



PARTNER PROGRAMME

A NEW ERA



IN PARTNERSHIP WITH THE PIATAKS

**Becoming a partner of Carlisle United is more than just a sponsorship opportunity;
it's an invitation to join us in an exciting new chapter!**

“We're embarking on a transformative journey, and we want you to be a part of it every step of the way.

Picture this – a £5 million renovation of our club facilities, breathing new life into Brunton Park.

Imagine sleek new sky boxes offering unparalleled views of the pitch, providing an exclusive vantage point for you and your guests to enjoy the thrill of the game.

Envision a £5 million state-of-the-art training facility, where tomorrow's football stars hone their skills, showcasing your commitment to excellence.

New hospitality venues will cater to fans and guests alike, elevating the matchday experience to new heights. And let's not forget the vibrant new fan zone areas, where supporters can come together to celebrate their passion for the game.

By becoming a Carlisle United partner, you're putting your brand at the heart of this exciting transformation.

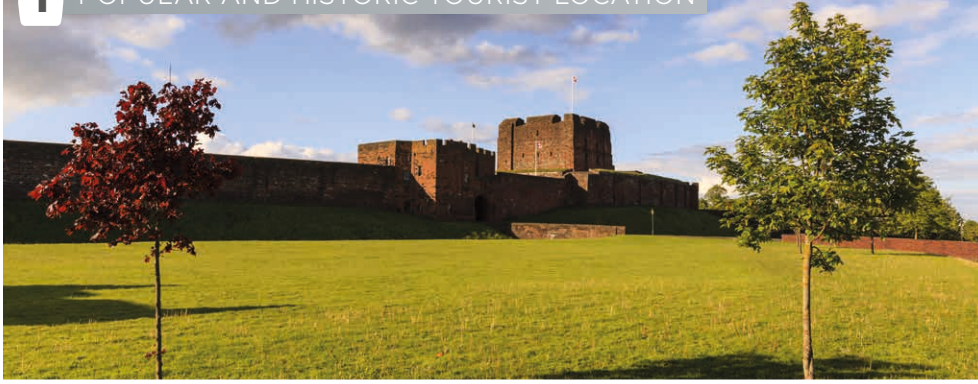
Whether you're looking to engage with new customers or strengthen relationships with existing clients, Carlisle United offers a unique platform to showcase your brand and foster community spirit.

**So why wait? Join us on this incredible journey and become a part of Carlisle United's new era.
Together, we'll create memories that last a lifetime and forge a legacy that extends far beyond the pitch.”**

THE PIATAK FAMILY

WHY CARLISLE UNITED?

1 POPULAR AND HISTORIC TOURIST LOCATION



2 WINNING MENTALITY



3 REGIONAL BUSINESS CAPITAL



4 PREMIER EVENTS DESTINATION



5 CONNECTED BUSINESS NETWORK

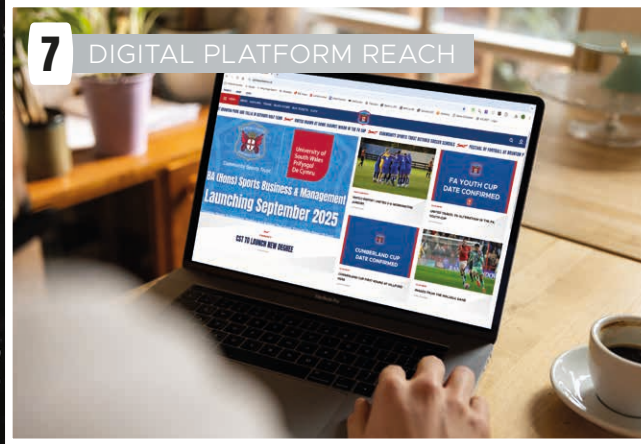


WHY CARLISLE UNITED?

6 AT THE HEART OF OUR COMMUNITY



7 DIGITAL PLATFORM REACH



8 DEVELOPING FUTURE TALENT



9 CAMPAIGN LED COMMERCIAL PARTNERSHIPS



10 #1 SPORTING BRAND AND ORGANISATION IN THE REGION



WHY BECOME A CARLISLE UNITED PARTNER?

Be part of Carlisle United's new era under the Piatak family, come on this incredible new journey and experience it alongside us.

Put your brand at the heart of the United matchday experience.

Build engagement and affinity with new and existing customers and clients.

Reach fans within Brunton Park, across Cumbria, and beyond.



CARLISLE UNITED'S PARTNER PROGRAMME



HISTORICAL FACTS

CARLISLE UNITED
was founded and
joined the Lancashire
Combination League

1904

1909

First game played
at Brunton Park

Promoted for
the first time

1962

1928

The club joined the
Football League

A record attendance for
Brunton Park, 27,603 in
the FA Cup 5th round
versus Middlesbrough

1970

1972

A 3-2 away win
over AS Roma in the
Anglo-Italian Cup

Lost 1-0 to Birmingham
City through an extra
time "Golden Goal" in
our first ever Wembley
appearance

1995

1974

Promotion to the first
ever top tier of English
football. Consecutive
victories over Chelsea,
Middlesbrough and
Tottenham saw United
top of the league

8th May 1999, on-loan
goalkeeper Jimmy
Glass scores in the
95th minute in the final
game of the season to
keep the Cumbrians in
the Football League

1999

2006

United achieve
back-to-back
promotions from
the conference to
League One

Promoted to Sky Bet
League One after
a dramatic penalty
shootout win over
Stockport County
at Wembley in the
play-off final

2023

2011

Won the Johnstone's
Paint Trophy thanks
to a 1-0 victory over
Brentford



**POPULATION
OF CARLISLE**

74,196

**POPULATION
OF CUMBRIA**

500,800

**ATTENDANCE
AVERAGE 2023/24**

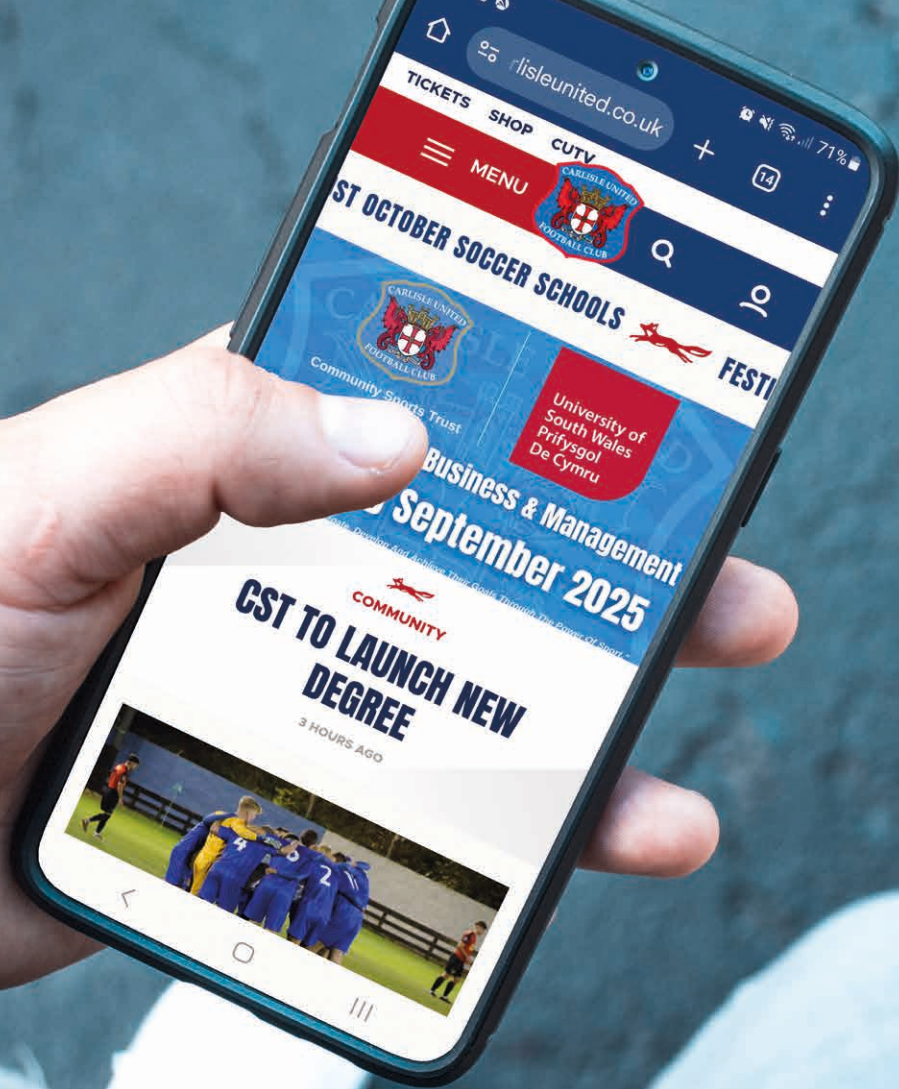
8,004

**MATCH STREAMS
2023/24**

17,791

**MINIMUM 20
LIVE MATCHES
ON SKY SPORTS+
IN 2024/25**





SUBSCRIBERS & FOLLOWERS

 104k

 94k

 43k

 12k

 25k

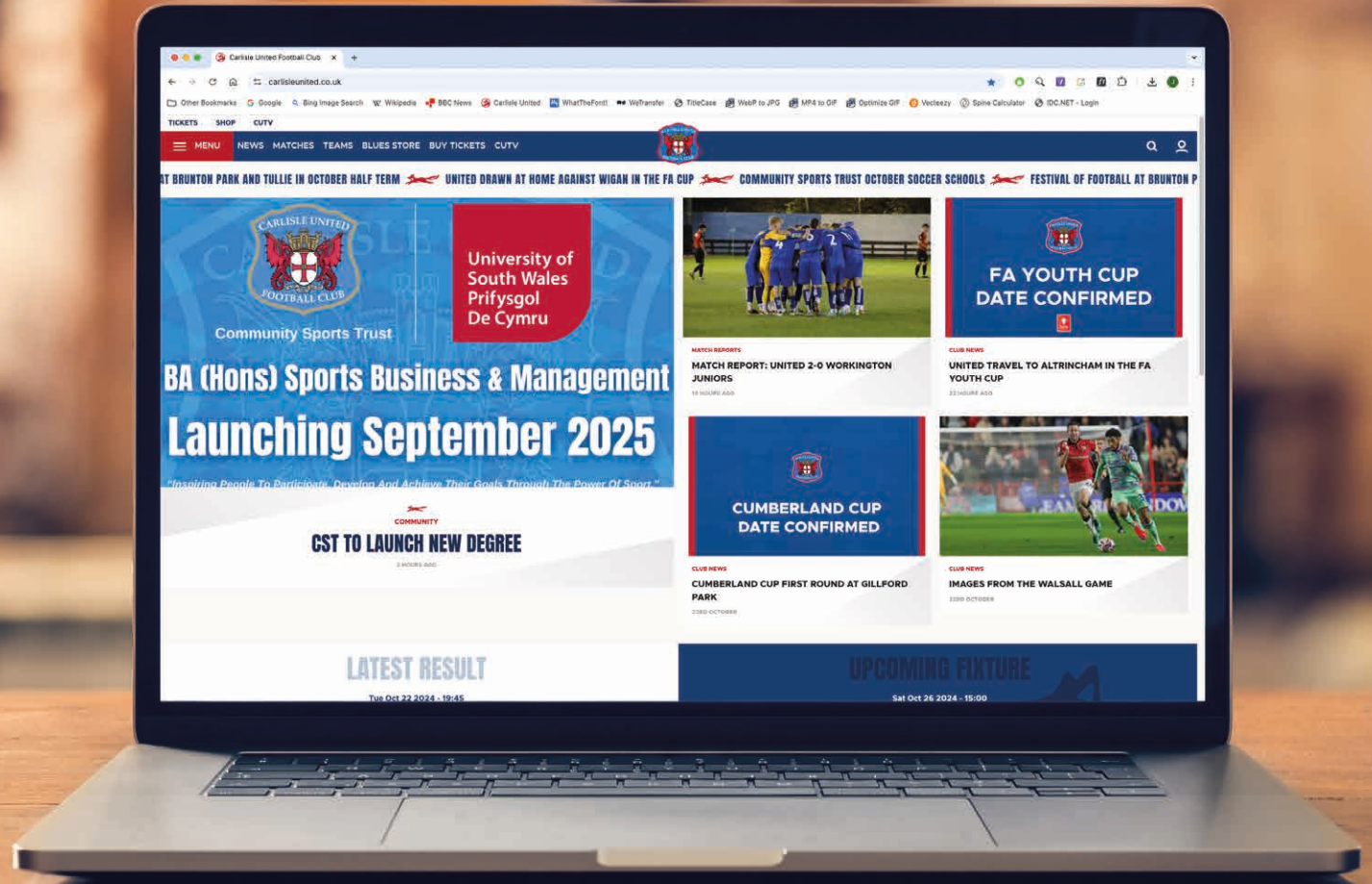
CARLISLEUNITED.CO.UK
WEBSITE
TRAFFIC

616k

CRM
DATABASE

12,500
businesses

Source: Google Analytics





COMMERCIAL OPPORTUNITIES



**TV-FACING
PITCHSIDE
LEDS**

**YOUR YOUR YOUR YOUR YOUR
AND BRAND BRAND BRAND BRAND BRAND**

EXCLUSIVE PARTNER EVENTS

Tickets to exclusive partner events





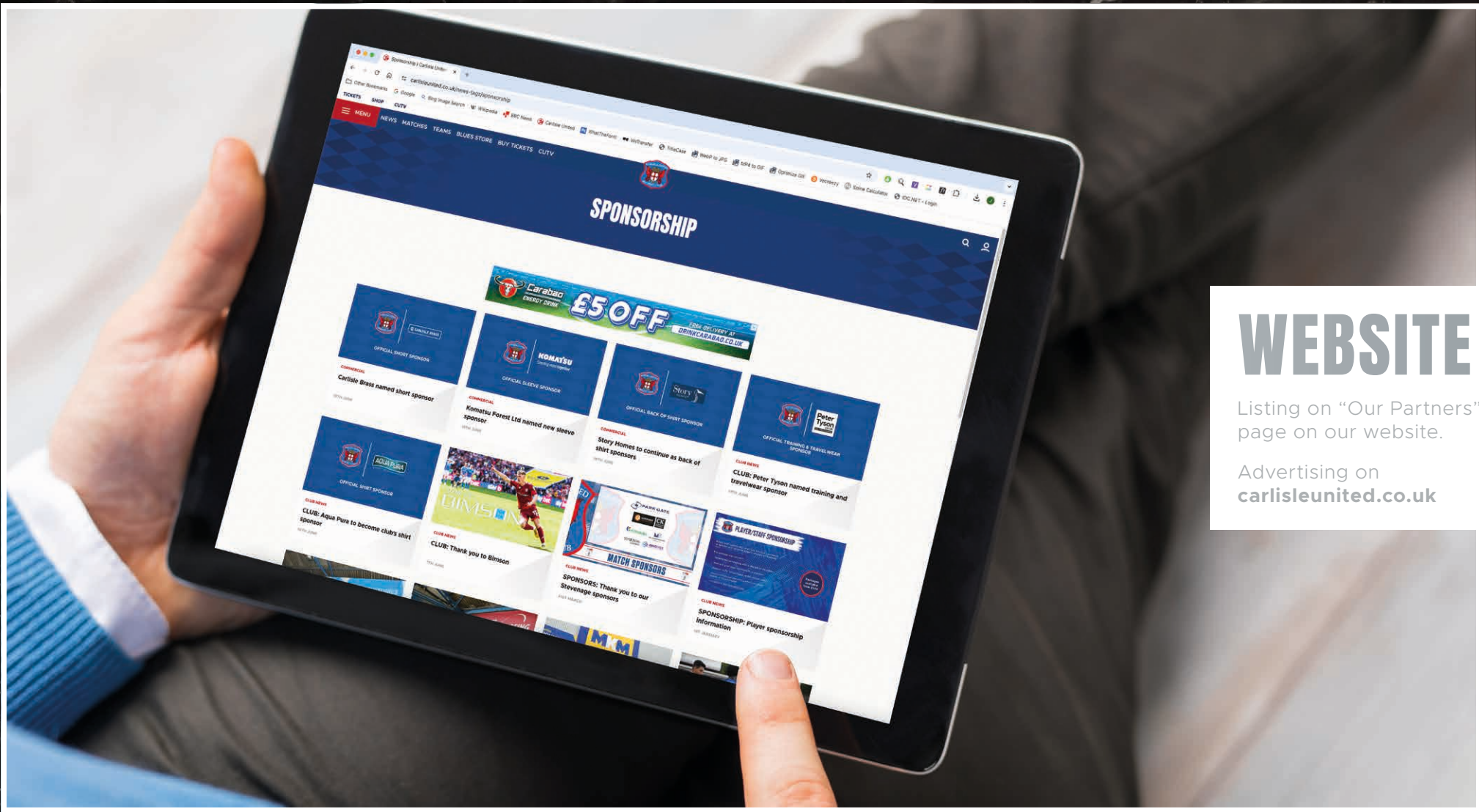
PARTNER LOGO

Use of partner logo



HOSPITALITY & MATCH TICKETS

To entertain clients and staff at home league games



WEBSITE

Listing on "Our Partners" page on our website.

Advertising on carlisleunited.co.uk



SIGNED MERCHANDISE

Signed merchandise which could be used as giveaways for your staff or customers.

DIGITAL SCOREBOARD & FAN ZONE BIG SCREEN

Shared advertising on game day





PRESS RELEASE

1x press release distributed
across club channels.

PLAYER AND MANAGER VISIT

Player and Manager visit for an event or
the launch of the partnership





BUSINESS LOGO ON CLUB COLLATERAL

Your logo on club interview backdrop, email footers and letterhead



ADVERTISING BOARDS

Pitchside, inside the ground and within the stadium footprint



PARTNER PROGRAMME SUMMARY



	BUSINESS CLUB	BUSINESS SUPPORTER	ASSOCIATE PARTNER	CLUB PARTNER	PRINCIPAL PARTNER	EXCLUSIVE PARTNER
Use of partnership status	✓	✓	✓	✓	✓	✓
Use of partnership logo	✓	✓	✓	✓	✓	✓
Pitchside perimeter board		✓				
Link to business page from our website					✓	✓
1904 owners table invite*						✓
Boardroom invite*				✓	✓	✓
Legends invite			✓	✓	✓	✓
Launch website article			✓	✓	✓	✓
Launch player visit					✓	✓
Launch social media advert				✓	✓	✓
Signed merchandise			Ball	Ball	Shirt	Framed Shirt
Player visit for an event					✓	✓
E-shot to CRM					✓	✓
Camera-facing LED time per-match			1 Minute	2 Minutes	3 Minutes	4 Minutes
Hospitality discount 10%	✓			✓	✓	✓
Digital scoreboard and big screen				✓	✓	✓
Tickets per season			10	20	30	40
Events programme					✓	✓
Priority for new commercial deals					✓	✓
Business logo on backdrop					✓	✓
Business logo on letterhead						✓
Business logo on email footer						✓
PACKAGE FEE	£1K + VAT	£2.5K + VAT	£3K + VAT	£5K + VAT	£10K + VAT	£20K + VAT

* car parking provided







THANK YOU!

CARLISLE UNITED FOOTBALL CLUB

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