



NAIRN COUNTY FOOTBALL CLUB

**COMMERCIAL
OPPORTUNITIES
2023/24**

BRAVE - COMMUNITY - PROUD



the Classroom
www.theclassroombistro.com

TOWN BARBERS
EST. 1996

Househill
Country Food
FARM SHOP • COFFEE SHOP
COUNTRY WOOD

Nairn
Coffee Station
Tel: 01667 454773

mt
MURRAY TRAVEL



mt
MURRAY TRAVEL

D's
NAIRN
7801 124414

Nairn Sports Club
Tel: 01667 454773

LARGH PHARMACY

STATION PARK

www.mikeysline.co.uk
TEXT US ON 07786 207755

Mikeysline
IT'S OK NOT TO BE OK

Mikeysline
IT'S OK NOT TO BE OK

mt MURRAY TRAVEL

mt MURRAY TRAVEL

www.mikeysline.co.uk
TEXT US ON 07786 207755



WHO WE ARE

Established in 1914, with history in the town going back to the 1880s, Nairn County is a focal point of the town and play an active role in helping the community.

Playing in the Highland League, the club has a rich history with ambitions to reach the top of the league once again under the management of Steven Mackay and his backroom staff.

Well-renowned players like Eric Black, John McGinlay, Steve 'Pele' Paterson, Davy Johnston and David Hannah have all played in Nairn colours, while a number of former players currently play in the SPFL.

Current committee members include Mark Kelman (Director at Goodtread Tyre), Donald Matheson (Local Businessman), Ken Loades (Operations Director at Cru Holdings) and Michael Bochel (Former Scottish FA Head of Digital).

We are a proud club with a loyal fan base and with your help we can push even further.



OUR VALUES

WE ARE BRAVE

In a league of 18 clubs, we aim to stand out from the crowd and approach things differently.

WE ARE COMMUNITY DRIVEN

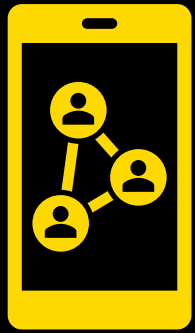
We look to strengthen our role at the heart of the community, by doing the right thing.

WE ARE PROUD

Proud of our town.
Proud of our history.
Proud of what we are doing as a club and the direction we are going in.



THE CLUB



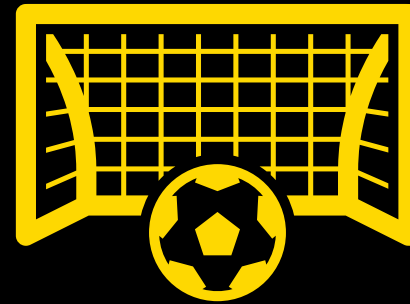
10,000+
Social Audience



350+
Average Attendance



100+
Supporter Club Members



Best playing surface in the Highland League



Scottish Cup Participation Every Season



THE CLUB

The Press and Journal
Evening Express

The Inverness Courier
Incorporating Highland News

Home News Columnist Politics Sport Lifestyle What's On Business Newsletter Podcasts

Fitting tribute to 'Barney' from his fellow Nairn County fans

Nairn County offer stags and hens chance to be Station Park mascot with new party packages

BBC

Home News Sport Weather iPlayer Sounds

SPORT

Home Football Cricket Formula 1 Rugby U Rugby L Tennis Golf Boxing Athletics

Scottish Football > Scores & Fixtures Table Scotland

Coronavirus: Nairn County offer to help self-isolators 'walk dogs' and 'carry shopping'

By Amy MacBeath

Sun FOOTBALL TV SHOWBIZ FABULOUS SPORT NEWS MONEY

Nairn County FC

Good Pie In A Roll, £2.50



16

Known as a Wigan kebab – though the club is in the Scottish Highlands – the meat pie in a barm cake is a bargain at £2.50 Credit: FOOTY SCRAN

Daily Record

NEWS POLITICS FOOTBALL SPORT TV & CELEBS MORE

f t i q

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BUY A PAPER ROAD RECORD PROPERTY MARKETPLACE COMPETITIONS HOROSCOPES DEALS FUNERAL NOTICES JOBS CROSSWORDS ADVERTISE WITH US NEWSLETTER SIGN UP

Sport Football Highland League

Nairn County make incredible gesture in coronavirus crisis as Highland League club 'repay debt' to local community

The club risked bankruptcy in 2016 and will now be taking steps to support the people who kept them in existence.

footballscotland

SPFL TRANSFER NEWS FEATURES PARTNER STORIES

f t i q

CONTACT US NEWSLETTERS SIGNUP

SPFL Scottish Professional Football League

Highland League side confirm they oppose Conference League as they slam plans

Proposals would mean a new division created at tier five above the Highland and Lowland Leagues

By Blair Meikle Live Sports Writer
22:01, 28 APR 2023 | UPDATED 22:05, 28 APR 2023

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f t i q Comments 1



Clyde 1 Superscoreboard @ClydeSSB · Mar 18, 2020

LISTEN: @NairnCounty treasurer Ian Finlayson tells us how they're repaying the community during the coronavirus outbreak:

"There's people who are losing their jobs. People are going out of business.

"So football, in the grand scheme of things, is not that important".



THE SCOTSMAN News you can trust since 1817

News Coronavirus Opinion Sport Arts and Culture Lifestyle Food and Drink

Coronavirus: Nairn County FC sets Bill Shankly straight in an inspirational way – leader comment

Life is more important than football and Nairn County FC's commitment to local people helps demonstrate that.



A View from the Terrace @TheTerraceTV

A beautiful, beautiful sight to behold.

Nairn County FC @NairnCounty · Jan 15
Come and get a pie in a roll at Station Park today! #ncfc



WHAT WE HAVE BEEN UP TO

CHARITY INITIATIVE

We have raised over £3000 for local Nairn charity TeamHamish through special days at Station Park and our charity third kit.

RECORD SHIRT SALES

We smashed all existing records for shirt sales in the 2022/23 season.

FAN EXPERIENCE

We continually look to do things differently to bring more fans to the ground.

We were the first Scottish club to offer dedicated stag & hen parties.

COMMUNITY FOOTBALL

We have strengthened our ties with the local community by developing a pathway with two community football groups.

As a result of all the hard work taking place off the pitch – our attendances are on the up





MURRAY
TRAVEL



MURRAY
TRAVEL



SPONSORSHIP OPPORTUNITIES



PRIMARY 3 KIT PARTNER

We have the dream of giving every primary three child in the Nairnshire area a Nairn County shirt, but we need a partner to help us achieve this.

The plan is to provide a gift box with a shirt, a letter from the manager and tickets for parents to take their child to a match.

As a partner for this initiative, you would also receive:

Pre & Post-match
hospitality for two at
four home games

An advertising
board at Station
Park

Your logo on our
website homepage

A discounted table
at our Sporting
Dinner

PR & photo
opportunity

Advertising material in every gift box given to pupils

£3950

(plus VAT – manufacture, installation and maintenance included)



MATCHDAY WEAR SPONSOR

Our players travel the length and breadth of the Highlands and Grampian regions to represent us. As part of our professional approach to running the club, the players are kitted out in top-of-the-range branded tracksuits for match days to ensure style, comfort and a smart look when representing the club while on the move.

As travel wear sponsor you would receive:

**Pre & Post-match
hospitality for four
at a home game**

**An advertising
board at Station
Park**

**Your logo on our
website homepage**

**A discounted table
at our Sporting
Dinner**

Your company name / logo displayed across the shoulders on the back of our players' matchday wear

£2495 per season

(plus VAT – manufacture, installation and maintenance of board included)



DIGITAL PARTNER

With a social audience of over 10,000 and thousands more using our website and watching our highlights. Becoming a digital partner of the club is a great way to gain further exposure for your business.

As digital partner you would receive:

Advertising on our club website

An advertising board at Station Park

Regular social media exposure on Nairn County channels

Advertising banner included in our regular fan emails

A discounted table at our Sporting Dinner

Pre & Post-match hospitality for two at one home game

£1495 per season

(plus VAT – manufacture, installation and maintenance of board included)



MAN OF THE MATCH

Every home game we name a Nairn man of the match. This is your chance to be title sponsor of the Man of the Match award.

As Man of the Match sponsor, you will receive:

Pre & Post-match
hospitality for two at
two home games

An advertising
board at Station
Park

Your logo on our
media interview
board

Your logo on our
website homepage

A discounted table
at our Sporting
Dinner

Your company name as title sponsor – announced at every home game and on social media post-match.

£1495 per season

(plus VAT – manufacture, installation and maintenance of board included)

£795 per season

(plus VAT – price if providing own MOTM prize. Manufacture, installation and maintenance included)



U18 TRAINING SPONSOR

We want to ensure our youth team players have the best kit available to them.

We are looking for a sponsor for our Under-18s training kit. Your company name will also feature on the front of the warm-up t-shirts on matchday.

Pre & Post-match
hospitality for two at
a first-team home
game

Your company
name/logo on U18s
training kit

Your company
name/logo on U18s
matchday warm-up
t-shirts

A discounted table
at our Sporting
Dinner

£850 per season

(plus VAT)



YOUTH ADMIN SPONSOR

Our youth teams are extremely important to who we are as a club and we have a number of partners who want to mainly support the youth sides.

Our Youth Admin Sponsor package allows you to help contribute to travel, training and admin costs of the team while having a presence at Station Park with an advertising board.

£550 per season

(plus VAT – manufacture, installation and maintenance of board included)



GROUND ADVERTISING

Step into Station Park and you will be greeted by an array of colour from all the different businesses who promote themselves with Nairn County.

Large boards placed around pitchside, stand or terracing at Station Park can promote your business to a match day audience of approximately 300 plus the thousands who watch highlights online.

This represents ideal opportunity to signal your support of your local club while advertising your business locally and nationally.

Standard Boards:

£350 per season

Premium Boards:

From £500 per season

(plus VAT – manufacture, installation and maintenance included)



PLAYER SPONSOR

**You can sponsor your favourite Nairn County player
and in return, you will receive:**

**A signed letter of
thanks from your
chosen player**

**Yours or your
company name
listed on our
website**

**Yours or your
company name/logo
on all player related
social media posts**

From £100 per player per kit per season

(plus VAT – manufacture, installation and maintenance included)



EVENT SPONSORSHIP



SPORTING DINNER SPONSORSHIP

Be the headline sponsor of the Nairn County Sporting Dinner 2024 and get in front of hundreds of local businessmen and women. The 2023 dinner had an attendance of 270.

Your Sporting Dinner sponsorship consists of:

- Your company logo across all promotional material
- Promotional material on each table on the night
 - Social media promotion
 - Pop-up banner at event
 - Two x Table of 10
 - Welcome drinks
 - Three course meal
 - Wine on the table

£3250+VAT



NCFC GOLF DAY SPONSORSHIP

Be the headline sponsor of the Nairn County Golf Day 2024 and get in front of local business people and fans.

Your Golf Day sponsorship consists of:

- Your company logo across all promotional material
 - Promotional material on the day
 - Social media promotion
 - Pop-up banners at event
 - One fourball
 - Welcome drinks
 - Two-course meal

£995+VAT



HOSPITALITY & CORPORATE DAYS



HOSPITALITY OPTIONS

MATCHDAY EXPERIENCE

PARTY SIZE: UP TO 6 PEOPLE

- A pre-match lunch at the prestigious Classroom Restaurant
 - Transfer to Station Park
 - Welcome from Chairman
 - Complimentary pre-match bar
- Escorted to reserved seats in the Main Stand for the match
 - Half-time teas, coffees and snacks in the comfort of the Boardroom
- Complimentary post-match bar until 5.30 pm
- You / your company's name mentioned in all pre-match announcements and included in our promotional material
- Invite to join the First Team playing squad and Management Team for post-match hospitality (Saturday fixtures only)
- Business promotion through our social media channels prior to or after the match

£500+VAT PER MATCH

BALL SPONSOR

PARTY SIZE: UP TO 2 PEOPLE

- Welcomed by Chairman
- Served drinks of your choosing from the complimentary pre-match bar
- Escorted to reserved seats in the Main Stand for the match
- Receive half-time teas, coffees and snacks in the comfort of the Boardroom
 - Served drinks of your choosing from the complimentary post-match bar until 5.30 pm
- You / your company's name mentioned in all pre-match announcements and included in our promotional material
- Invited to join the First Team playing squad and Management Team for post-match hospitality
 - The opportunity to promote your business through our social media channels prior to or after the match

£100+VAT PER MATCH

BIRTHDAY PACKAGE

PARTY SIZE: UP TO 20 PEOPLE

- Welcomed by Chairman
- Served drinks of your choosing from the complimentary pre-match bar
 - On pitch birthday photos
- Birthday announcement on tannoy and on Nairn County social media channels
- Escorted to reserved seats in the Main Stand for the match
- NCFC birthday cake, half-time teas, coffees and snacks
- Served drinks of your choosing from the complimentary post-match bar until 5.30 pm

£55 PER PERSON

(All packages can be tailored to your requirements)



STATION PARK CORPORATE DAY

Looking for something to do with your company as a corporate day?

Why not do something a bit different and hire Station Park.

We will tailor the day to your needs but can include:

- Fitness or football sessions on the pitch
- Tour of Station Park and photos
- Full use of boardroom with hospitality provided

From £850 per day

(Subject to availability – April to September only)



HIRE STATION PARK

Fancy an 11-a-side match between your mates or staff?

Hire Station Park and play on our highly-regarded pitch with full use of the home and away changing rooms.

Day includes:

- Welcome to Station Park
- Full use of home and away dressing rooms
 - Main stand open for any spectators
- Fully set-up pitch including corner flags and nets
- Use of boardroom for post-match socialising

£495 for 4 hours

(Subject to availability – end of season only)



A group of football players in yellow and black kits are celebrating on a grass field. The central player has his arms outstretched, and others are running towards him. The background is dark and out of focus.

CONTACT

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FC.CO.UK

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