



**CLARETS
PARTNER**

BURNLEY

SEASON 2025/26

A WARM WELCOME TO THE CLARETS FAMILY



As a Club based in the heart of Burnley having strong, positive relationships with local businesses is incredibly important to us. We're a forever forward-thinking Club and in line with this we've evolved our offering for the upcoming Premier League season and are delighted to launch Clarets Partner.

Offering more exposure, access and opportunities than ever before, it's a powerful way for local businesses to connect with our community and business network whilst supporting the team. It's an exciting time for the Club and through Clarets Partner your local business can be part of the story.

Together, We Are Burnley.

[Chairman Alan Pace](#)



INTRODUCING THE CLARETS PARTNER PROGRAMME

PROUD TO PARTNER. READY TO GROW.

Welcome to the Clarets Partner programme. We want to partner with you.

At Burnley FC, we believe partnerships should be more than just logos and seats. They should inspire creativity, build connections, and champion a shared commitment to excellence. The previously known Business Club has been reimagined into a model that gives local businesses more profile, access, and opportunities to connect directly with our community, matchday audience, and wider business network.

With this evolution, you will have access to:

- A network of ambitious local businesses
- Use of the official Burnley FC Clarets Partner logo across your business operations
- Exclusive Burnley FC matchday experiences
- Marketing channels that reach thousands of engaged fans
- Networking events with VIP guest speaker access and guest speaker sessions
- A VIP platform for hosting, networking, and visibility

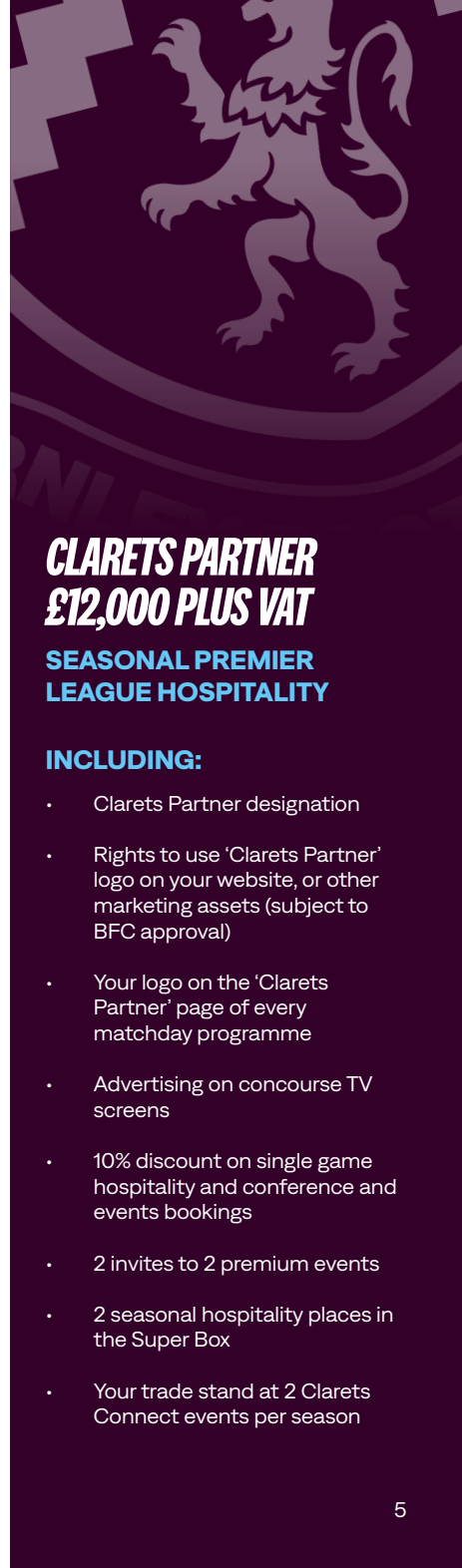
CLARETS PARTNER PACKAGES

CLARETS PARTNER £8,000 PLUS VAT

INCLUDING:

- Clarets Partner designation
- Rights to use 'Clarets Partner' logo on your website, or other marketing assets (subject to BFC approval)
- Your logo on the 'Clarets Partner' page of every matchday programme
- Advertising on concourse TV screens
- 10% discount on single game hospitality and conference and events bookings
- 2 invites to 2 premium events
- 2 invites to 2 matchday events
- Your trade stand at 2 Clarets Connect events per season





CLARETS PARTNER **£12,000 PLUS VAT**

SEASONAL PREMIER LEAGUE HOSPITALITY

INCLUDING:

- Clarets Partner designation
- Rights to use 'Clarets Partner' logo on your website, or other marketing assets (subject to BFC approval)
- Your logo on the 'Clarets Partner' page of every matchday programme
- Advertising on concourse TV screens
- 10% discount on single game hospitality and conference and events bookings
- 2 invites to 2 premium events
- 2 seasonal hospitality places in the Super Box
- Your trade stand at 2 Clarets Connect events per season

CLARETS PARTNER BOLT-ONS

**BOLT-ONS OFFER YOU A WAY TO CUSTOMISE YOUR EXPERIENCE
AS A CLARETS PARTNER - MAKING IT TRULY UNIQUE**

HARRY POTTS WAY SCREEN £7,500 PLUS VAT

WHAT YOU GET:

- - A 10 second ad every 3 minutes

MATCH BALL SPONSORSHIP £1800* PLUS VAT

WHAT YOU GET:

- Hospitality for 6 guests in the Longside Lounge
- Behind the scenes matchday stadium tour and pitch-side photo
- 2 of your guests to present the match ball to match officials
- Signed ball in presentation case
- Digital copy of match official photos
- Burnley FC memorabilia pack
- Company logo on matchday programme
- 130 second mid-tier LED takeover
- Company thank you on restaurant and stadium PA

*Prices are for category C matches
and therefore are subject to change





MID-TIER MATCHDAY LED £10,000 PLUS VAT

WHAT YOU GET:

- 1 minute per game minimum
- Includes league fixtures, league cup, and FA Cup
- Equates to less than £500 per game

MATCH DAY SPONSORSHIP £2,700* PLUS VAT

WHAT YOU GET:

- Hospitality for 10 guests in the Longside Lounge
- Behind the scenes matchday stadium tour and pitch-side photo
- Claret Carpet arrival experience
- Centre circle photo with captains and officials
- Post match photo with 1st team member for 2 members of your party
- Framed signed shirt
- Digital copy of pitch-side photo
- Digital copy of player photo
- Burnley FC memorabilia pack
- Company logo on matchday programme
- Company logo on pre-match communications
- 3 30 second mid-tier LED takeovers
- Big screen imagery
- Company thank you on restaurant and stadium PA



BURNLEY FC IN THE COMMUNITY ALL ONSIDE BOLT ON - £2,000 + VAT

Burnley FC in the Community believe in the power of football to bring people together and create lasting change. As the official, self-financed charity of Burnley Football Club, we've been working since 2014 across Burnley, Pendle, Rossendale, the Ribble Valley and West Yorkshire. We are proud to stand alongside a growing network of like-minded businesses and organisations who share our commitment to community impact. Together, we are tackling key issues such as mental health, dementia support, youth violence, food poverty, social isolation and much more. By partnering with us, you're not only supporting vital local initiatives, but you're also aligning your brand with a trusted, impactful charity organisation at the heart of the community.

BRAND VISIBILITY

1. Company logo on the BFCitC All Onside partners webpage (with link to your site)
2. Company logo featured in the Burnley FC Premier League matchday programme and BFCitC annual Impact Report
3. Company logo displayed at all major BFCitC events including the flagship 'Charity Dinner & End of Season Player Awards'
4. Rotating TV screen logo adverts at our sports facility, The Leisure Box
5. Large pitch side advertising banner at The Leisure Box

DIGITAL & SOCIAL MEDIA COVERAGE

1. Photo at Turf Moor with supporting article to launch the partnership, posted across our website, LinkedIn, Instagram & Facebook with tags to your business
2. One tailored social media spotlight on your business across our website, LinkedIn, Instagram and Facebook
3. Company logo to be featured on generic All Onside promotional posts across our LinkedIn, Instagram and Facebook

EXCLUSIVE ACCESS

1. 2x Hospitality & Directors Box seats to a single Burnley FC home fixture

NETWORKING & EVENTS

1. Invitation to three business networking events
2. Annual All Onside partner event
3. Presale invites to exclusive BFCitC events, including the flagship 'Charity Dinner & End of Season Player Awards'

COMMUNITY IMPACT

1. Opportunity to volunteer at our programmes, including the foodbank
2. Regular charity updates
3. Benefits your company CSR agenda, whilst giving back to the community



Our CSR partnerships really come to life with volunteering. Volunteering is a great way to encourage companies meet some amazing people. People united by a common cause. There are people from all walks of life, including a wide range of backgrounds and age groups, who you might not otherwise get a chance to meet in your professional and social circles.

Volunteering is linked to better physical, mental and emotional health. It keeps you in contact with other people. And feeling more socially connected can reduce stress, depression and isolation. For many, volunteering can promote wellness by keeping mobile and active, a great way to give back and engage in the local community whilst a brilliant way of team building and CSR.



CLARETS PARTNER EVENTS



CLARETS CONNECT

Held quarterly at Turf Moor, Clarets Connect is Burnley FC's networking event open to any businesses that are interested in the event topic and want to connect with other likeminded professionals. Each event centres around a fresh business theme and features engaging guest speakers, thought-provoking discussions, and plenty of opportunities to build meaningful relationships across sectors.

Enjoy high-quality food and drink as you connect with professionals in a relaxed yet inspiring environment, right at the heart of the club. Whether you're looking to expand your network, share ideas, or spark new partnerships, Clarets Connect is where business and Burnley's community spirit come together.

10th SEPTEMBER 2025* - Building a Promotion Worthy Business

NOVEMBER 2025* - More Than a Game: The Business of Sport

FEBRUARY 2026* - Changing the Game: Women in Business

MAY 2026* - Beyond the Badge: Backing Burnley

*Dates are subject to change



CLARETS CONNECT

PRESENTED BY **OFX**



CLARETS PARTNER PREMIUM EVENTS



Q&A WITH THE CHAIRMAN

Gain unique insight into the heart of Burnley FC. Hear first-hand about the vision, values, and future plans driving the club forward. This event offers an opportunity to ask questions, share perspective, and connect with the leaders shaping Burnley's future on and off the pitch.



GOLF DAY

Tee off with fellow Clarets Partners at one of the region's premier golf courses, giving the perfect opportunity to unwind and connect.



BREWERY TOUR

Raise a glass with fellow Clarets Partners on an exclusive day out to one of Lancashire's finest breweries.

CREATE A PARTNERSHIP GET IN TOUCH

At Burnley FC, partnerships mean more than just visibility. They offer shared values, mutual growth, and a real connection to something bigger than business.

The Clarets Partner programme is designed for forward-thinking organisations who want to align their brand with a club proudly rooted in community, ambition, and a commitment to making a genuine impact on and off the pitch.

As an Clarets Partner, you will become a valued part of Burnley's story.

If you are interested in becoming an Clarets Partner or simply want to learn more about the opportunities available, contact our team using the information below.



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