



# PLYMOUTH ARGYLE WOMEN'S TEAM

COMMERCIAL OPPORTUNITIES 2024/25 SEASON

# WELCOME

**Plymouth Argyle Women's Team operate under the umbrella of Plymouth Argyle Football Club and are located in the city of Plymouth, in the county of Devon, in the South-West of England.**

Plymouth Argyle are also known as 'The Pilgrims' and the women's team compete in the FA Women's National League Premier Division South, which is the third tier of the women's football pyramid, two tiers below the Women's Super League (WSL).

The 2024/25 season has seen the integration of Argyle Women into the wider football club for the first time. Another huge step has been made, with the vast majority of Argyle Women's matches now being played at the 17,000 capacity Home Park Stadium.

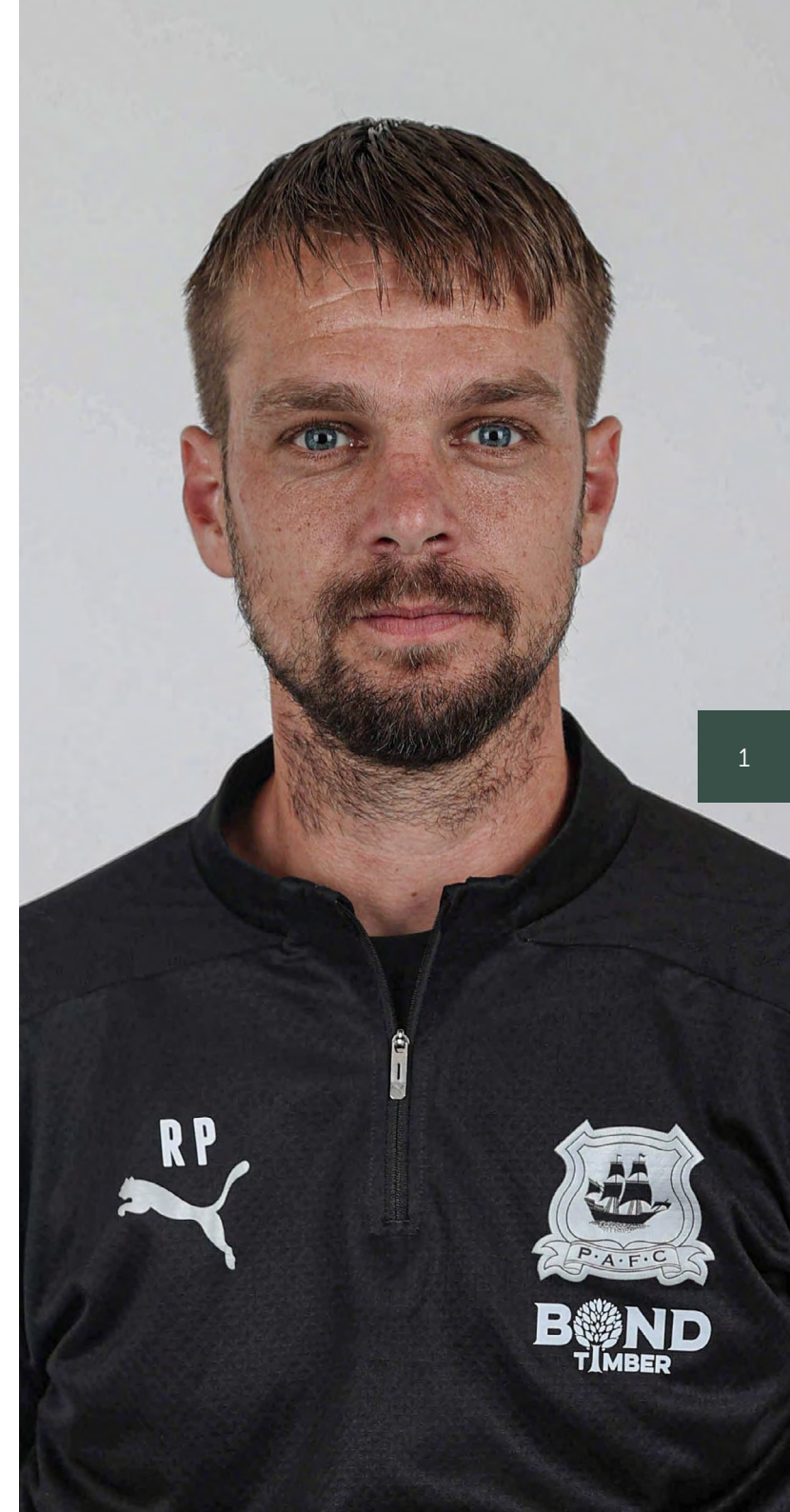
This has enabled the women's team to reach a wider audience and to experience the same matchday environment as the men's team.

There has never been a more exciting time to get involved with the Women's team at Argyle. Along with the team now playing the majority of their matches at the 'Theatre of Greens', the development of the Brickfields Sport Centre, now known as Foulston Park, will give the women's team dedicated state of the art facilities to train and develop into the very best players that they can be.

**Ryan Perks**  
Women's Team Manager



WOMEN'S TEAM  
COMMERCIAL OPPORTUNITIES





# PLAYER SPONSORSHIP

£550 (+VAT)

A great opportunity to get behind the team with one of our player sponsorship packages.

## Includes:

- Your name/business name on the women's player sponsors page on [pafc.co.uk](http://pafc.co.uk), the big screen on women's matchdays at Home Park, and on an external board at the Stadium
- Signed shirt from your chosen player at the end of the season
- Invitation to a special player sponsors' event during the season
- Two Season Tickets for all women's home league games

## Why choose this package?

Show your support for one of the Argyle Women's team players whilst receiving exclusive benefits in return.

You'll receive Argyle Women season tickets plus an invitation to our exclusive 'player sponsors event', highlighting your commitment to the continued progression of the Argyle women's team.

# LED ADVERTISING FOR WOMEN'S LEAGUE GAMES

£2,500 (+VAT) PER SEASON

## Includes:

- Guaranteed three-minute takeover of our LED system during every women's home league game played at Home Park. (minimum of 8 fixtures)

## Why Choose This Package?

Maximise your brand's visibility with extended LED takeovers throughout the season. This opportunity provides significant exposure at every home game, ensuring your brand is prominently featured to a broad audience of supporters.





8,500  
followers



6,300  
followers



7,200  
followers



1,100  
followers

# SOCIAL MEDIA ADVERTISING

An opportunity to advertise your business to our ever-growing following on social media. Select your favourite item from the inventory below and see your logo on each relevant social media post.

Inventory	Cost
Match Report	£1,000 + VAT
Match Reaction	£1,000 + VAT
Fixture News	£750 + VAT
Match Day Moments	£1,000 + VAT
Full Time	£1,000 + VAT
Goal	£1,000 + VAT
Team News	£750 + VAT
Dedicated Instagram story post pre kick-off per game	£750 + VAT

# MATCHDAY SPONSORSHIP

**£100 +VAT PER PERSON  
(MINIMUM OF FIVE PEOPLE  
PER MATCHDAY SPONSORSHIP)**

## Package Includes:

- Reserved table within the Tribute Players Lounge
- Reserved padded seats
- Match sponsor's logo to feature on the front cover of that fixture's matchday programme
- Full page advert in that matchday's programme
- Social media promotion
- Pasty and drink voucher
- Pitch-side photo opportunity





# BIG SCREEN SPONSORSHIP

**Take over the big screen and showcase your brand to hundreds of passionate fans at the women's game.**

This is your chance to make a big impact—literally. With your message displayed on the giant screen, your brand will be front and centre, reaching a captive audience of dedicated supporters and creating a lasting impression. This is the perfect opportunity to connect with the community and align your business with the excitement and energy of live sports and with the growth of the Women's game.

## **Includes:**

- A guaranteed total of advertising throughout pre-match, half-time, and full time
- High visibility: Your brand will be seen by everyone in the stadium.
- Community engagement: Support the team while connecting with a local and loyal audience.
- Memorable exposure: Big screens grab attention and make your message stand out.



THE BEACON ELECTRICAL MAYFLOW GRANDSTAND

PLYMOUTH ARGYLE FOOTBALL CLUB

THE BEACON ELECTRICAL MAYFLOW GRANDSTAND

ARG

YLE

HOME STADIUM



The background of the entire image shows two female football players from behind. They are wearing green football kits with white accents on the sleeves. The player in the foreground has her hair in a ponytail and is pointing her right index finger towards the right side of the frame. The kit she is wearing has 'WILSON' and the number '10' printed on the back. There is also a 'PROJECT 35' logo on the upper back of the kit. The background is a blurred outdoor setting, likely a football pitch.

# WELCOME TO ARGYLE

READY TO TALK?  
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