



**ADVERTISING &
SPONSORSHIP
OPPORTUNITIES**
2026/27

ON THE RISE.

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ON THE RISE



The 2025/26 season was one that reminded everyone just how far this football club has come — and how far we still intend to go.

On the pitch, we have delivered a campaign full of belief, character and real entertainment. We missed out on the play-offs only on goal difference, reached the Worcestershire Senior Cup Final, and made it to the Semi-Final of the Birmingham Senior Cup, losing on penalties on both occasions. Fine margins, but a season full of pride and progress.

Off the pitch, the strides have been just as significant. This year we took on the REDI Centre, a vital community asset that was facing closure. Bringing it under the Club's umbrella not only protected an important local facility, but strengthened our commitment to delivering meaningful social impact across Redditch and beyond.

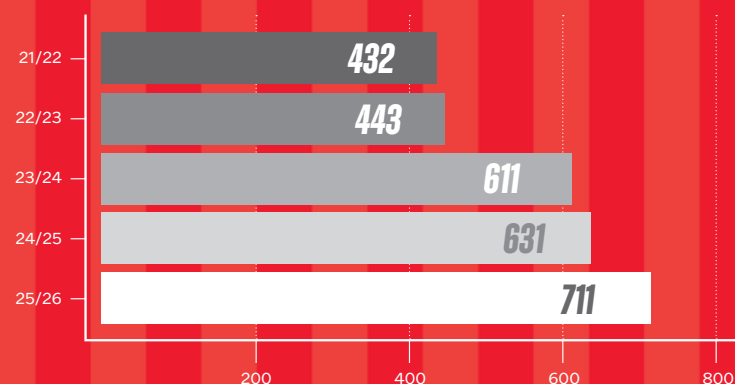
That commitment is real and measurable. Our work generated £4.2 million in Social Impact value, underlining the scale of what a community-driven football club can achieve. We also became officially certified as carbon neutral, making us only the second football club in the world to reach that milestone — a statement of intent about the kind of organisation we want to be.

Meanwhile, support for the Reds continues to grow. Our average attendance rose for the fifth consecutive year, a reflection of the connection between the Club and the town, and a sign that momentum is firmly on our side. The Reds are on the rise, and we're determined to keep climbing.

As we look ahead, our ambition is simple: keep building, keep improving, and keep delivering value for our supporters, partners and community. This club is moving forward with purpose — and we're only just getting started.

David Faulkner
Chairman Redditch United Football Club

ATTENDANCES / LAST 5 SEASONS



REDDITCH UNITED FOOTBALL CLUB



Advertisements on the pitch perimeter:

- reddit r/football
- redditch united
- msp MICROSPRING.CO.UK
- MISSION CRITICAL ENGINEERING FOR THE HEART OF THE MIDLANDS
- ENFIELD TRIAL ESTATE AGENTS +44 (0) 1527 69121
- go solar.co.uk affordable energy 01902 246 666
- THE COMMERCIAL LANDSCAPING PGELANDSCAPING LIMITED CREATE • BUILD • TRADE

GROWTH

20%

FOLLOWER INCREASE
IN 25/26



OVER
12M

REACH IN 25/26

An increase of 12%+

500K

TIKTOK VIEWS
IN 25/26



OVER
100K

WEBSITE USER



133%

INCREASE
IN INSTAGRAM REACH COMPARED
TO THE PREVIOUS SEASON



5K HRS

WATCH TIME ON YOUTUBE
(25/26 SEASON)



149% INCREASE IN LINKEDIN REACH COMPARED
TO THE PREVIOUS SEASON

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	P.O.A

TO TALK ABOUT SPONSORSHIP

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





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 Club's website and media channels.

**THE CLUB'S
WEBSITE HAS:**

A REACH OF OVER

120,000

OVER

180,000

**USERS
(2025/26 SEASON)**

TO TALK ABOUT PARTNERSHIPS

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

**For all sold out items enquire now
for future seasons, contact the
Managing Director for a discussion.**

TO TALK ABOUT SPONSORSHIP

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





WOMEN'S FIRST TEAM

We are seeking commercial support to help our Women's team for the 2026/27 season and you can assist our women in the following ways:

The Women's First team enjoyed a successful 2025/26 season finishing a creditable 5th despite a points deduction and boasted the best goal difference in their division. The women have seen their average attendance rise throughout the campaign.

- First team shirt **SOLD**
- Matchday Hospitality
- Ball sponsor
- Shorts
- Shirt Sleeves **SOLD**
- Warm up jackets

- Bench coats
- Training wear

To enquire about any 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





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 matchday 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 Club 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 club's 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 club's nominated supplier.

TESTIMONIALS

“

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 shown 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

“

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

OUR IMPACT



1400

PARTICIPANTS FOR
SCHOOL DELIVERY



100%

EDUCATION ACHIEVEMENT
SINCE 2016



1800

HAF HOLIDAY CAMP
FUNDED PLACES



13.2M

PEOPLE REACHED
ONLINE



194K

HOURS OF
SOCIAL INTERACTION



250+

CHILDREN DELIVERED TO
WEEKLY IN SCHOOLS



£1.2M

WELLBEING VALUE



500+

PLAYERS



339

VOLUNTEERS



£2.9M

WORKFORCE VALUE



402K

SOCIAL VALUE OF
YOUTH PARTICIPATION



2ND

CARBON NEUTRAL FOOTBALL
CLUB IN THE WORLD

£4.2M
SOCIAL VALUE
FOR REDDITCH

COMMUNITY

Our brand new Future Reds Development programme was created 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 2026/27 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 showed 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 2026/27 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.



NEW PROGRAMMES (TERM TIME ONLY 39 WEEKS)

United Through Fitness

Supporting people living with or fighting cancer. Weekly fitness sessions to help improve or maintain physical fitness. Not just a fitness session but time after to socialise and talk to other people in similar circumstances.

£5000 - £6000

Team Talk

Weekly football session for men who may be struggling with their mental health. 1 hour on the pitch and then some time upstairs to socialise and have a drink. Maybe try and get Andy Mans Club involved?

£5000 - £6000

Beyond the Game

Weekly hub for retired and semi retired people to come together. Different activities every week – bingo, quizzes, boccia, indoor curling etc (could get HBVC involved).

£5000

United Voices

Weekly English lessons for those who cannot speak English. Very basic lessons. The demographic of Redditch makes this very viable.

£6000

Reds in Motion

Weekly fitness classes for those suffering with Parkinsons / Dementia. Carers welcome to which provides respite for them and a chance to speak to others doing the same as them.

£5000 - £6000

GROWTH



12 SCHOOLS INCREASE FROM 4



1540 PARTICIPANTS INCREASE FROM 1070



35,360 ENGAGEMENTS INCREASE FROM 22,075

1800+ HAF CAMP PLACES INCREASE FROM 1500

**NEARLY
500**

CAMP PARTICIPANTS INCREASE FROM 375



5 WEEKLY YOUTH CLUBS INCREASE FROM 1

REDDITCH UNITED JUNIOR SECTION

Redditch United is the leading hub for grassroots football in the region. With access to outstanding facilities, professional infrastructure and full-time support, we are proud to provide a top-tier grassroots environment for our 500+ registered players from U7 up to U21.

Our teams compete in a variety of Leagues providing an inclusive and competitive environment for all abilities, all centred around the RUFC DNA Document, which provides guidance and a platform for our teams and coaches to build from. At the base of our pyramid is the Future Reds Development Centre which provides the platform for kids from reception age to year 6 to take their first steps into football, through a thorough coaching curriculum. This provides a pathway from these sessions to our structured teams at the club, as well as the formation of brand new teams from the development centre.

500+
REGISTERED
PLAYERS

150+
U6-U11
16 TEAMS

250+
U12-U16
25 TEAMS

120+
U16-U20
5 TEAMS



LAST 12 MONTHS

15% GROWTH IN REGISTERED PLAYERS 	11 NEW TEAMS 	ACROSS 3 FACILITIES 
1000+ FACILITY USERS RELATING TO JUNIORS PER WEEK 	15 YOUTH PLAYERS SIGNED TO FIRST TEAM IN 25/26 	7 YOUTH PLAYERS SIGNED TO PRO ACADEMIES IN 25/26 
3 MJPL WINNERS 	2 MJPL CUP WINNERS 	2 CWYFL LEAGUE WINNERS 
2 CWYFL CUP WINNERS 		

JUNIOR SPONSORSHIP PACKAGES (PLATINUM)

- Match kit & front of shirt sponsor
- **£300** Team voucher redeemable at hope+glory
- **10%** Discount on team managers subscription
- Priority selection on mascot experience for team
- **X4** full pages in matchday programme
- **X4** redditch united season tickets
- Hospitality table for 6 at a First team game of choice (subject to availability)
- Invites to all club events
- Page on website
- **X1** framed shirt
- Company logo in programme
- **X1** free room hire
- Social media support
- Invite to selected business club events
- Sales material & presence at stadium opportunity to matchday activities
- Crowd facing advertising board at **£400+vat**
(normal price **£800+vat** + price of production)

5v5
£1146.96
+VAT

7v7
£1493.80
+VAT

9v9
£1792.80
+VAT

11v11
£2032
+VAT

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 the full-time education programme for over 100 learners in 2026 and host the SEND provision at the REDI-centre and the Valley stadium.





To learn more on how you can support the SEND learners and the work that Redditch United undertakes in partnership with Heart of Birmingham Vocational College. Contact our Managing Director.

ACADEMY

Redditch United have a proud history of delivering education, with full time provision being delivered since 2009

At Redditch United, we offer both a college level and University level Sports course where we aim to give young people the chance to excel in their education, earning a Level 3 or Level 5, whilst training and playing full-time football at the Valley Stadium and enhancing their employability.

Last year, we had a retention rate of our students of 96.1% This year we are on target to improve the retention rate to 97.2% with an achievement rate of 97.1%. Incredible figures for a thriving provision.

Education

We are proud to offer two programmes that not only focus on developing footballing talent but also emphasise the importance of education and personal growth.

At College level (16-19 years old), we offer a BTEC Level 3 Extended Diploma in Sport which is equivalent to 3 A Levels and is a two-year course.

At University level, we offer a Higher National Diploma Level 5 in Sport & Exercise Science which is a two-year course with an optional top-up year to convert your HND into a full honours degree.

Football

Train full-time at the Valley Stadium on our state-of-the-art artificial pitch whilst representing Redditch United across various levels. Our UEFA A License coaches offer great experience and provide structured sessions to progress and develop young players into the best versions of themselves, both on and off the pitch.

We offer a proven pathway to the First team with opportunities to train and earn minutes.

From September 2026, our Football & Education provision will be run by Heart of Worcestershire College at the Redditch campus, providing access and support to top-class facilities.

The College will deliver the education provisions with a BTEC Level 3 Diploma (equivalent to 3 A Levels) in Sport and a Higher National Diploma (HND – university level) in Sports Science. Redditch United will run the footballing provision, providing full-time football training and fixtures whilst accessing UEFA A Level licensed coaching and a state-of-the-art 3G pitch.



Courses Delivered

- Level 2 First Certificate
- Level 3 BTEC Extended Diploma in Sport
- Level 5 HND Sport and Exercise Science
- GCSE English and Maths Resits

Plus, opportunities to gain Further qualifications such as

- FA Coaching Courses
- FA Officiating Courses
- YMCA Level 3 Diploma in Sports Massage
- Level 2 Gym Instructors

Learners progress to:
University | Scholarships Abroad |
Apprenticeships | Employment



ACADEMY MATCH SPONSORSHIP

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

• Game sponsor	£100
• Match ball sponsor (game or season)	£50/£500
• Player of the match (game or season)	£50/£500
• Goal sponsor	£275 per season

Player sponsorship

• Individual academy player sponsor per season	£100
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Digital Marketing

• Social media interaction and posts (35k followers across all social channels)	£25 per post
• Email campaign to our members (Mailer lite 7263 subs)	£125 per email

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

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



CONTACT US

TO TALK ABOUT EVENTS

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

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

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-  **07496 595 262**





ON THE RISE.



