



PARTNERSHIP
OPPORTUNITIES
2026/27



Welcome to Gateshead.

Thank you for your interest in partnering with Gateshead Football Club as we continue our journey to reclaim the place in the English Football League that the town lost in 1960.

Partnering with “the Heed” is about more than sponsorship. It is an investment in the future of Gateshead. It is a statement of belief in Gateshead as a distinctive place, with its own identity, character and way of doing things. And it is a show of support for a football club that has consistently punched above its weight at the highest level of non-league football.

Since reforming in 1977, the club has spent 25 of its 50 seasons at the pinnacle of the non-league game, competing in what is now the National League. Throughout that time, we have competed on an even footing with clubs boasting significantly greater profiles, resources and fanbases.

We have taken on – and beaten – clubs such as Luton Town, Wrexham, York City and AFC Wimbledon, both on the road and at our home, Gateshead International Stadium (GIS).

We have gone toe-to-toe with the likes of Charlton Athletic and West Bromwich Albion in the FA Cup, played at Wembley three times, and lifted major honours along the way, including the National League North title in 2022 and the FA Trophy in 2024.

We are more than a football club, and partnering with us is more than a sponsorship.

It is an opportunity to put your business in front of passionate supporters, local communities and national audiences, all while demonstrating that you are proud to be associated with Gateshead: as a town, as a football club and as a community.

Our partnership packages are designed to deliver genuine commercial value and meaningful brand exposure through matchday visibility, digital promotion, premium hospitality and high-profile fixtures.

Whether your objective is to grow your brand, engage with new audiences, strengthen your presence in the local community or simply support a club and town you believe in, there is an opportunity for you here.

Join us.



Why Partner With Gateshead FC?

Put Your Brand at the Heart of a North East Success Story.

Partnering with Gateshead FC offers more than sponsorship. It creates a powerful platform to elevate your brand, engage new audiences, and demonstrate commitment to the local community.

Growing Matchday Audiences.

Expected aggregate attendance of 100,000 across the season.

Extensive Digital Reach.

Gain exposure to a highly engaged online audience of 50,000+ followers across the club's digital and social media channels.

Regional & National Media Coverage.

Benefit from regular exposure through leading broadcasters including BBC Look North, BBC Final Score, Sky Sports News, ITV Tyne Tees and BBC Radio Newcastle.

National Cup Competitions.

Increased visibility through participation in the FA Cup and FA Trophy, creating opportunities for national exposure and significant media interest.

Worldwide Streaming Coverage.

National League fixtures are broadcast globally via DAZN, extending your brand reach far beyond matchday audiences.

Premium Commercial Opportunities.

A range of sponsorship packages including:

- Kit Sponsorship.
- Matchday advertising.
- Match and Ball sponsorship.
- Hospitality experiences.

Support the Future of Gateshead.

Align your business with an ambitious football club that is driving community engagement, sporting success, and regional pride.



Kit sponsorship

A place on the Gateshead FC matchday kit represents one of the club's most visible and recognisable commercial partnership opportunities.

Worn by our players throughout the season, the kit puts your brand at the heart of the action: on the pitch, in the stands and across the wider football community.

Produced in collaboration with our Official Technical Kit and Fanwear Partner, **HOPE+GLORY**, our distinctive matchday kits are designed to deliver year-round exposure for your brand, both on and off the pitch.

Our kit will be worn by the first team throughout the full complement of 46 National League fixtures, in addition to cup competitions including the FA Cup, FA Trophy, National League Cup and Durham Challenge Cup, delivering consistent visibility across the season, both at matches and beyond.

2026/27 home kit

This all-new bespoke design calls back to one of Gateshead's much-loved home shirts of the past, echoing the half-and-half collared black and white strip from the 1993/94 season to bring a retro Heed favourite into the modern era.

Front-of-shirt sponsorship for the 2026/27 season has already been secured by our long-standing partners, Gateshead Central Taxis, and we are delighted to continue our relationship with them. If you would like to explore front-of-kit sponsorship for future seasons, or sleeve / back-of-shirt opportunities for 2026/27, please get in touch.



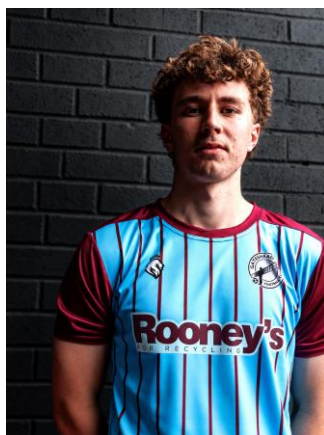
2026/27 away kit

Another all-new bespoke design sees Gateshead sporting claret and blue on the road, in keeping with the club's traditional away colours.

Claret covers the neckline, sleeves and shoulders, in addition to providing a contrast to the shirt's blue torso with a pinstripe pattern stretching down to the shirt's hem.

Front-of-shirt sponsorship for the 2026/27 season has already been secured by another long-standing partner, Rooney's Recycling.

If you would like to explore front-of-kit sponsorship for future seasons, or sleeve / back-of-shirt opportunities for 2026/27, please get in touch.



2026/27 third kit

Finally, our third kit for 2026/27 is a bespoke 'uniquely Gateshead' design featuring several local landmarks.

Please contact us for a discussion about partnering with us on this unique opportunity.



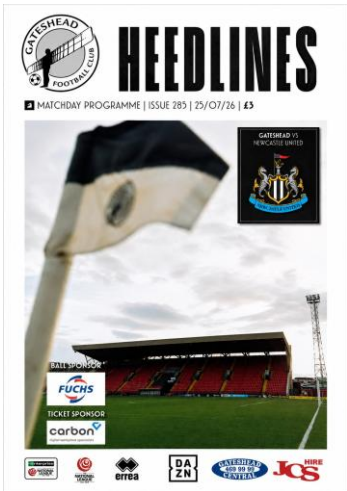
Pitchside and programme advertising

For season-long matchday visibility, you may be interested in advertising at home matches at the GIS, with packages available as follows:

Full-page, season-long advertising in our high-quality matchday programme, *HeedLines*, is available for **£900+VAT**, with a half-page option available for **£500+VAT**.

At an average home match we produce 300 copies of HeedLines, with this number significantly inflated at games against clubs with substantial away followings.

Meanwhile, pitch-side advertising is available for **£600+VAT** for the full season, bringing your brand to the attention of our loyal matchday supporters.



One-off matchday sponsorship

If you're interested in a one-off, rather than season-long, approach, one of our matchday packages may appeal:

Matchday / Man of the match sponsorship

Prices start at £300+VAT with hospitality places starting at £40+VAT per person.

Match ball sponsorship

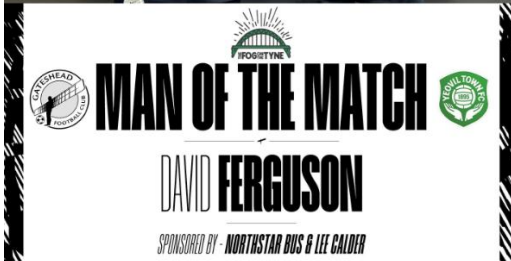
Prices start at £200+VAT with hospitality starting at £40+VAT per person.

Packages include:

- Your business logo featured on the cover of our matchday programme.
- PA announcements highlighting your sponsorship.
- Social media announcements advertising you as match sponsor.
- Presentation to the Man of the Match.
- Signed match ball or shirt.
- Discounted hospitality places for your fixture.

Mascot:

This costs £100+VAT with hospitality places starting at £40+VAT per person.



Hospitality

Whether you're entertaining clients, rewarding employees, or promoting your business, our exclusive sponsorship packages provide outstanding hospitality and brand exposure.

The exact hospitality experience will vary depending on the nature and time of the fixture, but you and your clients / colleagues can expect:

- Access to the EuroVent Hospitality Suite at the Gateshead International Stadium.
- Doors opening 1-2 hours before kick-off.
- Complimentary copy of our matchday programme, HeedLines.
- Complimentary team-sheet.
- A hot/cold meal served before kick-off.
- Exclusive access to post-match presentations and manager/player interviews.
- Reserved seating in the comfortable director's area of the Tyne and Wear stand at the GIS, right on the halfway line.
- Paid bar remaining open after the match.

Tickets for individual matches start at £40 per person, with table packages and hospitality season tickets (National League and National League Cup games only) available.



Digital campaigns

With a growing digital community of supporters and partners, Gateshead FC provides an effective platform for reaching a passionate and engaged audience, including:

- 59,000 followers on Facebook.
- 46,000 followers on X (formerly Twitter).
- 29,000 followers on Instagram.
- 5,800 subscribers on YouTube with more than 2m historical views.
- A dedicated mailing list of 8.25k supporters with a 10% open rate.

A professional and high-quality website (<http://www.gateshead-fc.com/>) through which supporters engage with news stories, merchandise and ticket sales.

Through our digital channels, we can help showcase your brand, share your messages and create meaningful connections with supporters and communities throughout the season and beyond.

These might include partnering with us on, for example:

- Ticket sales.
- Match highlights.
- Transfer announcements.
- Competitions.

We would welcome the opportunity to discuss bespoke partnership opportunities tailored to your objectives and explore how we can work together to deliver mutual value.



Player sponsorship

For businesses looking to align their brand with the club in a more personal and affordable way, player sponsorship offers a unique opportunity to support Gateshead FC's first-team squad while increasing your visibility among our supporter base and across England, throughout the season.

The 2026/27 squad combines exciting emerging talent with experienced professionalism as the club seeks to build on a strong second half to the 2025/26 campaign.

Over the past decade, Gateshead FC has earned a reputation for identifying and developing talented players, providing a platform for many to progress into the English Football League following successful spells at the GIS.

Whether you already have a favourite player or simply want to back our next success story, player sponsorship allows your business to be associated with an individual member of the squad and to share in their journey throughout the season.

Full-season player sponsorship is available at a cost of £220 (including VAT) per kit (home or away).



As a player sponsor, your company will benefit from recognition across a range of club channels, including:

- Inclusion in every edition of our HeedLines matchday programme.
- Branding on your chosen player's profile page on the club website.
- Recognition in relevant social media content, including player features and goal celebrations throughout the season.

In addition, sponsors will receive a range of exclusive end-of-season benefits:

- A signed match-issued shirt from your chosen player.
- A signed photograph or matchday programme.
- Two tickets to our End of Season Awards Evening.

SPONSOR YOUR FAVOURITE PLAYER!

 PETE JAMESON FRASER MACDONALD & JACKIE WILSON (H) SPONSOR ME! (A)	 PRESTON LEECH SPONSOR ME! (H) SPONSOR ME! (A)	 ADAM DESBOIS p-t-s power tool services www.p-t-s.co.uk (H) SPONSOR ME! (A)
 BRAD NICHOLSON DAVID COATES (H) SHANNAN & WAYNE SMITH (A)	 JOE GRAYSON POPPY & TABATHA WALDEN (H) ARTHUR BROWN (A)	 BEN RADCLIFFE GATESHEAD SUPPORTERS CLUB (H & A)
 CARTER MILMORE KCB KC ENGINEERING BEARINGS (H) GATESHEAD COLLEGE (A)	 KENTON RICHARDSON LIV WALDEN (H) TOR HUTCHISON (A)	 BEN WILLIAMS MICK THOMPSON (H) SPONSOR ME! (A)
 LOUIS STOREY 'MISERABLE LES' (H) SKYE EDMINSON (A)	 DAVID FERGUSON Northstar (H) LEE CALDER (A)	 JOSH HOME LEAM LANE PHARMACY (H) PROTEIN, MEAT-BALLS & PASTA (A)
 KEATON WARD SPAINISH SERVICES (H) ASH DYE (A)	 SAM BOWEN THE GARCIA-FORDS (H) SPONSOR ME! (A)	 FENTON JOHN ARTHUR BROWN (H) FHW ELECTRICAL (A)
 TYRELLE NEWTON JONNY HENRY HYPNOTHERAPY (H) SPONSOR ME! (A)	 CONNOR PANI Difference Group (H) SPONSOR ME! (A)	 HARRY CHAPMAN TRACY & TONY HARRIS (H) p-t-s power tool services www.p-t-s.co.uk (A)



Beyond matchday

The visibility of our partnerships extends far beyond those inside the stadia we play in:

Every National League fixture is streamed live on DAZN, giving your brand exposure to audiences watching across the UK and internationally.

Professional match photography featuring the Gateshead FC kit is regularly published across regional and national media, including *The Non-League Paper*, *The Sunday Sun*, *The Evening Chronicle*, *The Journal* and *The Shields Gazette*, both in print and online.

Match highlights, interviews and club content shared across Gateshead FC's digital and social media channels further amplify the reach of your brand throughout the season.



More than a club – our Supporters Society and Foundation

In addition to a commercial partnership with Gateshead FC itself, your company also has the opportunity to support the work of two dynamic not-for-profit organisations that play a vital role in the club's success and its impact across the local community.

Established in 2019, the **Gateshead FC Supporters Society** became a shareholder in the club the following year and today holds approximately 11% of the club's shares. As well as representing the voice of supporters at board level and beyond, the Society organises a wide range of fan engagement initiatives and produces its own range of Gateshead FC merchandise.

Powered by a dedicated team of volunteers, the Society makes an invaluable contribution to the day-to-day life of the club. From enhancing the matchday experience to strengthening the connection between the club and its supporters, its work is an essential part of what makes Gateshead FC special.

Businesses can support the Society by purchasing one or more Pitch Squares. From just £10 for the entire season, your company name and/or website will be featured in every edition of the HeedLines matchday programme, as well as on both the Society's and the club's websites.

Individuals can also become members of the Society from £10 per month (£12 per year for under-18s), helping to ensure supporters continue to play an active role in the club's future.



 **£842**

Talk-In with Lee Cattermole, Ben Clark
& Martin Smith **plus** NUFC Signed Football Raffle

RAISED FOR
GATESHEAD FC SUPPORTERS SOCIETY

Thank you!



The **Gateshead FC Foundation** is the club's registered charity (no. 1175544), delivering a wide range of programmes that use the power of football to inspire, educate and improve lives across Gateshead.

From junior football camps and educational initiatives to walking football sessions for the over-50s and activities for D/deaf and hard of hearing children, the Foundation engages people of all ages and backgrounds, creating lasting social impact throughout the community.

Businesses and individuals can support the Foundation through donations or by developing bespoke partnerships tailored to their objectives. Whether through staff volunteering, player appearances, sponsorship of specific programmes or larger charitable contributions, there are many ways to make a meaningful difference while strengthening your organisation's connection with the local community.

To find out more about supporting the Supporters Society or the Gateshead FC Foundation, or to discuss bespoke partnership opportunities, please contact our Commercial Team or visit the relevant websites: www.gfcsoul.co.uk and www.gfc-foundation.org.uk





NATIONAL LEAGUE 26 / 27

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AFC FYLDE / ALDERSHOT TOWN / ALTRINCHAM / BARROW / BOREHAM WOOD / BOSTON UTD
 CARLISLE UTD / EASTLEIGH / FOREST GREEN ROVERS / GATESHEAD / FC HALIFAX TOWN
 HARROGATE TOWN / HARTLEPOOL UTD / HORNCHURCH / KIDDERMINSTER HARRIERS
 SCUNTHORPE UTD / SOLIHULL MOORS / SOUTHEND UTD / SUTTON UTD / TAMWORTH
 WEALDSTONE / WOKING / WORTHING / YEOVIL TOWN





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