



GET IN TOUCH TODAY

01204 488112 | [www.boltonarena.com](http://www.boltonarena.com) | [business@boltonarena.com](mailto:business@boltonarena.com)  
Bolton Arena, Arena Approach, Horwich, Bolton, Lancashire, BL6 6LB



**BOLTON ARENA**

SPONSORSHIP  
& ADVERTISING



# BE A PART OF OUR COMMERCIAL PARTNERSHIP PROGRAMME

**Expose your business on a local, regional and national level.**

Bolton Arena presents an incredible opportunity to tailor your involvement and maximise your exposure.

We're proud of our unwavering commitment to provide world-class facilities & opportunities for all sections of the local and wider community. This passion is driven by our objective to promote, encourage and increase participation in sport and other activities to support a healthy active lifestyle.

## OUR MISSION

**To provide world class facilities, programmes & events that inspire people of all ages, backgrounds and abilities to follow a lifelong passion for sport and healthy activities.**

## OUR VISITORS ARE YOUR CUSTOMERS

**OVER  
1,200,000**  
VISITORS EVERY YEAR

**110,000**  
GYM MEMBER VISITS  
PER YEAR

**25,500**  
CONFERENCE DELEGATES  
PER YEAR

**21,600**  
EVENT ATTENDANCE  
PER YEAR

**750**  
GYMNASTIC  
CLUB MEMBERS

**120**  
REGISTERED  
FOOTBALL TEAMS

**10,000,000**  
PASSING TRAFFIC  
PER YEAR

**11,000,000**  
VISITORS TO  
NEIGHBOURING RETAIL  
PARK PER YEAR

**400,000**  
FOOTBALL FANS VISITING  
BOLTON WANDERERS FOOTBALL  
CLUB EVERY SEASON

**639,000**  
USERS OF THE NEIGHBOURING  
HORWICH PARKWAY TRAIN STATION  
PER YEAR

**2,200,000**  
POPULATION OF THE CORE  
CATCHMENT AREA

**3700**  
MONTHLY EMAILS SENT

**127,500**  
UNIQUE WEBSITE VISITORS  
PER YEAR

**6,800**  
TWITTER FOLLOWERS

**4,500**  
FACEBOOK LIKES,  
WITH 2.6K VIDEO VIEWS

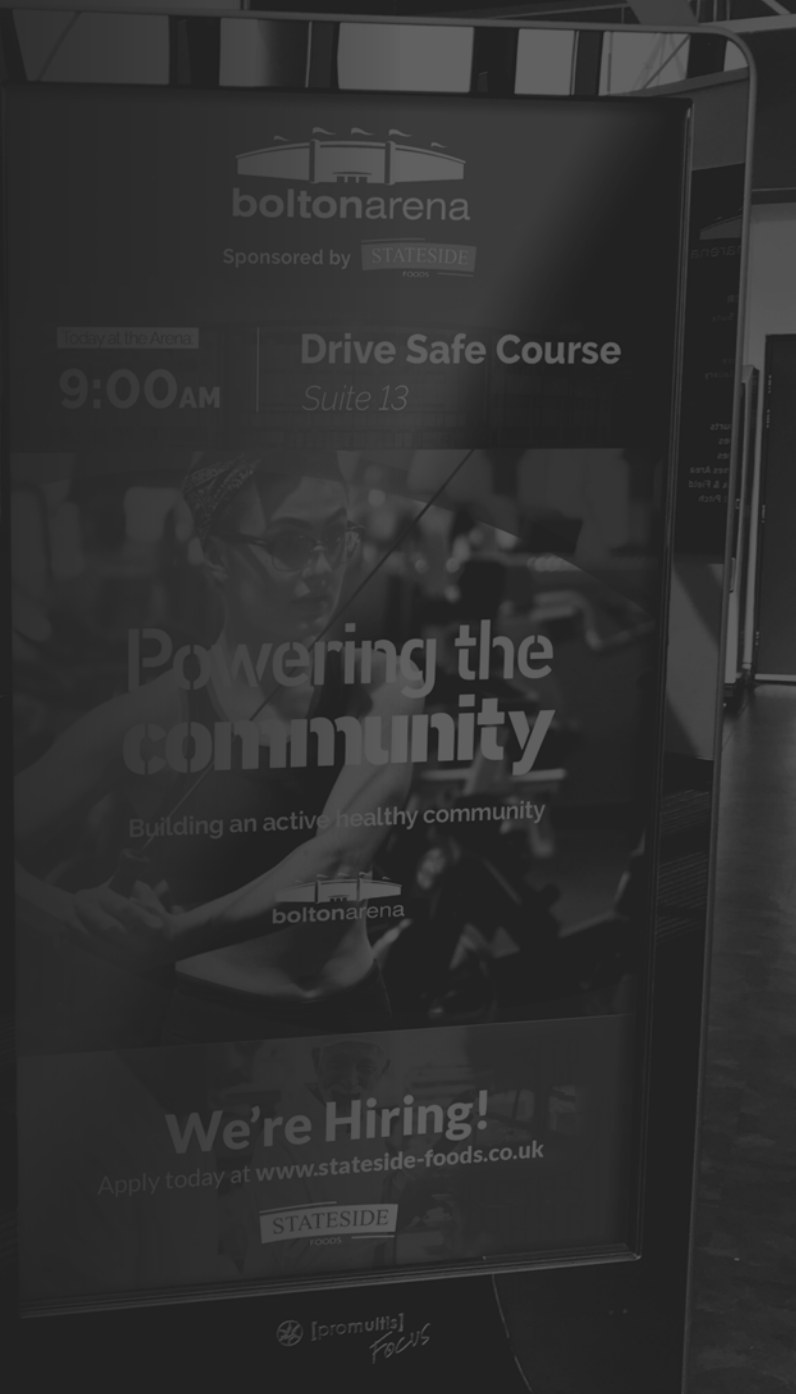


# HIGH IMPACT ARENA-WIDE PLATFORM

**Bolton Arena is changing the way you can reach visitors & beyond, with a fully integrated commercial platform that puts your brand at the heart of health, fitness and entertainment.**

By becoming a partner, you won't be simply purchasing advertising inventory, you will build engagement through driving affinity to make our visitors your clients, whilst also enhancing the image of your business through association to the health and fitness industry.

Our cross-channel platform brings together the strengths of every communication channel in the venue and, at its heart, a powerful digital Arena display network..



## INNOVATIVE CROSS CHANNEL PLATFORM



### ARENA TV SCREEN

Interact with our customers throughout the venue

### WELCOME SCREENS

Reach 1.2 million Bolton Arena visitors

### MAIN HALL ADVERTISING BOARD

Maximise the power of your message

### GYM SCREENSAVERS

High impact advertising during workouts



### WEBSITE & SOCIAL MEDIA

Extend the conversation directly to our online community

### OUTDOOR PITCH

Engage directly with our sports clubs and teams

### INTERNAL ADVERTISING BOARD

Reinforce your message

### EMAIL NEWS BANNER ADVERTS

Interact with local business and our customers before they arrive



# BECOME A COMMERCIAL PARTNER

Launch your brand to a wider audience by receiving unparalleled brand exposure through digital advertising and create brand loyalty within the local community.

Choose a partnership that suits the needs of you & your business and unlock some phenomenal benefits.

## CARBON PACKAGE

An excellent entry to Bolton Arena partnership programme, increase your brand exposure through digital and traditional advertising opportunities.

## GRAPHITE PACKAGE

Graphite partnerships offer excellent value, bringing your brand closer to the Arena. You'll have access to a wide range of benefits including digital and traditional advertising locations around the venue.

## TITANIUM PACKAGE

As a Titanium partner, you'll receive the very best value and incredible brand exposure. As part of an elite group of partners you'll access the most exclusive benefits such as an arena wide digital take over, main hall advertising and gym equipment advertising.

# PACKAGES

Entrance Welcome Screen
Gym Equipment Screen Savers
Arena TV – Reception
Arena TV – Café
Arena TV – Gym
Arena TV – Main Hall
Main Hall Advertising Board
Football Advertising Board
Internal Advertising board
Partners Page – Website
Media release – Website
B2B Email Banner Advert
B2C Email Banner Advert
Social Media Posts
Conference room usage
Washroom Banners
Complimentary Gym Memberships
Gym Challenge Sponsorship

## CARBON PACKAGE

### Items included

-  
-  
✓  
✓  
✓  
✓  
-  
1  
-  
1  
2  
-  
2  
2  
2  
5  
-  
-

£1,000+VAT

## GRAPHITE PACKAGE

### Items included

-  
✓  
✓  
✓  
✓  
✓  
-  
1  
1  
1  
4  
2  
4  
4  
4  
8  
2  
-

£2,000+VAT

## TITANIUM PACKAGE

### Items included

✓  
✓  
✓  
✓  
✓  
✓  
1  
2  
1  
1  
6  
4  
6  
6  
6  
10  
2  
2

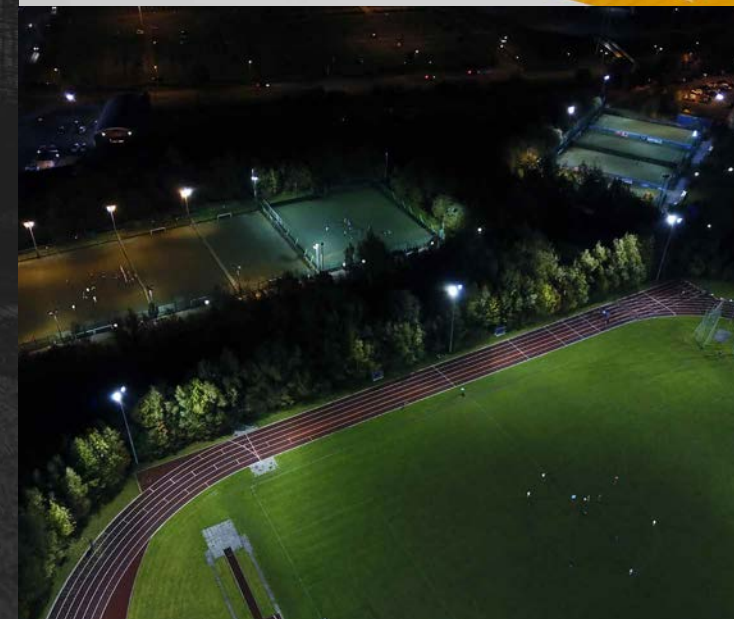
£3,500+VAT



# FOOTBALL SPONSORSHIP

We play host to over 2,500 footballers per week, attracting an extremely wide and diverse audience covering all our outdoor areas. With 120 registered league teams playing in our weekly leagues the well-established programme attracts a diverse audience. Our professionally organised league programmes includes, business leagues, youth leagues, 5-a-side, 6-a-side and 9-a-side.

As well running a successful league programme, we provide training facilities for over 70 local clubs, combining semi-professional teams, grass roots clubs and social hires. This also attracts supporters and parents to our outdoor areas. Sponsorship of football allows for extensive advertising across all our pitches and offers fantastic brand awareness and engagement with the local community.



## FOOTBALL SPONSORSHIP

INCLUDES:

Headline Sponsorship Of Bolton Arena Football

Company Logo On Staff Uniform

Company logo On All Social Media Assets

Extensive Pitch Advertising Space

Pitch Entrance Welcome Boards

Gym Equipment Screensaver

Arena TV Advertising

Internal Advertising board

Partners Page - Website

Media Releases x 6

B2B Email Banner Advert x 4

B2C Email Banner Advert x 6

Social Media Posts x 6

Conference Room Usage x 6

Washroom Banners x 10

Complimentary Gym Memberships x 2

Gym Challenge Sponsorship x 2

**£7,500 • VAT PER YEAR\***

\*Minimum 3 year contract



# Tennis Sponsorship

Bolton Arena is one of 13 LTA regional player development centres throughout the UK and the only centre in the North-West. Our highly regarded programme includes over 400 junior players training weekly from ages 3-18, with 100 of these players included in our performance programme training here at least 3 times per week. Performance players travel regionally, nationally and internationally to compete in regular tournaments, representing Bolton Arena Tennis Academy. Our expert coaching team provide a high standard of tennis coaching, strength and conditioning and nutrition with the ultimate aim to send players to the US on fully paid scholarships, with an average of 4 performance players a year achieving this.

Our Adult Programme consists of 60 players, participating in our weekly social sessions and club nights.

Throughout a calendar year, we host a number of county, national & International tournaments with over 300 competitors converging on Bolton Arena from across the globe.

## FULL TENNIS SPONSORSHIP

INCLUDES:

Headline Sponsorship Of Bolton Arena Tennis
Company Logo On Coaches & Players Training Kit
Company Logo On All Social Media Assets
Gym Equipment Screensaver
Arena TV Advertising
Main Hall Advertising Board
Internal Advertising Board
Football Advertising Board
Partners Page - Website
Media Releases x 6
B2B Email Banner Advert x 4
B2C Email Banner Advert x 6
Social Media Posts x 6
Conference Room Usage x 6
Washroom Banners x 10
Complimentary Gym Memberships x 2
Gym Challenge Sponsorship x 2
£10,000 • VAT PER YEAR*

\*Based on a 2-year agreement



## TENNIS ACADEMY SPONSORSHIP

INCLUDES:

Official Sponsorship of the Bolton Arena Tennis Academy Programme
Company name attached to all elements of domestic, international and internal tournaments
Company logo on all performance tennis leaflets, banners, social media graphics and webpages
All advertising rights included in Graphite Partnership
Official sponsorship of the mini-tennis programme
Company associated with all internal tournaments, minimum of 50 per year.
Company logo on mini tennis leaflets, banners, social media graphics and webpages
All advertising rights included in Titanium Partnership
£3,500 • VAT PER YEAR*

\*Based on a 2-year agreement



## OFFICIAL TRAINING SPONSORSHIP

### INCLUDES:

Company logo on courtside nets and benches.

Company logo on coaches and players training kit

Company name attached to all elements of domestic, international and internal tournaments

Company logo on performance training balls

All advertising rights included in Graphite Partnership

**£3,000 • VAT PER YEAR\***

\*Based on a 2-year agreement

## ADULT TENNIS SPONSORSHIP

### INCLUDES:

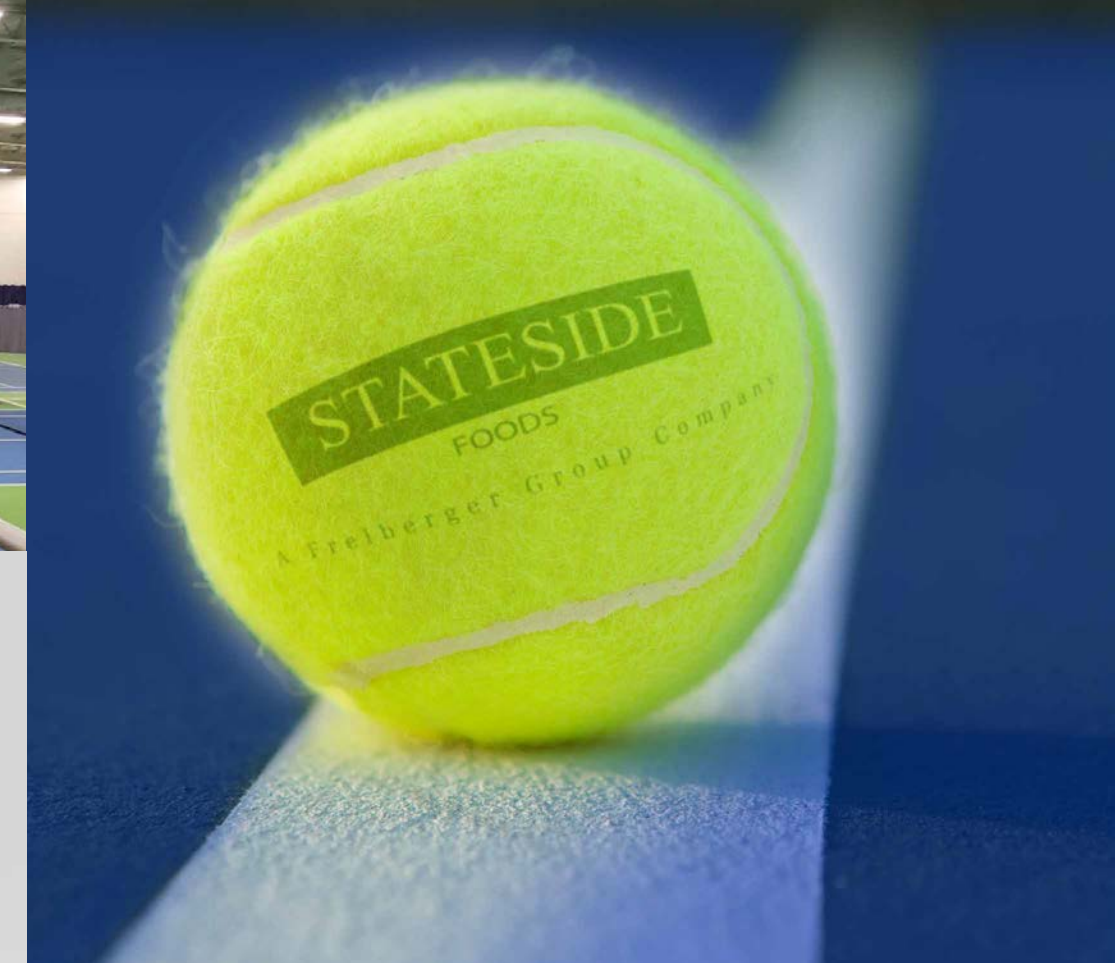
Official Sponsorship Of The Adult Tennis Programme

Company logo on all adult tennis leaflets, banners, social media and webpages

All advertising rights included in Carbon Partnership

**£1,000 • VAT PER YEAR\***

\*Based on a 2-year agreement

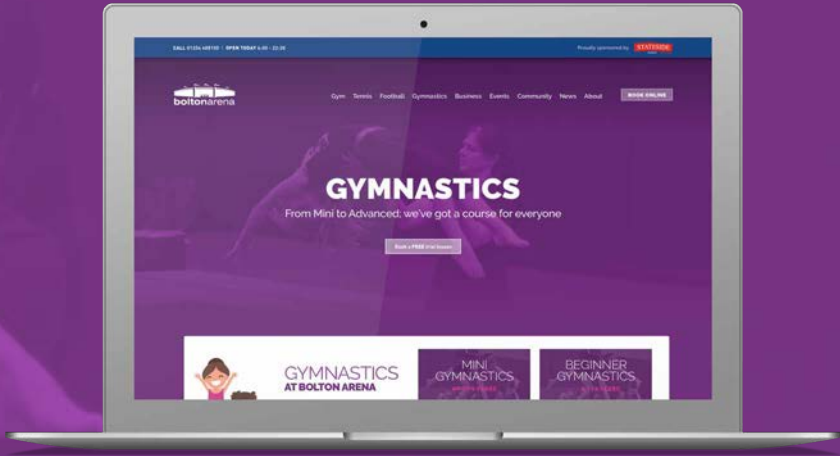




# GYMNASTICS SPONSORSHIP

With over 750 gymnastics attending our weekly mini-gymnastics, beginner, intermediate and advanced courses, the gymnastics programme at Bolton Arena is one of the biggest within the North-West.

Our specifically designed gymnastics centre, filled with high-quality equipment creates the perfect environment for our gymnasts to perform and for parents to come and watch. The centre not only provides several high-level advertising opportunities within the Arena, but also delivers awareness throughout the local community with logo embroidery on all gymnastics training kit.



## GYMNASTICS SPONSORSHIP INCLUDES:

Headline sponsorship of Bolton Arena Gymnastics

Company Logo On Gymnastics Training Kit

Company logo On All Social Media Assets

Gym Equipment Screensaver

Arena TV Advertising

Internal Advertising Board

Partners Page - Website

Media Releases - Website x 4

B2B Email Banner Advert x 2

B2C Email Banner Advert x 4

Social Media Posts x 4

Conference Room Usage x 4

Washroom Banners x 8

Gym Challenge Sponsorship x 2

Complimentary Gym Memberships x 2

**£3,500 • VAT PER YEAR\***

\*Minimum 3 year contract



# SPORTS CAMPS

## SPONSORSHIP



Bolton Arena's Ofsted registered Sports Camps help children within the local community stay healthy and active over the school holidays. Camps provide children with the opportunity to try new activities, learn new sports and develop their skills. Bolton Arena offer 3 Sports Camps, including Tennis, Gymnastics and Multi-Sports, with all sessions designed to accommodate complete beginners through to developing athletes. All sessions are delivered by our fully qualified coaches.

Sports Camps take place on over 45 days throughout a calendar year across 3 sports, with over 420 children, aged 5-12 attending annually.

## SPORTS CAMPS SPONSORSHIP

### INCLUDES:

Headline Sponsorship Of Bolton Arena Sports Camps

Company Logo On All Social Media Assets

Company Logo On Sports Camp Literature

Gym Equipment Screensaver

Arena TV Advertising

Football advertising board

Internal Advertising board

Media Release - Website x 2

B2B Email Banner Advert x 2

B2C Email Banner Advert x 2

Social Media Posts x 2

Washroom Banners x 5

Conference Room Usage x 2

Complimentary Gym Membership x 2

Discount Off Camp Fee's For Company Employees

Discounted Gym Membership For Employees

**£2,000 • VAT PER YEAR\***

\*Minimum 3 year contract





# WALKING SPORTS SPONSORSHIP

Who said you had to run to play sport? It's not all about the pace you play it, it's the skill you play with. Bolton Arena run an extensive walking sports programme for people aged 50+ covering a range of sports including, Football, Netball, Badminton, Short Tennis and Table Tennis.

With over 100 players attending weekly sessions taking place over 5 days a week, on various times to allow for maximum participation.

Although, sessions are mainly social, The Bolton Arena Walking Football has competed in and won, several tournaments throughout the county over the last 12 months, showing the continued growth and popularity of Walking Sports.

## WALKING SPORTS SPONSORSHIP

INCLUDES:

Headline Sponsorship Of Bolton Arena Walking Sports

Company Logo On Walking Football Training Kits

Company Logo On Sports Camp Literature

Football Advertising Board

Arena TV Advertising

Media Release - Website x 2

B2C Email Banner Advert x 2

Social Media Posts x 2

Washroom Banners x 5

Conference Room Usage x 2

**£2,000** • VAT PER YEAR\*

\*Minimum 3 year contract

