



Business

Sponsorship & Advertising

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

**➤ Be a part of
something special**



Building an active healthy community

Sponsorship & Advertising

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Get In Touch Today

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www.boltonarena.com

Be a part of our commercial partnership

Benefit from multi-channel
marketing to reach your
target audiences.

Bolton Arena Sports Village presents an
incredible opportunity for your business,
enabling you to tailor your involvement and
maximise your exposure.

We're proud of our unwavering commitment
to providing world-class facilities and
opportunities for all sections of the local and
wider community.

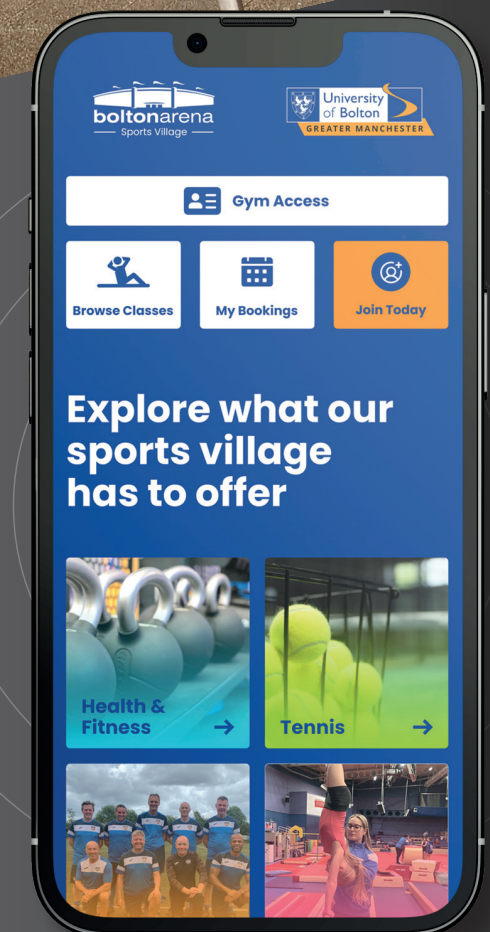
This passion is driven by our objective to
promote, encourage and increase participation
in sport and other activities to support a healthy
active lifestyle.

For more information call
01204 488112 / 01204 488132
or email business@boltonarena.com



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

Bolton Arena Sports Village provides a diverse range of activities, from business and commercial initiatives to sport and structured health and wellbeing pathways. Our accessible facility welcomes millions of visitors across an array of times and days throughout each year, allowing our sponsors and partners to capture large audiences for their advertising needs.



**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



3,700
monthly
emails sent



127,500
unique website
visitors per year



6,800
X followers



4,500
Facebook likes, with
2.6k video views

High impact arena-wide platform

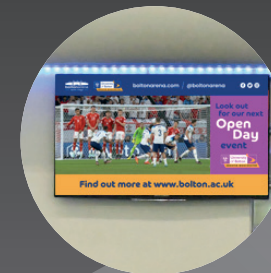
We are changing the way you can reach visitors and viewers, with our fully integrated advertising platform that puts your brand at the heart of our health, fitness, sport, and entertainment hub.

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



Website & Social Media

Extend the conversation directly to our online community.



Conference ipads and TV

Reach 1.2 Million Bolton Arena visitors.



Outdoor Pitch

Engage directly with our sports clubs and teams.



Main Hall Advertising Board

Maximise the power of your message.



Internal Advertising Board

Reinforce your message.



Gym Screensavers

High impact advertising during workouts.



Email News Banner Adverts

Interact with local businesses and our customers before they arrive.

Become a commercial partner

Introduce your brand to a wider audience with unparalleled brand exposure through digital advertising, and create brand loyalty among the local community.

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

Carbon package

An excellent entry to Bolton Arena's partnership programme, increasing 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 takeover, main hall advertising and gym equipment advertising.

Sponsorship packages

Startup Business (6 months)	Graphite Package Executive	Titanium Package Diamond / Platinum
Digital TV adverts	Digital TV adverts – café, reception, tennis gantry, gym	Digital TV adverts – café, reception, Tennis gantry, gym
Leaflets on stand in reception/conference	Logo on website (partner page)	Logo on website (partner page)
4 x poster sites (2 weeks over 6 months)	Media release	Media release
Media release	4 x B2C email banner adverts	6 x B2C email banner adverts
2 x social media posts	2 x B2B email banner adverts	6 x B2B email banner adverts
Logo on website (partner page)	4 x social media posts	6 x social media posts
£400 + VAT PER YEAR*	4-day hire of Conference Room	6-day hire of Conference Room
Carbon Package Corporate	8 x poster sites (3 weeks over 12 months)	10 x poster sites (4 weeks over 12 months)
Digital TV adverts – café, reception, tennis gantry, gym	Football pitch advertising board (double sided)	Football pitch advertising board (double sided)
Logo on website (partner page)	Logo on Bolton Arena App page	Logo on Bolton Arena App page
Media release	Advert on membership tablet in reception	Advert on membership tablet in reception
2 x B2C email banner adverts	Advert on conference room door signs	Advert on conference room door signs
2 x social media posts	Internal advertising board	App banner – total 4 weeks
2-day hire of Conference Room	2 x comp. gym membership (£658)	App notifications
5 x poster sites (2 weeks over 12 months)	Welcome screen totem	Logo on conference TV in all conference rooms
Football pitch advertising board (double sided)	Leaflets on stand in reception/conference suite	Internal advertising board
Leaflets on stand in reception/conference suite	£2,500 + VAT PER YEAR*	3 x comp. gym membership (£987)
£1,000 + VAT PER YEAR*		Main hall advertising board
		Welcome screen totem
		£4,000 + VAT PER YEAR*

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 105+ registered league teams playing in our weekly leagues, the well-established programme attracts a diverse audience.

Our professionally organised league programmes include business leagues, youth leagues, 5-A-side, 6-A-side and 9-A-side.

As well as 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.



Headline Sponsorship of Bolton Arena Football includes:

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 adverts x 4

B2C email banner adverts x 6

Social media posts x 6

Conference room usage x 6

Washroom banners x 10

Complimentary gym memberships x 2

£7,500 + VAT PER YEAR*

*Minimum 2 years

Football Team Sponsorship includes:

Name on football kit – in prime location (same football kit for 2 years)

Company advert on our digital TV screens – located in the gym, tennis gantry, café and reception

Football advertising board on the 5-A-side pitches – double sided

Media release on partnership

Logo on partner page on Bolton Arena website

2 x B2B email banner adverts per year

Company tagged in all social media content for the sponsored team

£2,000 + VAT PER YEAR*

*Minimum 2 years

Tennis sponsorship

Bolton Arena is one of 13 LTA regional player development centres throughout the UK and the only centre in the Northwest.

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 over 100 players, participating in our weekly social sessions and club nights. Throughout a calendar year, we host a number of county, national and international tournaments.



Tennis Sponsorship includes:

Headline sponsorship of Bolton Arena Tennis
Company logo on coaches and 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 adverts x 4
B2C email banner adverts x 6
Social media posts x 6
Conference room usage x 6
Washroom banners x 10
Complimentary gym memberships x 2
Company name attached to all elements of domestic, international and internal tournaments

£10,000 + VAT PER YEAR*

*Based on a 2-year agreement



Gymnastics sponsorship

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

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 adverts x 2
B2C email banner advert x 4
Social media posts x 4
Conference room usage x 4
Washroom banners x 8
Complimentary gym memberships x 2
Company name attached to all elements of domestic, international & internal tournaments
£3,500 + 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.

Over 100 players attend weekly sessions, which take place over 5 days a week, at various times to allow for maximum participation. Although sessions are mainly social, Bolton Arena Walking Football have competed in, and won, several tournaments throughout the county over the past 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 Walking Football literature
Football advertising board
Arena TV advertising
Media release - website x 2
B2C email banner adverts 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





Arena Approach,
Horwich, Bolton BL6 6LB

Charity No. 1087039
Company No. 4165498

Get In Touch Today

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