

ARGYLE BUSINESS CLUB





WELCOME TO THE NEW ARGYLE BUSINESS CLUB

A warm welcome to the brand-new Argyle Business Club, replacing Nexus, as we seek to provide local businesses, of all sizes, a platform to make connections within Plymouth and the wider South West.

The Argyle Business Club has been developed based on feedback from previous business clubs and seeks to bring like-minded businesses together through the football club. We will provide business' with the opportunity to meet, bring clients, and socialise with other businesses connected to the region's best supported football club.

From my own background, I am well aware of the impact of working with a respected well-known business like Argyle can have on businesses of all sizes, and the new Argyle Business Club helps support the club and deliver benefits for your business.

From feedback, we are aware of the challenges businesses face around corporate social responsibility and social value requirements, therefore we are proud to launch our 'Community Business Partner' tier

which gives back to the community whilst helping win new business including through social value in public procurement contracts. We are working directly with the Argyle Community Trust on delivering these programmes, utilising their experience delivering similar schemes for all business types from local SMEs to global businesses.

During the 2026/27 season, there will be a range of events all aimed to help you deliver an impactful return on your investment, whether that is through a community initiative, advertising, or at a matchday. The returns on involvement with Argyle are substantial as more eyes are on football.

Additionally, our partnerships are more diverse than ever, covering all sectors, allowing us to open networking opportunities for all Argyle Business Club members.

I hope you will join us on this journey we are on, and I look forward to meeting you in the months ahead.

Paul Berne
CEO



**YOUR BRAND.
OUR FANS.**

Alongside monthly networking events there are opportunities to drive brand awareness through your membership in the Argyle Business Club.

Monthly Networking

Every second Thursday of the month, Argyle Business Club will meet, usually at Home Park Stadium. Attendees will receive exclusive updates from senior leaders and football leadership from the club, receive city/region wide updates, and have the chance to network with other professionals.

Advertising

Reach a diverse, captive and passionate audience of over 16,000 on average every home game by amplifying your business at Home Park with matchday advertising.

Digital

Reach thousands of online followers and readers with our digital assets, extending your visibility beyond matchdays.

Experience

Entertain clients, reward employees, or engage with your customers with our matchday experiences from high-end hospitality to in amongst the Janners.

PROUDLY LOCAL. BIG IMPACT.

**OVER
365M**

impressions
per season on
social media

62K

subscribed
to our emails

**LARGEST
FOLLOWING
OF ALL SOUTH-
WEST CLUBS**

GOLD

in the EFL's
Family Excellence
Scheme

16,000+

attendees to
home matches

72.5%

of fans are
in the South-
West

10.9M

page views
on our website

600K+

followers on
social media

TIERS



JANNER

£750

+ VAT

INCLUDED

- Member of the Argyle Business Club
- Named on the dedicated Argyle Business Club page on the Plymouth Argyle Official Website
- 6x Networking Opportunities



SILVER

£3,500

+ VAT

INCLUDED

- Member of the Argyle Business Club
- Named on the dedicated Argyle Business Club page on the Plymouth Argyle Official Website
- 2x Season Tickets
- Matchday access to the Argyle Business Club Lounge for Category B & C fixtures only
- Advertising within the Argyle Business Club Lounge during fixtures
- 1x Social Media Post
- 6x Networking Opportunities



GOLD

£7,000

+ VAT

INCLUDED

- Member of the Argyle Business Club
- Named on the dedicated Argyle Business Club page on the Plymouth Argyle Official Website
- Matchday access to the Argyle Business Club Lounge
- 2x Season Tickets

ADVERTISING

SELECT THREE

- 1x Player Sponsorship
- 1x 30-second big screen advert
- 1x static crowd-facing advertising board
- 1x signed merch

DIGITAL

SELECT ONE

- 1x Seasonal half-page digital programme advert
- 1x Sponsorship of E-shot banner advert
- 1x Social media post

EXPERIENCE

SELECT ONE

- 2x Match sponsorships for 10 guests (*includes hospitality, bottle of bubbly for the table, branding, and photo with signed merch*)
- 2x Seasonal hospitality places (The View)
- 24x General Admission tickets (max 5 per game)

COMMUNITY BUSINESS PARTNER

£20,000

+ VAT

SOCIAL VALUE

- Argyle Community Trust-led initiative (potential social value of £20k)

INCLUDED

- Member of the Argyle Business Club
- Named on the dedicated Argyle Business Club page on the Plymouth Argyle Official Website
- Company logo on the Plymouth Argyle Official Website
- 15-minute presentation slot at one Argyle Business Club networking event
- Matchday access to the Argyle Business Club Lounge
- 2x Season Tickets

ADVERTISING

SELECT THREE

- 1x Player Sponsorship
- 2 minutes of LED advertising per home league fixture
- 1x Static crowd-facing advertising board
- 1x Signed merch
- 1x Seasonal full-page digital programme advert
- 1x Seasonal scoreboard banner advert

DIGITAL

SELECT TWO

- 2x Social media posts
- 1x Sponsorship of E-shot banner advert
- 1x Big screen stop-in-play advert (season)

EXPERIENCE

SELECT ONE

- 2x Match sponsorships for 10 guests (includes hospitality, bottle of bubbly for the table, branding, and photo with signed merch)
- 2x Seasonal hospitality places (The View)
- 40x General Admission tickets (max 5 per game)



ARGYLE COMMUNITY TRUST

Argyle Community Trust, our charitable arm, works in partnership with Community Business Partners of Argyle Business Club to deliver impactful community projects that support your Corporate Social Responsibility (CSR) and Social Value objectives.

Previous programmes have included employability workshops designed to support individuals who are not in education, employment or training (NEET) into sustainable employment. These initiatives have directly supported businesses in meeting their social value commitments, particularly when bidding for public sector contracts.

Under Factor NT3 of the National TOMs Framework for Social Value, each individual supported into employment through this activity generates a social value of £20,481.00, including a direct value to Government of £1,787.47 (8.73%).



WANT SOMETHING MORE BESPOKE?

We are happy to work with all brands on engaging our fan base through other methods such as e-shots, matchday activations, and more.

Get in touch with our team
commercial@pafc.co.uk
01752 302204



ARGYLE BUSINESS CLUB

CORE BENEFITS

Monthly Networking Events

Each month throughout the season, we will host a headline event providing you with key insights into sport and business.

Concourse Adverts

Our concourse advertising screens are positioned near entrances and kiosks to keep your brand top of mind when moving around the stadium or getting a refreshment.

ADVERTISING OPTIONS

LED Advertising

Get your brand seen by thousands of people watching the game across the world, live or highlights.

Big Screen Adverts

Our big screen can be seen by the majority of fans, showcasing your brand to our fans.

Crowd facing advertising boards

Show your brand to the fans at every match. Ensures your company is seen by passionate loyal fans.

Player sponsorship

Directly associate your brand with one of our players for the season with benefits such as recognition in our programme and online, a signed shirt, and an invite to the end of season event with the team.

DETAILS

EXPERIENCE

General Admission tickets

Experience the Green Army for league matches throughout the season. These are perfect for staff rewards too.

Match sponsorship

Become an official match sponsor and have a table of 10 in Club Argyle with benefits such as:

- Three course meal
- Premium padded seat
- Signed merchandise presented alongside a photograph

Seasonal Hospitality

Enjoy a pre-match meal in The View before heading to your padded seat to watch the games.

DIGITAL

Social media post

With over 600k followers across our social media platforms, a post can link directly to your other promotional activities for maximum impact. We will decide on the best platform for your business.

Advert on our website

Our website received over 10.9million page views last year, showcase your brand with an advert on our website.





STRUCTURED NETWORKING PROGRAMME

We are introducing a formalised, consistent networking schedule.

Members will gain access to monthly networking events held on the second Thursday of every month.

THESE WILL INCLUDE

- Player / Manager Q&A sessions
- General networking events with high profile keynote speakers
- Fixture release event
- Christmas networking event
- Summer social networking event
- Business Club Awards Night

Argyle Business Club will offer a predictable, high-quality networking calendar that builds stronger business connections throughout the season.



COMING SOON

**ARGYLE BUSINESS
CLUB LOUNGE**

**ARGYLE
BUSINESS
CLUB** 

COMMUNITY BUSINESS PARTNER

**ARGYLE
BUSINESS
CLUB** 

**ARGYLE
BUSINESS
CLUB** 

**ARGYLE
BUSINESS
CLUB** 

All prices stated are exclusive of VAT.
All packages and opportunities are subject to availability.
In the event that a specific item is unavailable, the club reserves
the right to offer a suitable alternative of equal value.