

COMMERCIAL PARTNERSHIP OPPORTUNITIES



SHIRE
TO INSPIRE

'Just because it is, doesn't mean it should be'

#jointheshirejourney

WE ARE **THE**
SHIRE

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 Football Club.

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.

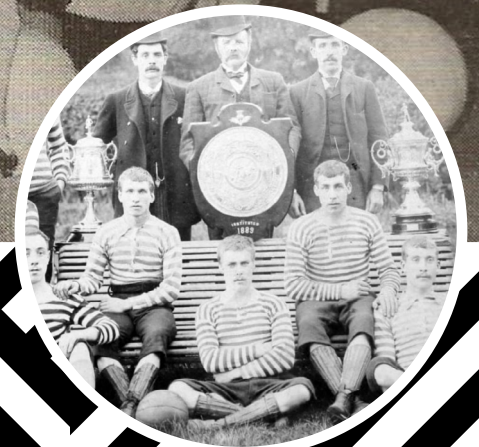


2024/25 - Celebrating 50 years since Sir Alex Ferguson's first managerial role, here at The SHIRE!



SHIRE
TO INSPIRE

WE ARE **THE SHIRE**





HISTORY MAKERS! In 1974 East Stirlingshire FC were Sir Alex Ferguson's first managerial club!

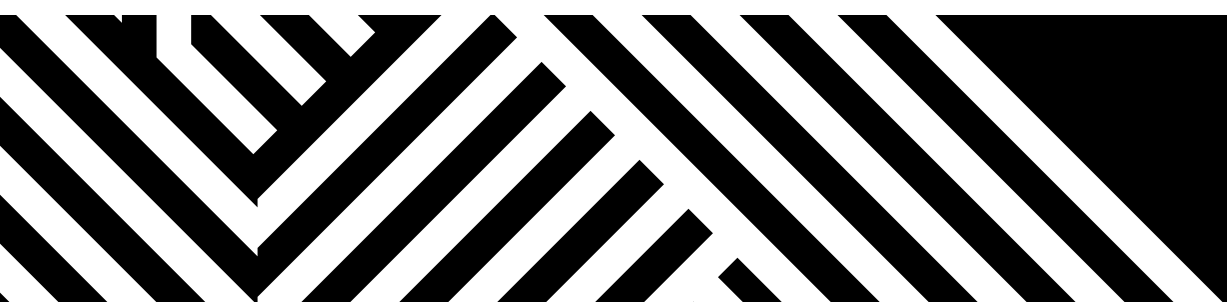
THROUGH TO RECENT TIMES



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 FOR ALL

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

WE ARE PART OF THE WORKHORSE LEGACY

The above are very small steps when larger ones are required, but the club are committed to improving its environmental footprint across all of our activities. We are proud to be part of the Workhorse Legacy that focuses on positive action for environmental issues that cover CO₂ reduction, the Million Tree Pledge, the creation of urban pollinator corridors and cleaner air within working environments.

We're looking for commercial partners who share our values and our vision!



WORKHORSE
LEGACY

"One thing in common with all of our initiatives is that they require CHANGE. Naturally, change can be difficult for many and the status quo can always appear a more comfortable and secure option. However, at East Stirlingshire FC we live by the mantra 'Talk is cheap, action wins the day' and change is embraced, and necessary."

Simon Dickerson, Chairman, East Stirlingshire FC



#bethedifference



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

A SUSTAINABLE FOOTBALL CLUB

DONATE A FOOD PARCEL

We are hosting a FESTIVE FOOD PARCEL EVENT at our home fixture v ALBION ROVERS FC on SATURDAY, 16TH DECEMBER

If you would like to donate a festive food parcel to The FALKIRK FOODBANK, check our website at www.es-fc.co.uk for details

TRANSDEC MOVING BUSINESSES | RWORK Office Furniture for BS-UBS | THE CANAL INN THE CANAL STREET, FALSBURG

SUPPORTING OUR COMMUNITY - WORKING TOGETHER!

The future of any club is with its fans and its community. We embrace our involvement with our fans and community and work together as a force for good. The charity 'Cash for Kids' are the Club's official charity for the 2023/24 season whilst our team and coaching staff also work along side Workhorse Generation on projects for local primary schools. We've also teamed up with the Falkirk Foodbank for the Festive Food Parcel Event at our festive home fixture against Albion Rovers.

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. 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.

MISSION CHRISTMAS cashforkids

EAST STIRLINGSHIRE FOOTBALL CLUB

TRANSDEC MOVING BUSINESSES | RWORK Office Furniture for BS-UBS | THE CANAL INN THE CANAL STREET, FALSBURG

PROUD TO SUPPORT MISSION CHRISTMAS

#makeadifference
#morethanfootball
#jointheshirejourney

SHIRE TO INSPIRE

We've teamed up with TRANSDEC and ReWORK to provide support for Scottish Football Foundations

MORE THAN FOOTBALL



East Stirlingshire FC are proud to be utilising ReWORK as the Club's Community Foundation which means we are able to reach out and help our fellow Scottish football club's Foundations.

With so many Scottish clubs doing fantastic work within their local communities through their Football Foundations, we looked at how we could enhance the work already being done instead of duplicating the norm. ReWORK is that project and we are proud to have it as our Foundation.

The ReWORK initiative from TRANSDEC sees used office furniture that has been donated to them by their commercial customers re-supplied to charities, educational institutions and start-up businesses - saving significant amounts of unwanted office furniture being sent to landfill.

The initiative runs throughout the UK but we are proud to say that The SHIRE will continue to drive it forward in Scotland, please contact us if you can help us too!



WORKHORSE
Generation | **ONE SHARED VISION**

TRANSDEC
MOVING BUSINESS

ReWORK
Office furniture for RE-USE

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

COMMERCIAL PARTNERSHIPS

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 FRASER@ES-FC.CO.UK

WE ARE **THE SHIRE**



FRONT OF SHIRT – Both

- Company logo on the front of the NEW 24/25 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.

£20,000 + VAT

FRONT OF SHIRT – Home

- Company logo on the front of the NEW 24/25 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.

£12,000 + VAT

FRONT OF SHIRT – Away

- Company logo on the front of the NEW 24/25 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.

£10,000 + VAT

SHIRT SLEEVE – Home & Away

- Company logo on the sleeve of the NEW 24/25 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.

£3,000 + VAT

BACK OF SHORTS – Home & Away

- Company logo on the back of shorts for the 24/25 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.

**** SOLD OUT ****

FRONT OF SHORTS – Home & Away

- Company logo on the front of shorts for the 24/25 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.

£500 + VAT

TRAINING WEAR

- Company logo on the back of all team training wear for the 24/25 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 official club website.
- Team signed shirt.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

£2,000 + VAT

WARM UP WEAR

- Company logo on the back of all team warm up wear for the 24/25 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 official club website.
- Team signed shirt.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

£2,500 + VAT

TRAVEL WEAR

- Company logo on the back of all team travel wear for the 24/25 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 official club website.
- Team signed shirt.
- Planting of 25 trees as a Company / East Stirlingshire collaboration.

£2,500 + VAT

ECO PROJECTS PARTNER

- 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 official club website.
- Company logo on all Eco pages on official club website.
- Company logo on all Eco social media posts.
- Planting of 100 trees as a Company / East Stirlingshire collaboration.
- Company logo on all Eco based club newsletters.
- Season Ticket for 3x members.

£1,000 + VAT

COMMUNITY PARTNER

- Family season ticket to local school giving access to 2 x adults and 4 children per home game.
- Support school holiday camps, easter, summer, Autumn and Christmas.
- Advert in home programme.
- Logo and hyper link on all official club email addresses.
- Company logo and hyper link on official community section on official club website.

£1,000 + VAT

NEW OPPORTUNITIES

- BANNERS/A-FRAMES/TEAR DROPS

Pitch side advertising at each home game next season facing the main stand, included in match day programme, and online.

£200 + VAT

- FLAGS

Situated behind the goals for match highlights, match day programmes and online.

£100 + VAT

- MATCH DAY

Social media and online advertising, 4 entry tickets player of the match nomination, player of the match presentation, directors lounge access, meet and greet with member of the board.

£150 + VAT

CLUB WEBSITE

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

£2,000 + VAT

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.

£2,500 + VAT

PLAYER'S LOUNGE

- 2 x Player's Lounge season tickets.
- Entry 1 hour pre match, hot drinks and snacks pre game, hot drinks and pie at half time, close 15 mins after final whistle.
- Table runner with company logo printed on it.
- Business cards and advertising stand in room.
- Planting of 50 trees as a Company / East Stirlingshire Collaboration.
- Logo and hyper link on all official club email addresses.
- Company logo and hyper link on official commercial partner section on official club website.

£3,500 + VAT



PRESIDENT'S LOUNGE

- 2 x President's Lounge season tickets.
- Entry 1 hour pre match, hot drinks and snacks pre game, hot drinks and pie at half time, close 15mins after final whistle.
- Table runner with company logo printed on it.
- Business cards and advertising in room.
- Planting of 50 trees as a Company / East Stirlingshire Collaboration.
- Logo and hyper link on all official club email addresses.
- Company logo and hyper link on official commercial partner section on official club website.

£3,500 + VAT

JOIN OUR CLUB TODAY!



Your company logo posted on a promotional tweet to the SHIRE's 10,900 followers

Your company logo on the SHIRE's official website with hyperlink for the rest of this season

Your company logo in matchday programme with QR link to your website for the rest of this season

2023/24 Members

£50 + VAT

New Members

£75 + VAT

UK MEMBERS



INTERNATIONAL MEMBERS



WE ARE **THE SHIRE**



ADD VALUE FOR YOUR BUSINESS

ADD VALUE FOR YOUR COMMUNITY

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

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 & U20 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.

OUR VISION IS FOR LEAGUE PROGRESSION AND TO FIND A NEW LONG TERM HOME - BOTH IN A SUSTAINABLE AND AFFORDABLE MANNER

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



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REWORK
Office furniture for **RE-USE**



TRANSDEC
MOVING BUSINESS



THE CANAL INN
14 CANAL STREET - FK1 4QU

WORKHORSE
Generation

ONE
SHARED
VISION

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