



LONDON CITY LIONESSES

COMMERCIAL PARTNERSHIPS



WELCOME TO THE PRIDE

Self-made in the capital and uniquely independent, London City Lionesses are our city's very first independent women's professional football club. Fresh, brave and innovative, we are a new sporting institution, for a new football era.

We are built to last and geared for success with a will to win. We embody the resilience, diversity, ambition and can-do, attitude of the city we are proud to represent and call home. We're empowered by our teammates and our fans (collectively The Pride) to be the best, but without ever losing touch with the joy that football brings.

OUR VALUES

PROFESSIONALISM

Ensuring that as a club, we are reliable, consistent and honest in all that we do.

RESPECT

Treating everyone with respect irrespective of seniority. To always meet the standards of conduct and behaviour required by the club

INTEGRITY

Implementing an ethical culture that permeates throughout our club

DISCIPLINE

Creating a culture of focussed and can do attitudes throughout all levels at the club.

EMPOWERMENT

Promoting women's sense of self-worth, and their ability to determine their own choices



MISSION

To be the leaders of change within women's football and to establish the first, women's only football stadium in the UK, that will serve as a beacon for women's empowerment.

VISION

To lead the commercial and social development of women's football. Creating a dynamic global identity in order to better serve young women both on and off the pitch.

MESSAGE FROM OUR FOUNDER & CHAIRWOMAN

By demonstrating that things can be done differently, our innovative and proactive approach to how we get things done is something that I'm immensely proud of. It's really an incredibly exciting time to be immersed in women's football.

We're taking the necessary steps to implement a top-tier level of football on and off the pitch, which is built to last decades and ultimately, win honours.

At the heart of our strategy, is quality football and that is our number one aim. We have put together a team of talented players to ensure that London City will still be around in 150 years. Our values as a club have allowed us to recruit players who match our level of dedication and ambition - continuing to build on the really strong foundation of talent at the club.



PRINCIPLE PARTNER



FRONT OF SHIRT TITLE SPONSOR*

- ◆ Your logo printed on the front of our home and away shirts.
- ◆ 10 complimentary tickets to every home game.
- ◆ Interior stadium signage.
- ◆ Full page and prime placement within our matchday programme.
- ◆ Online and Social Media PR.
- ◆ Matchday experience opportunities.
- ◆ Home and away shirt signed by the 1st team squad.
- ◆ Mascot and Flag bearer opportunities.
- ◆ Invitation to relevant club events outside of matchdays.
- ◆ Logo placement on relevant digital content.

* Opportunity has the potential to include first team, academy teams and training kit apparel.

GOLD PARTNERS



SHIRT SLEEVE TITLE SPONSOR

- ◆ Your logo placed on the sleeve of our home and away shirts.
- ◆ Interior stadium signage.
- ◆ Half page advert in our matchday programme.
- ◆ Online and Social Media PR.
- ◆ Matchday experience opportunities.
- ◆ Mascot and Flag bearer opportunities.
- ◆ Logo placement on relevant digital content.
- ◆ 5 complimentary tickets to every home game.

BACK OF SHORTS TITLE SPONSOR

- ◆ Your logo placed on our home and away shorts.
- ◆ Interior stadium signage.
- ◆ Half page advert in our matchday programme.
- ◆ Online and Social Media PR.
- ◆ Matchday experience opportunities.
- ◆ Mascot and Flag bearer opportunities.
- ◆ Logo placement on relevant digital content.
- ◆ 5 complimentary tickets to every home game.

GOLD PARTNERS



BACK OF SHIRT TITLE SPONSOR

- ◆ Your logo placed on the lower back of our home and away shirts.
- ◆ Interior stadium signage.
- ◆ Half page advert in our matchday programme.
- ◆ Online and Social Media PR.
- ◆ Matchday experience opportunities.
- ◆ Mascot and Flag bearer opportunities.
- ◆ Logo placement on relevant digital content.
- ◆ 5 complimentary tickets to every home game.

FIRST TEAM TRAINING KIT TITLE SPONSOR

- ◆ Your logo placed on the front of our home and away shirts.
- ◆ Interior stadium signage.
- ◆ Half page advert in our matchday programme.
- ◆ Online and Social Media PR.
- ◆ Matchday experience opportunities.
- ◆ Mascot and Flag bearer opportunities.
- ◆ Logo placement on relevant digital content.
- ◆ 5 complimentary tickets to every home game.

MATCHDAY SPONSOR



Matchday sponsorship package includes:

- ◆ Five matchday tickets
- ◆ Three matchday car park passes.
- ◆ Pre-match food and half-time refreshments in our hospitality room.
- ◆ Choose the player of the match and present the award.

Advertising benefits:

- ◆ Name and logo on social and online match content.
- ◆ PA announcements throughout the match.
- ◆ Name and logo on the front of our matchday programme.
- ◆ Full page advert in our matchday programme.
- ◆ Name printed on the official team sheet.
- ◆ Logo to be featured on the in stadium digital scoreboard.

FIRST TEAM PLAYER SPONSORSHIP



LONDON LEVEL

- ◆ Two season tickets.
- ◆ Signed player photo.
- ◆ Name/Logo added to the player profile on our website.
- ◆ Name/Logo included in our matchday programme profile.
- ◆ 5% discount on merchandise purchases.

CITY LEVEL

- ◆ Four season tickets.
- ◆ Signed player photo.
- ◆ Name/Logo added to the player profile on our website.
- ◆ Half page advert in our matchday programme.
- ◆ 7.5% discount on merchandise purchases.
- ◆ Player meet and greet at a home game.

LIONESSE LEVEL

- ◆ Six season tickets.
- ◆ Signed player photo.
- ◆ Name/Logo added to the player profile on our website.
- ◆ Full page advert in our matchday programme
- ◆ 10% discount on merchandise purchases.
- ◆ Player meet and greet at a home game.
- ◆ Invitation to attend an open training session.