



OFFICIAL BROCHURE 2025/26

COMMERCIAL
OPPORTUNITIES
& EVENTS

A new era.

CONTENTS

A Message from the Chairman	3
How Redditch can support your Business	4
Redditch in Numbers	5
Sponsorship & Advertising	6
Men's 1st Team	7
Sponsor a Player	8
Women's 1st Team	10
Business Club Membership	11
Partnerships	12
Community	13
SEND Sports & Education Programme	14
Testimonials	15
Introduction to Conference & Events	16
The 1891 Lounge	17
The Boardroom	18
Sporting Dinners	19
Events	20
Private Parties	21
Hospitality	22
Matchday Sponsorships	23
Breakfast Menu	24
Buffet Menu	25





A new era

We embark on another season in the Southern Premier League Central, looking forward to the new campaign, and having reflected on a difficult season for the coaching team, the players and our loyal supporters in 2024/5 we are fully focussed on maintaining the stability of the club under the newly assembled squad, crafted by manager Mike Fowler and driving forward in a season where we aim to take the football club to the next level.

Our women's team, guided by manager Jade Guppy have seen a positive season finishing in a creditable 5th position in the league with aspirations to achieve promotion in the coming campaign.

Off the field, Mike takes the reins of our Academy, with a fantastic track record and a progressive footballing philosophy we look forward to seeing our students continue to flourish. Likewise, our work in the community has seen massive growth in the last year delivering £3.9m of social value to the town, working with a record number of schools in the wider area. The club has firmly embedded our Future Reds programme providing a pathway to youth football at the Valley Stadium.

Our junior section now boasts 50 teams and over 500 registered players again marking an increase on the last year.

The club works tirelessly on our impact on the Environment and Sustainability with recent upgrades allowing us to reduce our carbon emissions and energy consumption, aided by a host of committed partners such as Ignis, Enegen and Bromsgrove District Council Commercial Waste.

We're proud of our place in the Town and strive to continue to learn and grow, we're excited for the new era and welcome you all to the Valley for another season.

Up the Reds

HOW REDDITCH CAN SUPPORT YOUR BUSINESS



Brand Visibility



Consumer Perception



Efficient Lead Generation



Community Goodwill



Business Relationships

REDDITCH UNITED IN NUMBERS



100k

website users in the
2024/25 season



Reach
1.9M

Engagement
Rate
41.9%



Reach
9.4M
Likes/followers



**4,650
hours**
(279,000 minutes)
watched on YouTube

15.87%
average engagement rate



Reach
1.5M

TOTAL

13.1M

29%

increase compared
to 2023

30.6%

total follower increase in 2024
compared to 2023

SPONSORSHIP & ADVERTISING

Redditch United provide a fantastic opportunity for brand recognition with 300,000 annual visitors to the stadium

- Stand Sponsorship **FROM £5000+VAT**
- Advertising Boards **FROM £600+VAT**
- Room Sponsorship **FROM £2500+VAT**
- Programme Advertising **FROM £500+VAT**
- Many more in-stadia opportunities

TO TALK ABOUT SPONSORSHIP

- ✓ Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk





MEN'S FIRST TEAM

The Men's first team offer an array of commercial opportunities for your business. Our matchday photographers capture some stunning photos as our team travel throughout the UK and images are used in local and national press plus on multiple online sites too.

- First team home shirt **SOLD OUT**
- First team away shirt **SOLD OUT**
- Back of first team home shirt **SOLD OUT**
- Back of first team away shirt **SOLD OUT**
- Shirt sleeves **SOLD OUT**
- Shorts **SOLD OUT**
- Tracksuits **SOLD OUT**
- Warm up jackets **SOLD OUT**
- Away Transport Sponsor
- Medical Sponsor **SOLD OUT**
- And many more opportunities....

To enquire about any **SOLD OUT** inventory for future seasons, contact the Commercial team today for a discussion.

TO TALK ABOUT SPONSORSHIP

- 📞 Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk

SPONSOR YOUR FAVOURITE PLAYER

- Recognition in the matchday programme
- Stadium announcements
- Company logo displayed on player profile photo
- Recognition on club social media
- Free invitation to player event
- Exclusive offers on hospitality and club merchandise

TO ENQUIRE ABOUT PLAYER SPONSORSHIP

- 📞 Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk





£250
+VAT

9

WOMEN'S FIRST TEAM

We are seeking commercial support to help our Women's team for the 2024/25 season and you can assist our women in the following ways:

- Shirt Sponsorship (shirt, shorts, sleeves) **SOLD OUT**
- Match Day Hospitality
- Season Long Match Ball Sponsor
- Women's Player Sponsorship
- Bench Coats
- Training Wear **SOLD OUT**

To enquire about any **SOLD OUT** inventory for future seasons, contact the Commercial team today for a discussion.

TO TALK ABOUT SPONSORSHIP

- ☎ Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk





FROM £999
+VAT
(Monthly DD available)

BUSINESS CLUB MEMBERSHIP

Be part of an exclusive group of businesses to support Redditch United.

Member benefits can be chosen from the below :

- Redditch United framed shirt
- Press release through club's website and social media to announce partnership
- A half page colour advert in our match day programme all season
- 2x Redditch United Season Tickets with season ticket member benefits
- Hospitality for 6 at a fixture of choice
- 1 free room hire of the Club's function room – perfect for a company party or fundraising event

- Business details on the Business Clubs Members section of the club website with company logo and click through to website
- Enhanced social media and web support throughout the season
- Pitch side advertising board*
- 1 solus email to the clubs database
- 1 Player Sponsorship
- Opportunity for a 5 minute presentation at a business club meeting

*Client will pay for production of advertising board through the clubs nominated supplier.

PARTNERSHIPS

Redditch United generate significant exposure through a range of different mediums.

The Club can provide bespoke partnerships that are tailored to each individual organisation's needs and objectives. Whether you are a company with a local audience or a brand looking to benefit from national exposure there is a partnership opportunity to suit you.

To explore what partnership opportunities are available please contact our Managing Director by calling 01527 67450 or email commercial@redditchunited.co.uk

All of our sponsors benefit from social media support and a Press release through the Clubs website and media channels.

THE CLUBS WEBSITE HAS:

A REACH OF OVER

120,000

OVER 100,000

UNIQUE VISITORS

(2024/25 SEASON)

12



TO TALK ABOUT PARTNERSHIPS

✓ Call us on 01527 67450 or

✉ Email commercial@redditchunited.co.uk

COMMUNITY

Our brand new Future Reds Development programme was developed during the 2024/25 season. The Sessions were aimed at giving young people their first taste of structured football in a relaxed and non pressured environment. We run these sessions at schools and at the Valley Stadium. Since the start we have had well over 300 engagements with over 150 weekly participants. We expect this to rise drastically during the 2025/26 season.

We launched our brand new girls only and disabled sessions late on during last season which has seen numbers quadruple already! These sessions were brought in to expand what we offer the young people in our community. The taster sessions shown us that there is a need for these sessions and the numbers have grown week on week.

We worked with the West Mercia Police to try and combat anti-social behaviour in the area and we set up a youth sports session. The sessions are free and open to all young people in middle and high schools. We get over 30 children attending each week. The outcome has been positive and hope to bring this to more areas during the 2025/26 season.

Through our different programmes and initiatives we have worked with 19 schools in the area delivering PE lessons,

extra-curricular clubs and outreach programmes. Schools are now seeing what we can offer as a club. Schools we work with have nearly doubled since last season and we expect to see another rise during the 2025/26 season.

We hold an annual free entry game each season and this season we made it a community centred day as well as being about football. We had over 2000 people attend the day which saw 10 local football clubs get to experience playing at our stadium, inflatables being used, charities being publicised and local small businesses getting exposure.

As a club we host various schools' tournaments and finals which a lot of our junior players take part in. Alongside these we run our own Redditch United tournaments during the summer, Christmas and easter which are all well attended.

Our Holiday camps continue to grow year on year with us now running camps which regularly see over 50 children attend per day. A lot of our camps this year have been free to attend through funding we have gained from different partners and the HAF Programme. We now deliver camps in Worcestershire, Warwickshire and Birmingham.



SEND SPORTS & EDUCATION PROGRAMME

We run a unique SEND sports & education programme with heart of Birmingham vocational college, the only registered one in the midlands. This has been a huge success in its first two years increasing in size by a third in 12 months.

Every half term we host holiday camps and council run initiatives to tackle local poverty and increase exercise and activity in kids (hide the hunger being our current one).

Over 45 registered sides from u7s > u19s across boys and girls/male/female & disability.

Redditch United will host full time education programme for over 100 learners in 2024 and host the country's only SEND provision programme based at a football clubs' main stadium.



“

Since we became waste partners with Redditch United, we have seen our service expand and this relationship has raised our profile in and around Redditch.

We have a fantastic relationship with the club, and they have consistently gone above and beyond in helping us promote our brand. Redditch United, like us, are committed to working within the local community and this is an area they have really helped us grow.

The introduction of the Reds Network has been a fantastic addition this season and David, Iain and the rest of the team have really showed their passion for growing the club and making sure their partners are along for the journey.

Nothing is ever too much trouble for them, and we hope to continue this partnership for years to come.

Martin Roche

Executive Manager Bromsgrove Council Commercial Waste Services

TESTIMONIALS

“

In Partnership with Protex Fasteners and The West Mercia Police, Redditch United help in the delivery of a project at Arrow Vale Leisure Youth Centre to provide opportunities to young people. These sessions have engaged a very vulnerable section of society and helped to reduce crime in the area too.

PROTEX

CONFERENCE & EVENTS

Welcome to the Valley Stadium, home of Redditch United Football Club. The Valley stadium has a range of function rooms designed with comfort and versatility in mind to ensure maximum client satisfaction.

The Valley Stadium can also be easily accessed by road and rail, the stadium is just a few miles from M42 J 2 and is walking distance from the cross city rail line that runs from Lichfield to Birmingham terminating at Redditch train station.

In recent times, refurbishment works have been carried out at the ground and within the corporate areas to enhance the experience for users on matchday and non matchday alike with our 1891 lounge the largest area we offer for Conferencing and Hospitality.

Whether hosting your event for business or personal use, our attention to detail, good facilities and in house chef make the Valley the perfect venue whatever the occasion.

We look forward to welcoming you to the Valley and to ensuring your events are enjoyable, memorable and successful.

TO TALK ABOUT C&E

☎ Call us on 01527 67450 or

✉ Email commercial@redditchunited.co.uk





THE 1891 LOUNGE

Situated on the first floor, the 1891 has recently undergone refurbishment to offer clients extensive conference facilities.

Additional Benefits:

- Lift access
- Natural daylight
- Wheelchair user access and toilet facilities
- Modern design - Large Screen TV's
- Air Conditioning - Projector
- Guest WIFI - PA System
- Pitchside view
- Complimentary car parking

TO TALK ABOUT OUR LOUNGES

- ✓ Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk

THE BOARDROOM

The boardroom is located on the first floor of the main stand and offers a great venue for stylish receptions, dinners and company meetings. The boardroom has seen extensive improvements in recent years and it's walls are adorned with memorabilia from the clubs history.

Additional Benefits:

- Lift access
- Natural daylight
- Wheelchair user access and toilet facilities
- Modern design
- Air conditioning
- Guest WIFI Large Screen TV
- Private kitchen area
- Complimentary car parking

TO TALK ABOUT OUR LOUNGES

- ☎ Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk





SPORTING DINNERS

We had a very successful 2022 with our sporting dinners as the likes of Paul Merson, Dennis Mortimer, Tony Morley and more entertained multiple sell-outs of the 1891 Lounge.

In 2024 we had fantastic evenings with Gabby Agbonlahor, Stan Collymore, Martin O'Neill and many more, there are more exciting names to come in 2025.

TO BOOK A SPORTING DINNER

- ✓ Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk

EVENTS

We have an exciting programme of events throughout the year at The Valley Stadium, from Christmas Parties, to Stadium Tours and Mother's Day Lunches, we have something to suit all tastes and budgets.

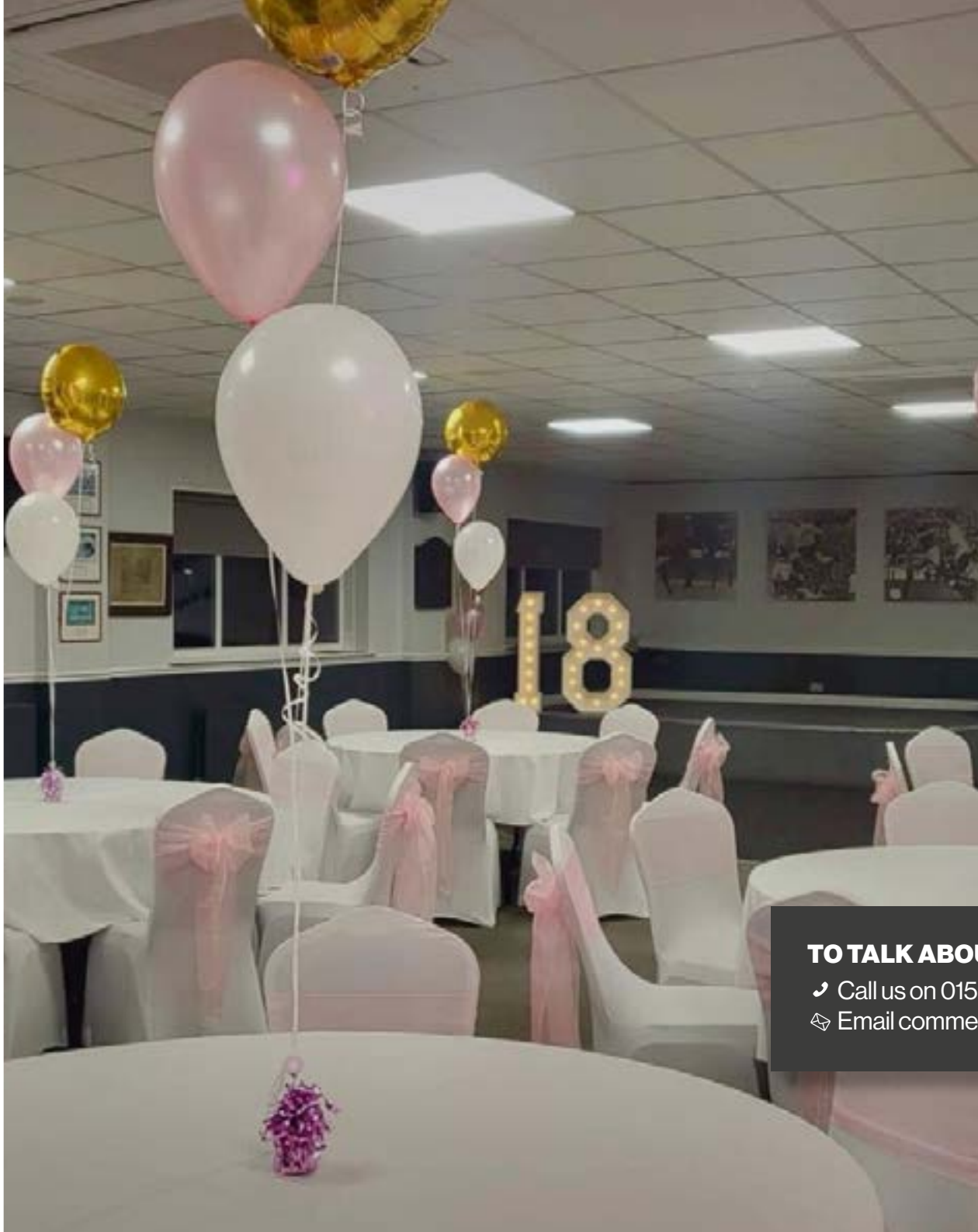
Events include:

- Mother's Day
- Father's Day
- Christmas Parties
- Tribute Acts
- Comedy Nights
- Sporting Events
- Pitch Hire

TO TALK ABOUT EVENTS

✓ Call us on 01527 67450 or
✉ Email commercial@redditchunited.co.uk





PRIVATE PARTIES

No matter what the occasion, here at The Valley Stadium we will ensure that you have a wonderful time celebrating. We are the perfect venue for your event, with award winning catering, exquisitely decorated suites, private bar facilities and ample free parking.

Celebrations we can cater for include: Birthdays, Christenings, Engagements, Retirements, Anniversaries and many more.

TO TALK ABOUT PRIVATE PARTIES

- ✓ Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk

HOSPITALITY

Our aim is to offer the very best experience to our corporate clients, sponsors, advertisers, partners and fans.

Whether you're a Redditch United supporter or a business looking to plan a number of events for entertaining clients or rewarding staff, we have a variety of packages to offer with food provided by our award winning in-house chef.

TO TALK ABOUT HOSPITALITY

- 📞 Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk





£250
+VAT



MATCHDAY SPONSOR

£500
+VAT

What's Included

- Up to 12 complimentary matchday admission
- Full page advertisement in matchday programme
- Company Logo in matchday programme
- Matchday PA announcements and social media coverage
- Up to 12 pre-match 2 course meals in the boardroom
- A complimentary welcome drink for your party
- Half-time refreshments
- Meet the first team Manager pre-match
- Choose the Man of the match and be pictured with him post-match
- Gifts for your entire party

MATCH BALL SPONSOR

£250
+VAT

What's Included

- Up to 6 complimentary matchday admission
- Company logo in matchday programme
- Matchday PA announcements and pre-match social media coverage
- 6 Pre-match meals in the boardroom
- Half-time refreshments
- Present the referee with the match ball prior to the match

We can offer bespoke pricing and packages to suit all tastes and budgets, call the commercial team to plan your day.

TO TALK ABOUT HOSPITALITY

- ✓ Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk

BREAKFAST MENU

BREAKFAST (per person)

Full English £9.99 + VAT

Bacon, Sausage, Beans,
Grilled Tomato, Mushroom,
Hash Brown, Fried egg & Toast

Tea or Coffee £2.50 + VAT

Orange or Apple Juice £2.00 + VAT

Pastries £2.50 + VAT

Cakes £4.00 + VAT

Bacon Baps £6.00 + VAT

Sausage Baps £6.00 + VAT



BUFFET MENU

£14.99
+VAT

Pick from 3 different types of sandwiches
and 6 further choices from the list

Sandwiches

Ham and Tomato, Cheese and Tomato,
Egg Mayo, Chicken Mayo

- Sausage Rolls/ vegan sausage Rolls
- Chips
- BBQ wings
- Spicy wings
- Chicken goujons
- Mac and cheese bites
- Cauliflower wings (v)
- Chicken tikka skewer (+£1.50 per person)
- Vegetable skewers (v)
- Indian selection(v)
- Coleslaw (V)
- Vegetable Pasta salad (V)
- Dressed salad (v)
- Coconut prawn skewer (+£1.50 per person)
- Halloumi fries (+£1.50 per person)

Desserts

- Mini Dairy Cakes **£5.00 pp + VAT**
- Chocolate Petit Fours **£5.00 pp + VAT**

Cheeseboard

- Brie, Stilton,
Mature Cheddar, Chutney,
Grapes and Biscuits **£5.00 pp + VAT**

TO TALK ABOUT YOUR EVENT

- 📞 Call us on 01527 67450 or
- ✉ Email commercial@redditchunited.co.uk





CONTACT US

✉ commercial@redditchuned.co.uk

☎ 01527 67450

📍 The Valley Stadium,
Sallie Swann Street,
off Bromsgrove Road,
Redditch,
Worcestershire B97 4AU

Iain Wain
Managing Director

✉ Iain.wain@redditchuned.co.uk

☎ 07496 595 262

