



PLYMOUTH ARGYLE

COMMERCIAL OPPORTUNITIES
2024/25 SEASON





WELCOME

Thank you for taking the time to consider partnership opportunities with Argyle, as we head into another exciting season in the Sky Bet Championship.

The summer saw a period of change at the Club as we welcomed our new Head Coach, Wayne Rooney, and strengthened our squad of players. That followed an eventful end to the 2023/24 season, where we clinched our Championship survival following a final day win against Hull City in front of a raucous Green Army at Home Park. It was an up and down season with periods of difficulty, but ultimately our goal of staying in the Championship for another year was achieved with everyone across the club coming together to make it possible.

Following the recruitment of Wayne Rooney, the club has seen a heightened level of interest, but rest assured that was not the reasoning for his appointment. He got the job following a thorough and extensive recruitment process and blew us all away with his passion for Argyle, attention to detail and desire to be part of the structure we have in place here.

It is an exciting time to be a part of Argyle with partnership opportunities proving to be extremely popular for businesses throughout the South West, and beyond. We have welcomed Classic Builders as our front of shirt sponsors, replacing Bond Timber who have become official training wear partner this summer, and seen other partners come on board or extend their partnerships with the football club.

In terms of the stadium and surrounding area, we have invested in a new hybrid pitch at Home Park which cost close to £1million, extended our Fan Zone offering which proved so popular following its introduction last season, and transformed the Green Taverners building into the Far Post Club. Alongside that, this season will see the introduction of LED advertising boards around the pitch which provides businesses the perfect opportunity to see their company name in front of 17,000 people at Home Park Stadium.

The development of Brickfields, our new home for the Academy and women's team, also continues, with the project scheduled to be completed by the end of 2025. A dedicated training area for these teams is a positive step forward, with significant investment from the football club and several other local stakeholders. It also provides further commercial opportunities for businesses to be a part of the growth of these specific areas of Argyle.

Over the summer we also took full ownership of the women's team under the main Argyle umbrella. The Argyle Community Trust have done a brilliant job over recent years to get the women's team to where it is today, but it was the right time to take full control of the women's team and live and breathe our 'One Argyle' motto. The growth of women's football in the last few years following the success of the Lionesses has been incredible and this also provides businesses a pathway into partnership opportunities with the football club.

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. The next generation of Argyle fan also remains a key priority with

various family activities on offer on match-days. Our offering saw the club awarded Gold in the EFL's Family Excellence Scheme, a feat which only 12 clubs across the EFL achieved.

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 this season with Championship football once again at Home Park and Wayne Rooney being appointed Head Coach. 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 now take pride of place not only in Club Argyle, but also in the Far Post Club on a match-day, with access to our better-than-ever match-day hospitality offering. Our commercial community is thriving and will only grow further as we enact our long-term vision at Home Park.

The support of our loyal sponsors is integral to our ambition, and aligning with the regional, national and international business community has proven to be mutually beneficial, with a great deal of added value in recent 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



DRAGON ELE



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:

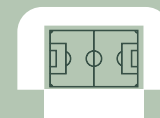


Argyle has the largest following of all the South West clubs, and has a large catchment area throughout Devon & Cornwall.



6%

Attendances increased at Home Park by an average of 6% between the 2022/23 season and the 2023/24 season.



16,000+

Home Park also saw audiences of over 16,000 people during every match of the 2023/24. This was the first season this century to achieve this feat.



694.2M

From July 30th, 2023, until May 20th, 2024, Plymouth Argyle has received an audience of 694.2 million people across TV, social media, online press, and digital streaming. This is up by 6% in the same period as last year.



16,000+

Argyle has been featured in over 250 online articles in the last year and has featured most in the Daily Mail.



31%

Since the end of the 21/22 season, Argyle's social media following has increased by over 31 percent across all channels.



7.8M

Since the start of the 23/24 season, the Argyle website has received over 1.1 million visitors with over 7.8 million page views.



366.6M

Linear TV made up 366.6 million audience numbers, an increase of 83% from the 2022/23 season. Argyle has received over 160 hours of TV coverage, a rise of over 7,000 percent from the same period as last 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 Gold Family Excellence Award.



178M

Social media posts made by Argyle have received 187 million impressions since the start of the 23/24 season, with over 542,000 post engagements.



£186K

In TV News and features, brands have been exposed in over 3000 hours of footage, leading to a net sponsorship value of over £186,000.



THE COVERAGE

sky sports

2,160,000

Over 2.1m people tuned in to watch the six Argyle matches broadcast on Sky Sports during the 2023/24 season. 627,000 tuned in to see Argyle defeat eventual Champions Leicester, whilst over 334,000 tuned in for the our draw against Leeds United. A further 203,000 were watching for Argyle's 1-0 defeat of Rotherham.



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, including a record attendance of 26,456 for Take That's concert.



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.

FOLLOWERS

FACEBOOK

f 94,000

TWITTER

147,400

INSTAGRAM

108,000

YOUTUBE

28,900

TIKTOK

112,600

LINKEDIN

9,000



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



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.

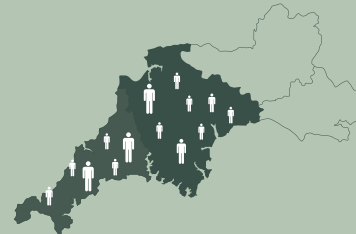
2 NATIONAL PARKS



AREAS OF NATURAL BEAUTY

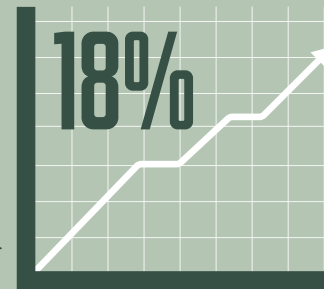
1.7M

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.



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



265,000

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.



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.



PARTNERSHIP OPPORTUNITIES

PRINCIPAL PARTNERS

Classic
Builders

GINSTERS[®]
ESTD 1967

PROJECT
35

VERTU

PUMA[®]

retain
ROOFING • ACCESS • ENERGY

OFFICIAL PARTNERS

PRINCESS
CRAFTED IN PLYMOUTH, ENGLAND

BOND
TIMBER

babcock[™]

PORTCULLIS[®]
LEGALS

BEACON
ELECTRICAL

Kawasaki
Powering your potential

Bidfood
Inspired by you

Biffa

TRIBUTE
CORNISH PALE ALE

WARD
WILLIAMS

SPORTFIVE

CT1[®]

AFFILIATE PARTNERS

The
Turmeric
Co.

APPLIED
NUTRITION

Nuffield
Health

PLYMOUTH
MARJON
UNIVERSITY

oote
ohtelligent



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.

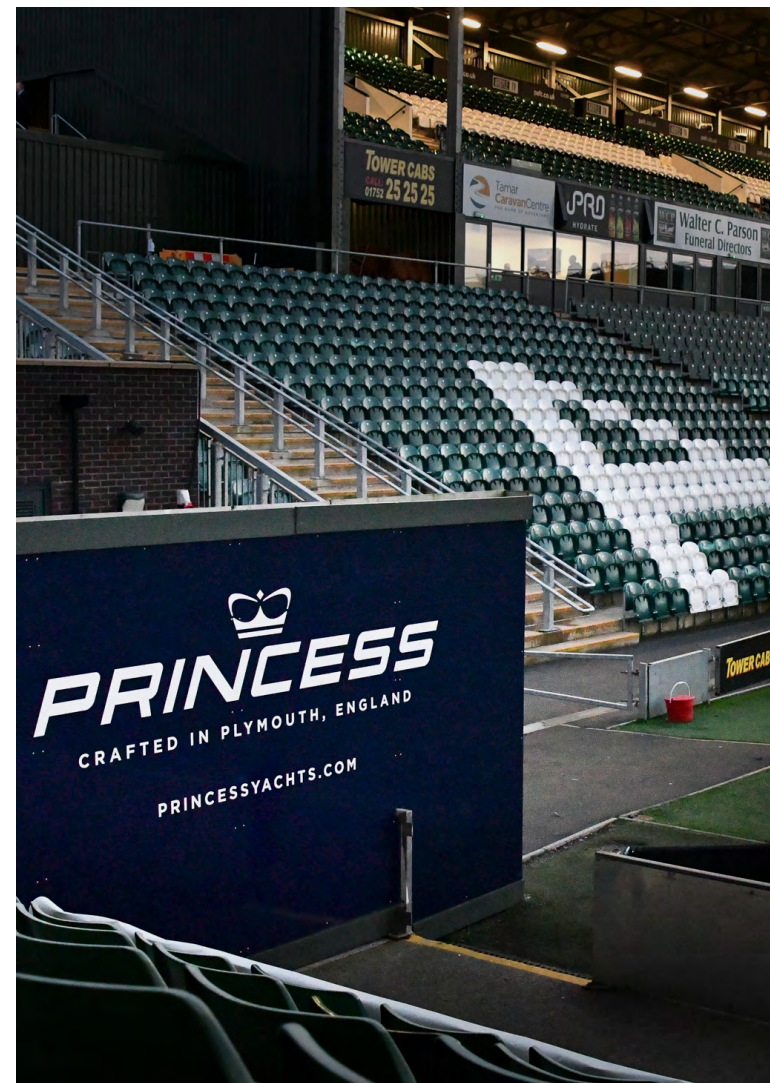
Just three months after the agreement was signed in January 2022, over 700 children of Princess' employees had already benefited from unforgettable matchday mascot experiences, half-term soccer schools, Easter Holiday multi-sport programmes and PAFC shirts.

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 CLASSIC BUILDERS

As a business made up of Argyle fans, Classic Builders understand what Argyle means to the local community and will be using the partnership as a chance to give back to the people of Plymouth, and beyond.

Classic Builders join Argyle as front of shirt sponsors and will be supporting two large scale projects in partnership with the Argyle Community Trust, working specifically on children's disability sport and a cancer recovery project. They will also gift the shirt sponsorship to St Luke's Hospice for a very special home match day.

Fred Bennetton, Classic Builders Director, added: "We're delighted to announce our sponsorship of Plymouth Argyle. As a local business, we take great pride in collaborating with those around us and exploring ways we can work with nearby communities.

"Argyle's dedication to developing local talent, supporting young people, and putting Plymouth on the map aligns perfectly with Classic Builders. We've been bringing family, friends, and clients to Home Park for years. To now see our name on the front of the home shirt is a dream come true."

Adam Brimacombe, fellow Director of Classic Builders, continued: "From day one of our talks with Argyle we were impressed by the entire club's approach. The sense of ambition, professionalism and dedication is truly inspiring. From breaking down social barriers through its Project 35 initiative, to its commitment to creating a positive legacy for Plymouth, we're very proud to sponsor such an inclusive and driven team.

ADVERTISING & SPONSORSHIP OPPORTUNITIES



R & IS HERE

SUPER

LLIS LEGALS®

DS *Lenny Spence*



TODAY'S
ATTENDANCE

16,734

SPONSORED BY



Kawasaki Precision Machinery

WE LOVE A BIT OF MFC

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

INVENTORY	SEASONAL COST
Attendance Sponsor	£3,950.00 (+ VAT)
Team News Sponsor	£3,950.00 (+ VAT)
Corner Sponsor	£3,950.00 (+ VAT)
Goal Sponsor	£3,950.00 (+ VAT)
Social Media Sponsor	£3,950.00 (+ VAT)
Replay Sponsor	£3,950.00 (+ VAT)
Previous Match Highlight Sponsor	£3,950.00 (+ VAT)
Timing Sponsor	£3,950.00 (+ VAT)
Half Time Sponsor	£3,950.00 (+ VAT)
Added Time Sponsor	£3,950.00 (+ VAT)
Birthday Message Sponsor	£3,950.00 (+ VAT)
Substitute Sponsor	£3,950.00 (+ VAT)

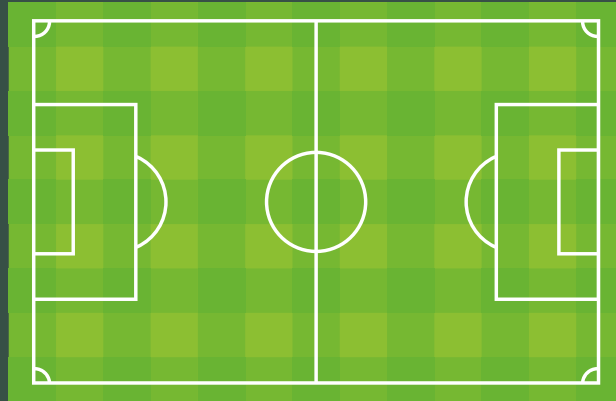
Individual advertising slots are 30 seconds long and sold as part of our pre-match show on The Big Screen, available for £3,950(+VAT) for the season.



PORTCULLIS LEGALS LYNDHURST ROAD STAND



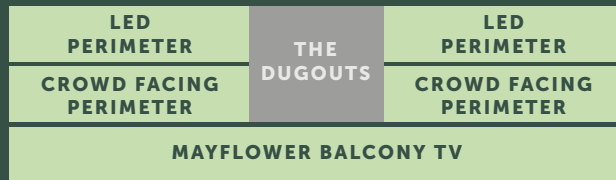
BABCOCK DEVONPORT END



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.

INVENTORY

SIZE

SEASONAL COST

LED Perimeter		£7,000(+VAT)
Mayflower Balcony	3.6m x 1.2m	£2,750(+VAT)
Mayflower (Crowd-Facing)	6.3m x 0.55m	£1,500(+VAT)
Lyndhurst (Pitch-Facing)	6m x 0.7m	£2,950(+VAT)
Horseshoe Upper	12.2m x 0.75m	£2,950(+VAT)
Horseshoe (Crowd-Facing)	6m x 0.7m	£1,500(+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.
- (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 throughout the year.

FREQUENCY

Seasonal

COST

£2,500(+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

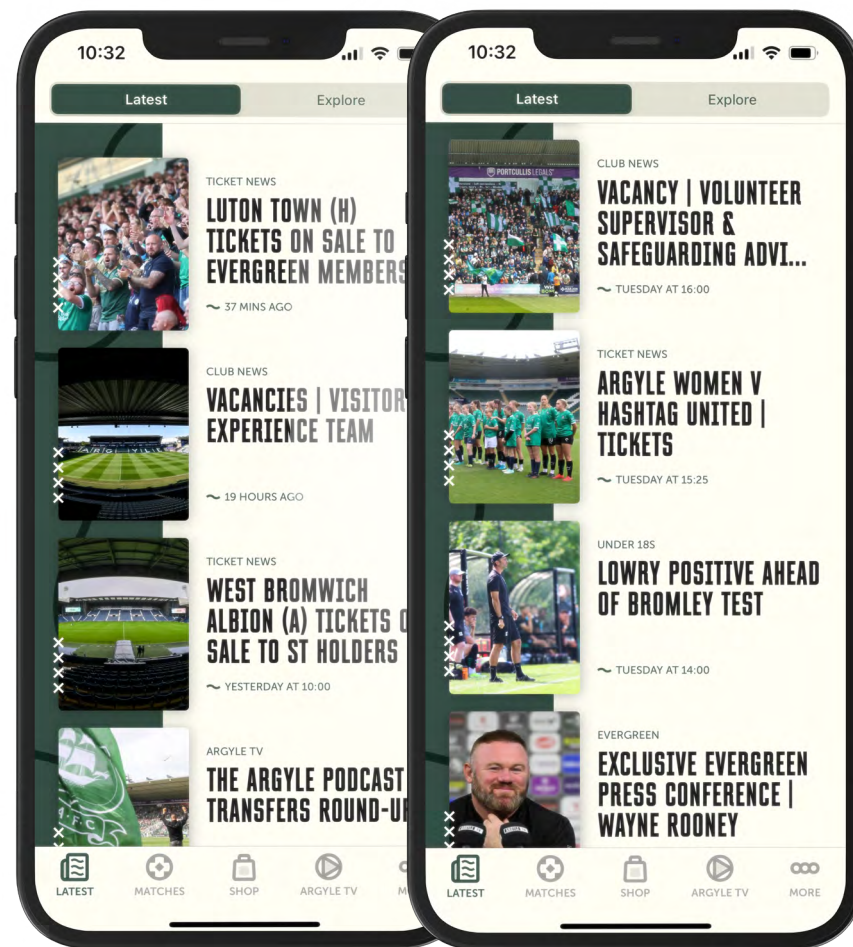
CITY COLLEGE PLYMOUTH

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.

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 thousands
of 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

👏 Safely through to Round Two!

#paafc



DIGITAL ADVERTISING OPPORTUNITIES

INVENTORY	COST
Match Report Sponsor	£3,950
Fixture Page Sponsor	£3,950
Match Highlights Sponsor	£3,950
Match-Day Moments Sponsor	£3,950
Pre-Match Press Conference Sponsor	£3,950
Full-Time Post Sponsor	£3,950
Poll (Player of the Match) Sponsor	£3,950
Line-Up Sponsor	£3,950
Website Banners	£3,950
30 Second Advert on Argyle TV	£3,950
Podcast Sponsor	£3,950
Podcast Quiz Sponsor	£3,950
Player of the Month/Season	£3,950
Academy Player of the Match Competition	£3,950
Tunnel Cam Sponsor	£3,950
Timing Partner on Argyle TV	£3,950
Moment of the Month	£3,950
Goal Post Sponsor	£3,950
Post-Match Press Conference Sponsor	£3,950

*all prices (+VAT)



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



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.
- 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.

INVENTORY

SEASONAL FEE

Complete Player Sponsorship	£1,500(+VAT)
Coach Sponsorship	£1,000(+VAT)
First Year Pro Sponsorship	£800(+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



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

MATCH DAY



Argyle Nexus Business Club members will be offered the opportunity to consult with club management on the running of the club through regular Nexus meetings, as well as exclusive first access to business and networking events at Home Park.

The full list our Nexus Associate tier benefits is below:

- Dedicated page in The Pilgrim - our match day programme
- Brand exposure on pull up banners, digital screens and on pafc.co.uk, with clickthrough links to Argyle Nexus members' websites.
- Networking meetings throughout the season.
- Two 24/25 Sky Bet Championship season tickets
- Discounts and promotions for season ticket holders

Our Full Nexus membership includes all of the above, plus three tables of ten for matchday sponsorship opportunities across the season (league only).

If you or your business are interested in joining the Argyle Nexus Business Club, or exploring the range of partnerships available at Home Park, please contact commercial@pafc.co.uk for more information.



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 partnered 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

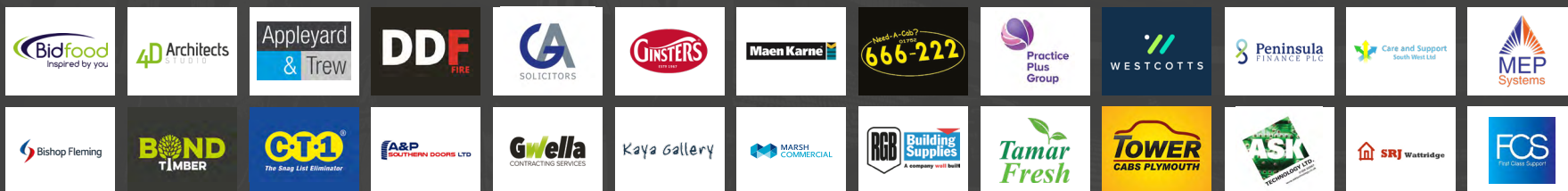
INVENTORY

Argyle Nexus membership

COST

£8,000 (+VAT)

2024/25 ARGYLE NEXUS MEMBERS



The Argyle Nexus Business Club, housed in the Mayflower Grandstand, offers businesses the opportunity to meet, bring clients, and socialise with other professionals at the city's leading sports, conferencing, and events facility.

It is the perfect time to be joining the Argyle network, with the club's list of conferencing, business and hospitality events growing in tandem with the Pilgrims' ambition to be a top six Championship side within five years.



**ARGYLE
NEXUS**
BUSINESS CLUB

ASSOCIATE TIER

- Dedicated page in The Pilgrim - our match day programme
- Brand exposure on pull up banners, digital screens and on pafc.co.uk, with clickthrough links to Argyle Nexus members' websites.
- Networking meetings throughout the season.
- Two 24/25 Sky Bet Championship season tickets
- Discounts and promotions for season ticket holders

£4,000⁺VAT

2024/25 ARGYLE NEXUS ASSOCIATE MEMBERS



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



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 match-day media. (programme, screens, PA, social media)
- Packages are based on ten guests, but can be tailored to suit any party size.
- Free parking.



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



INVENTORY	COST
Match Sponsorship (League fixture)	from £2,500 (+VAT)
Match Sponsorship (Cup fixture)	from £2,500 (+VAT)
Match Ball Sponsorship (League fixture)	from £2,500 (+VAT)
Match Ball Sponsorship (Cup fixture)	from £2,500 (+VAT)
Match Programme Sponsorship (League fixture)	from £2,500 (+VAT)
Match Programme Sponsorship (Cup fixture)	from £2,500 (+VAT)
Match Home Shirt Sponsorship	from £2,500 (+VAT)
Match Away Shirt Sponsorship	from £2,500 (+VAT)



WELCOME TO ARGYLE



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PLYMOUTH ARGYLE
2024/25 