

COMMERCIAL OPPORTUNITIES



A new era - when our
history and future entwine

WE ARE
**THE
SHIRE**

To know more about any of the opportunities listed here please contact the club by email at COMMERCIAL@ES-FC.CO.UK



1. A DISTINGUISHED HISTORY

2. A SUSTAINABLE FUTURE

3. COMMERCIAL RELATIONSHIPS



East Stirlingshire FC were formed in October 1880 and entered the Scottish Leagues in 1900/01.

A DISTINGUISHED CLUB HISTORY

The story of East Stirlingshire FC began on the evening of 1st October, 1880 when 9 young members of Bainsford Blue Bonnets cricket club met at the side of a lamp-post on the Grahamston side of Bainsford Bridge to form a football club.

Initially the new football club was called Bainsford Britannia then later that season the name was shortened to Bainsford. At the start of our 2nd season we changed our name for the final time to our current name, East Stirlingshire.

During the first 20 years of our existence we progressed to become a force to be reckoned with. Indeed, by the time we joined the Scottish League in 1900/01 we were recognised as the Premier Provincial club in the country and many touring clubs from England would visit Bainsford as part of their tours. These included Aston Villa, Everton, Liverpool, Blackburn Rovers, Preston North End, Sheffield United and Sunderland.



WE ARE **THE SHIRE**





DID YOU KNOW? In 1974 East Stirlingshire FC were Sir Alex Ferguson's first managerial club!

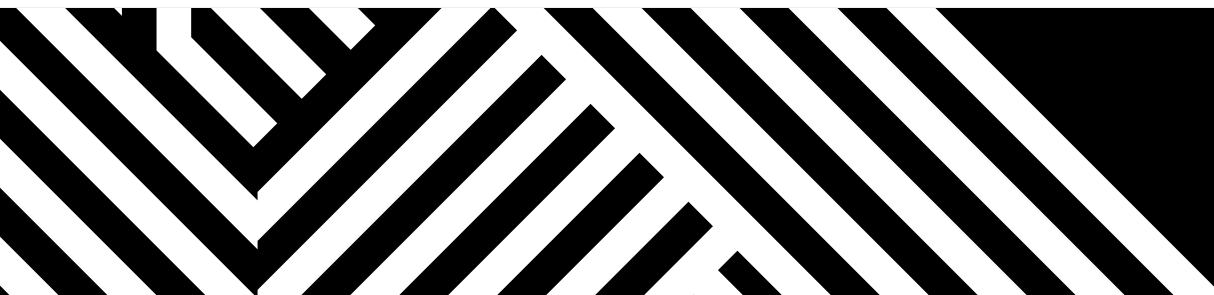
THROUGH TO RECENT TIMES



By 1979/80 the League had been organised into 3 Divisions with 'Shire playing in the 2nd Division. That season turned out to be a battle for the League Title between ourselves and local town rivals Falkirk which went down the wire on the last day. In the end we just missed out on the Title but won promotion to the 1st Division as Runners Up.

The following season saw us stay up after a promotion for the 1st time ever, and also reach the Scottish Cup Quarter Final for the 3rd Time in our history. In 2000/01 'Shire narrowly missed out in reaching the Final of the Scottish Challenge Cup, losing 1-2 in the Semi Final.

We re-established ourselves as League challengers in 2008/09 and 2009/10, reaching the end of season promotion play-offs in both seasons. Since 2016/17 we have competed in the Lowland League and were Runners Up in 2016/17. In 2018/19 we lost out 1-2 in the Final of the Lowland League Cup.



WE ARE THE SHIRE



Being an environmentally sustainable club - East Stirlingshire FC will be 100% carbon neutral by 2035.

A SUSTAINABLE FUTURE

The board of East Stirlingshire FC have committed to becoming 100% carbon neutral by 2035.

Starting in March 2023, all CO₂ emissions from staff cars and our team bus travelling to away games are being offset via our partnership with Ecologi. In addition, the club are planting a tree for every member of playing staff representing the club on an away match day.

These are very small steps when larger ones are required but the club are committed to improving its environmental footprint across all of its activities.

COME AND JOIN US

Does our club vision fit with yours? Whether you are a fan or a commercial business who could join us on our journey - come and joins us and let's all get there quicker! Email us at commercial@es-fc.co.uk



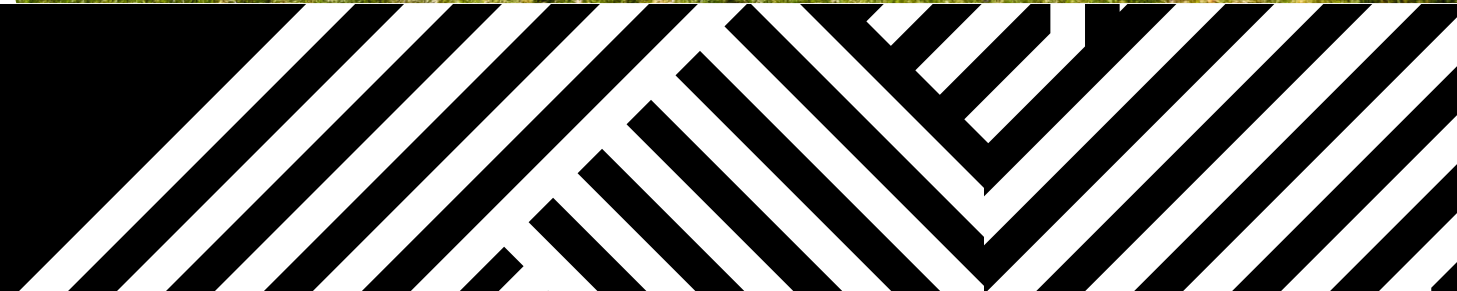
“Environmental stability is also a key focus for the Club going forward, with our plan to be 100% carbon neutral by 2035. We will be planting trees in Scotland and globally, as well as supporting significant carbon emission saving projects in Scotland and overseas.”

Simon Dickerson, Chairman, East Stirlingshire FC



WE ARE
**THE
SHIRE**

Ecologi





A sustainable football club - fan interaction, financial, commercial, and environmental goals

A SUSTAINABLE FOOTBALL CLUB

FAN INTERACTION - WORKING TOGETHER!

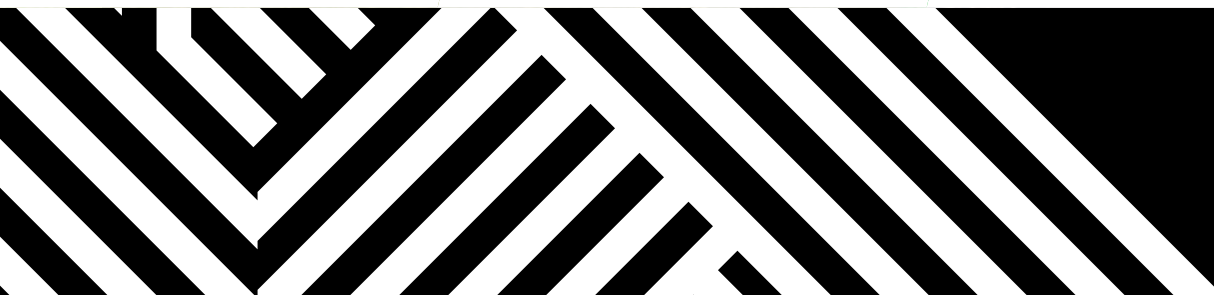
The future of any club is with its fans. East Stirlingshire FC continues to strengthen links with our fan base and our local community. Keep an eye for the latest fan projects and community initiatives driven by Fraser Cromar, ESFC's Community Director.

AN ENVIRONMENTALLY SUSTAINABLE FOOTBALL CLUB

We've teamed with Ecologi to start to offset our own carbon emissions. However, we also invest in Ecologi's worldwide programmes to supply alternative power sources and prevent the releasing of damaging CO₂.

PLANTING TREES FOR THE FUTURE

As well as the shorter and medium term projects undertaken with Ecologi we, as a club, are planting trees to benefit the planet for our future generations of fans.



WE ARE **THE SHIRE**



East Stirlingshire FC are a proud community football club, the perfect partner for your business.

COMMERCIAL RELATIONSHIPS

We understand the huge importance of commercial relationships for both parties. At East Stirlingshire FC you will have a level of communication and input unseen in the majority of football clubs in Scotland and England to help deliver the return on investment.

There are multiple commercial opportunities that will suit all sizes of companies and brands, delivering both a platform and audience across all platforms. Please take a look and contact us via the email address below and we'll get in touch to discuss the best solution for your business.

If the relationship you are looking for isn't listed let us know and we can work together on a bespoke option.

As well as those detailed in the following pages we also have opportunities on a season basis for POP UP STADIUM ADVERTISING, and match day basis for PROGRAMME ADVERTS, MATCH DAY AND MATCH BALL sponsorship.

To know more about any of the opportunities listed here please contact the club by email at COMMERCIAL@ES-FC.CO.UK



FRONT OF SHIRT – Both

- Company logo on the front of the NEW 23/24 club home and away shirt.
- Inside front and back full page adverts in home programme.
- Logo and hyper link on all official club email addresses.
- Company logo and hyper link on official commercial partner section along with a dedicated commercial partnership page talking about your company on new club website.
- Company logo on new club website footer.
- Team signed home and away shirt.
- Season ticket for 5x members.
- Planting of 50 trees as a Company / East Stirlingshire collaboration.

FRONT OF SHIRT – Home

- Company logo on the front of the NEW 23/24 club home shirt.
- Inside front full page advert in home programme.
- Company logo and hyper link on all official club email addresses.
- Company logo and hyper link on official commercial partner section on new club website.
- Team signed home shirt.
- Season ticket for 3x members.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

WE ARE **THE SHIRE**

FRONT OF SHIRT – Away

- Company logo on the front of the NEW 23/24 club away shirt.
- Inside back full page advert in home programme.
- Logo and hyper link on all official club email addresses .
- Company logo and hyper link on official commercial partner section on new club website.
- Team signed away shirt.
- Season ticket for 3x members.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

WE ARE
**THE
SHIRE**

SHIRT SLEEVE – Home & Away

- Company logo on the sleeve of the NEW 23/24 club home and away shirts.
- Half page advert in home programme.
- Company logo and hyper link on official commercial partner section on new club website.
- Team signed home and away shirt.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

WE ARE
**THE
SHIRE**

BACK OF SHORTS – Home & Away

- Company logo on the back of shorts for the 23/24 Season.
- Half page advert in home programme.
- Company logo and hyper link on official commercial partner section on new club website.
- Team signed shirt.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

WE ARE
**THE
SHIRE**

TRAINING / WARM UP WEAR

- Company logo on the back of all team training and warm up wear for the 23/24 Season.
- Full page advert in home programme.
- Logo and hyper link on all official club email addresses.
- Company logo and hyper link on official commercial partner section on new club website .
- Team signed shirt.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

WE ARE
**THE
SHIRE**

ECO PROJECTS PARTNER

- Full Page advert in home programme.
- Logo and hyper link on all official club email addresses.
- Company logo and hyper link on official commercial partner section on new club website.
- Company logo on all Eco pages on club website.
- Company logo on all Eco social media posts.
- Planting of 500 trees as a Company / East Stirlingshire collaboration.
- Company logo on all Eco based club newsletters.
- Season Ticket for 3x members.

WE ARE
**THE
SHIRE**

SOCIAL MEDIA

- Company logo On header of all club social media.
- Company Logo on all social media posts.
- Planting of 50 trees as a Company / East Stirlingshire Collaboration.
- We currently have 10.5k followers on Twitter.
- We currently have 3.5k followers on Facebook.

WE ARE
**THE
SHIRE**

HOME MATCH DAY PROGRAMME

- Logo on front of every home match day programme.
- Half page advert in home match day programme.
- Logo and hyper link on commercial section of club website.
- The promise of 1 tree planted for every 10 programmes sold as part of the East Stirlingshire Football Club ECO Project.

WE ARE
**THE
SHIRE**

NEW CLUB WEBSITE

- Logo on new club website header.
- Logo and hyper link on commercial section of club website.
- Planting of 50 trees as a Company / East Stirlingshire collaboration.

WE ARE **THE SHIRE**

PLAYER – Home

- Logo under HOME section of players name and picture in club programme.
- Logo under HOME section of player's name and picture on club website.
- Signed HOME shirt of player.

WE ARE **THE SHIRE**

PLAYER – Away

- Logo under AWAY section of players name and picture in club programme.
- Logo under AWAY section of player's name and picture on club website.
- Signed AWAY shirt of player.

WE ARE **THE SHIRE**

MANAGEMENT

- Logo under MANAGEMENT name and picture in club programme.
- Logo under MANAGEMENT name and picture on club website.
- Signed shirt.

WE ARE **THE SHIRE**

WE ARE **THE SHIRE**



Join us on our journey! We are the club that will make a difference - come and achieve it with us.

BE A PART OF OUR FUTURE

"TALK IS CHEAP. ACTION WINS THE DAY"

This is what we live by. East Stirlingshire FC has been at the heart of the community for over 140 years and will continue to be so, our actions and their results will strengthen and build on this for the next 140 years...

ADD VALUE FOR OUR FANS - AND FOR YOUR BUSINESS

Deliver your brand values and products to our fans. We have 10.5k followers on Twitter and 3.5k followers on Facebook.

EAST STIRLINGSHIRE FC WOMEN & U21 MEN'S PLAYER PATHWAYS

For the 2022/23 season we operate a men's first team. The vision of the club is to broaden this when it becomes financially sustainable to do so. Commercial relationships will help us to accelerate the creation of these important future teams and deliver further diversity for our fans.

To know more about any of the opportunities listed here please contact the club by email at COMMERCIAL@ES-FC.CO.UK



To know more about any of the opportunities listed here please contact the club by email at COMMERCIAL@ES-FC.CO.UK



East Stirlingshire FC,
C/O The Falkirk Stadium,
4 Stadium Way, Falkirk,
FK2 9EE