



PLYMOUTH ARGYLE

COMMERCIAL
OPPORTUNITIES 2026/27

be part of something bigger





*There has never been
a more exciting time
to partner with Argyle.*

As the club continues to grow on and off the pitch, we are building something that goes far beyond football - a club rooted in its community, driven by ambition, and supported by one of the most passionate fanbases in the country.

From record attendances to growing digital reach and national exposure, Argyle offers a powerful platform for brands looking to connect, engage, and grow.

But what truly sets Argyle apart is the emotional connection. This is a club that represents its people, its city, and its region.

When you partner with Argyle, you are not just gaining visibility.

You are becoming part of something that matters.

WHY PARTNER WITH ARGYLE?

- Record-breaking attendances and a loyal, engaged fanbase
- Significant national and international exposure across broadcast and digital
- Rapidly growing social and digital platforms
- Strong community presence and regional influence

A fanbase that doesn't just follow the club - it lives it.

16,000+
Average Attendance

60,000+
Email Database

600,000+
Social Following

395M
Impressions
per season





THE ARGYLE DIFFERENCE

A Club at the heart of its community

Argyle is more than a football club. It is a shared identity across Plymouth, Devon, and Cornwall.

Generations of supporters follow the club with pride, creating a connection that is deeply personal and enduring.

From matchdays at Home Park to community programmes across the region, Argyle plays a central role in people's lives.

That connection creates something powerful for partners - the opportunity to engage with audiences in a way that is authentic, trusted, and meaningful.

**Argyle is not just seen.
It is felt.**

The Argyle Business Club brings together a growing network of local and national businesses.

It provides:

- Access to premium hospitality
- Networking opportunities throughout the season
- A platform to build meaningful business relationships

Enhance your partnership and become part of the Argyle business community.

ARGYLE BUSINESS CLUB



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COMMERCIAL OPPORTUNITIES

ARGYLE

STADIUM ADVERTISING

High-impact matchday visibility

Showcase your brand in front of a captive audience at Home Park and across broadcast coverage.

Groundboards

Upper Horseshoe - £2,750
12,192mm x 736mm

Lyndhurst Touchline - £2,750
6,096mm x 698mm

Horseshoe Crowd Facing - £1,000
6,096mm x 698mm

Mayflower Balcony - £2,750
3,657mm x 1,220mm

Mayflower Crowd Facing - £1,000
6,300mm x 555mm

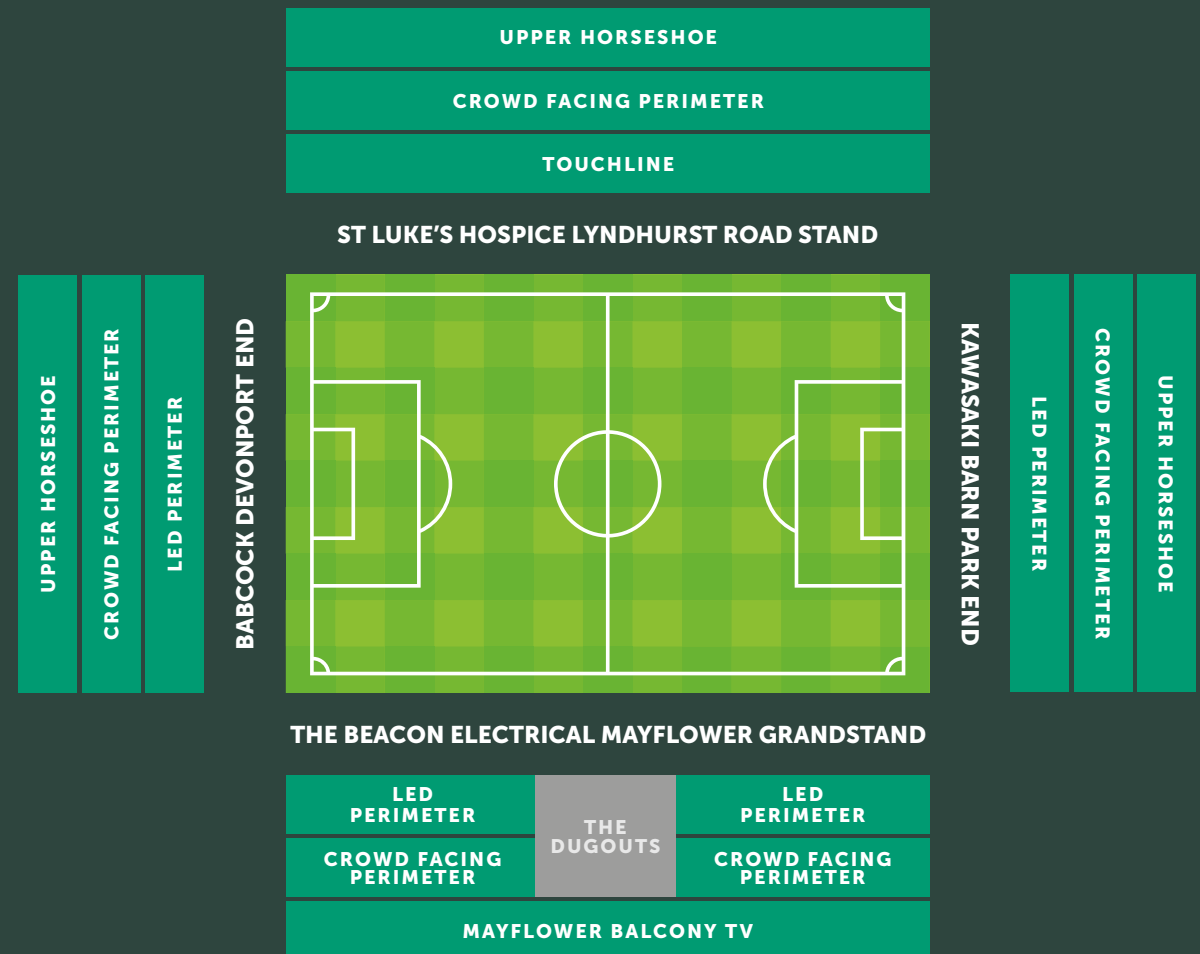
LED Advertising

Men's Fixtures - £3,500

Women's Fixtures - £750

In-House Design - £350

Consistent, high-frequency exposure across every matchday.





FULL TIME

Presented by
YOUR LOGO HERE



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BIG SCREEN SPONSORSHIP

Engage fans in real time

Advert – £1,500

Match Moments – £2,000

Moments include:

Goal | Corner | Replay | Attendance
Timing | Added Time | Birthday
Substitution | Scoreboard

**Put your brand at the centre of key
matchday moments.**

MATCHDAY SPONSORSHIP

A premium matchday experience

Men's Fixtures – from £2,000

Includes:

- Match / Ball / Programme / Shirt sponsorship options
- Hospitality experience
- Table for 10 people in Club Argyle, a three course meal, and a bottle of bubbly on arrival*
- Padded seating
- Dugout tour and photo opportunity
- Signed and framed item presented by POTM on the day
- Player of the Match selection*
- Brand exposure and matchday branding opportunities

*subject to availability



Women's Fixtures – from £250

Includes:

- Match / Ball / Programme / Shirt sponsorship options
- Hospitality experience

Reserved table in the Captain's Lounge for four guests, an afternoon tea experience featuring a complimentary drink on arrival, unlimited tea and coffee, a selection of finger sandwiches, freshly baked scones, mini cakes and sweet treats

- Padded seating in the Directors Box
- Dugout tour and photo opportunity
- Signed and presented matchday item
- Player of the Match selection*
- Brand exposure and matchday branding opportunities

*subject to availability

A more personal, accessible way to experience Argyle.



PLAYER & STAFF SPONSORSHIP

Align your brand with the people representing Argyle on and off the pitch

Men's Coach – £1,000

Women's Coach – £500

Men's Player – £1,500

First Year Professional – £850

Women's Player – £750

Includes:

- Programme recognition
- Digital exposure
- In-stadium branding
- Annual sponsor dinner

WOMEN'S FOOTBALL

Be part of the growth

With a run to the play-off final in 2025/26, support the continued development of Argyle Women and align your brand with a growing and ambitious team.

Supporting Partner – £5,000

- Bespoke package
- Player appearances
- Matchday hospitality
- Official partner recognition
- Digital exposure





ACADEMY & DEVELOPMENT

Support the next generation

Academy Sponsorship

- Associate your brand with future talent
- Community and development focused
- Packages available on request

Kit Sponsorship

- Front of Shirt – Price on application
- Shorts – £1,500

Align your brand with the future of Argyle.

COMPETITION OPPORTUNITIES

Be part of some of the biggest moments

Cup competitions bring a different level of energy, exposure, and attention.

From knockout drama to high-profile fixtures, these moments often reach audiences well beyond the regular season.

Across the Men's, Women's, and Academy programmes, Argyle may compete in a range of domestic cup competitions throughout the season, creating additional opportunities for visibility and engagement alongside league fixtures.

While participation and progression vary each season, these competitions regularly provide the potential for standout occasions, increased exposure, and memorable moments.

Available Opportunities

- Matchday sponsorship (competition fixtures)
- Sleeve sponsorship (subject to availability)
- LED and big screen advertising

- Hospitality and guest experiences
- Bespoke activations around key fixtures

Why It Matters

Competitions create moments that define seasons - unexpected results, big occasions, and wider attention.

For partners across all areas of the club, this means:

- Broader reach beyond league audiences
- Enhanced visibility during high-profile fixtures
- Stronger emotional connection with supporters

These are opportunities to be part of the moments that matter - across every level of the club.

Pricing

Packages vary depending on fixture, competition, and stage.

Price on application





OFFICIAL PLYMOUTH ARGYLE FOOTBALL CLUB GOLF DAY

EVENTS & EXPERIENCES

Exclusive access beyond matchday

Pre-Season Corporate Golf Day

- Team – £650
- Hole – £200
- Event – Price on enquiry

Pre-Season Tour - from £1,500

Includes:

- Travel
- Accommodation
- Dining
- Unique experiences

Build relationships through shared experiences.

FLEXIBLE SPONSORSHIP & COMMUNITY SUPPORT

Working with Argyle Community Trust

The Argyle Community Trust delivers a wide range of programmes across Plymouth, Devon, Cornwall, and further afield, using the power of football to support local people and communities.

Its work includes health and wellbeing initiatives, disability sport, education and employability programmes, grassroots football development, and projects that promote inclusion and tackle social isolation. Through schools, community hubs, and targeted outreach, the Trust ensures Argyle has a positive impact well beyond matchdays.

Bespoke Community Partnerships

Bespoke packages can be developed to directly support this work, aligning your business with specific community themes or initiatives such as education, health, inclusion, or grassroots participation.

Social Value & CSR

Partnerships can provide a clear way to demonstrate social value and support CSR commitments, with tangible impact in the local area.

Wider Impact

Alongside community benefit, these partnerships can also help strengthen employee engagement, create meaningful staff involvement opportunities, and enhance brand reputation through visible, positive contribution to the region.



BESPOKE PARTNERSHIPS

Build a partnership around your business

For brands seeking deeper impact, we create tailored partnerships aligned to your objectives.

Start with a Core Asset, for example

- Training Ground
- Argyle TV
- Club Argyle
- Facilities and venues naming rights

Build Around It

- Stadium branding
- Hospitality
- Digital exposure
- Argyle Business Club access



Amplify Your Reach

Extend your partnership beyond visibility to create meaningful impact across your business:

- Brand amplification across social media, email, and digital platforms
- Content and storytelling opportunities that bring your brand to life
- Employee engagement through access to tickets, hospitality, and exclusive experiences
- Reward and recognition opportunities that motivate and retain your workforce
- Pride in association with a club that represents its community and values
- Recruitment advantage, using your partnership to attract talent and stand out as an employer
- Client engagement through memorable shared experiences
- Community alignment, demonstrating your commitment to the region

This is about more than visibility - it's about embedding your brand within Argyle and using the partnership to deliver real value across your people, your customers, and your business.



WHY IT WORKS

Partnering with Argyle allows you to:

- Engage your workforce through shared experiences
- Strengthen relationships with clients and partners
- Increase brand visibility locally and nationally
- Align with a club that has real community impact

**You are not just advertising.
You are becoming part of Argyle.**



LET'S BUILD YOUR PARTNERSHIP

All prices in this brochure exclude VAT.

To find out more or discuss opportunities,
email commercial@pafc.co.uk

ARGYLE