsorship	from £2,000 (+VAT)



Matchday Sponsorship has been brilliant for us to treat staff, clients and mix with the rest of the sponsors at Club Argyle. Laura and the rest of the team work really hard to make sure we get the most from our day and that every detail is looked after.



TIM PAIGE
TAMAR CARAVAN CENTRE



Not being football fans ourselves, we were initially sceptical about getting involved at Argyle. But after meeting the team, seeing the atmosphere and quality of experience on a matchday, we decided that our business couldn't afford to miss out. MLT Recruitment are really excited to kick off our association with James, Matt, Tom and everyone at Argyle during the 22/23 season, as well as the other amazing businesses supporting PAFC.



AYDEN HURST
MLT RECRUITMENT SERVICES



WELCOME TO ARGYLE

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PLYMOUTH ARGYLE
2023/24 