



# COMMERCIAL OPPORTUNITIES

AT NORWICH CITY FOOTBALL CLUB



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# NORWICH CITY KEY STATS



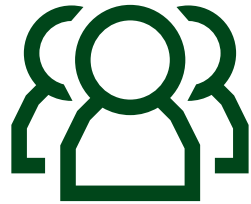
98%  
Attendance each match,  
irrespective of division

22K  
Season ticket holders

13K  
Members

40K  
Shirts sold

70  
Different countries where  
fans have purchased a  
replica kit



43  
Territories broadcast to  
1.115M  
Cumulative international  
audience in the EFL



385K  
Total database

63%  
UK

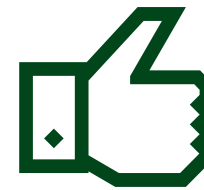
37%  
International

78%  
Male

22%  
Female

22K  
App downloads

50%  
Average open rate



1M  
Facebook followers

876K  
X followers

480K  
Instagram followers

1.1M  
TikTok followers



**Matt Windle**

Group Vice President and Managing Director  
 LOTUS CARS,  
 Hethel, Norfolk



# TESTIMONIAL: MATT WINDLE



Lotus has been headquartered in Norfolk since 1966 and we have partnered with Norwich City FC many times over the years. Most recently, it has been from 2019 when we started sponsoring the club’s Training Centre and Academy teams, then expanded to shirt sponsors for the men’s and women’s kit and training wear. We are also supporters of the Community Sports Foundation.

Entering our fourth season with the Canaries, it is clear that the partnership has blossomed further, reinforcing the fact that both our organisations share a culture and so many values.

With our core Lotus brand colour being yellow, many have suggested just on that alone, it would be a natural fit for our two iconic ‘global yet local’ organisations.

However, the relationship is much deeper than that. Lotus and Norwich City FC are two highly ambitious and high-performing Norfolk brands, each with a pioneering spirit and a passion at the core of everything they do. Norwich City FC is recognised as a family-centric club, and at Lotus we call ourselves collectively ‘Us Lot’ – a play on the word Lotus and one which harks back to the early days of the company and its pioneering beginnings, 75 years ago next year.

Commercially and at a brand level, this collaboration is good for both businesses, and helps raise the profile of our product, our region and our community around the world. That profile is supported greatly by Lotus’ ongoing investment, globally and particularly in our home county of Norfolk.

Off the pitch, we look forward to the future as both brands grow in Norfolk and globally and we continue to strengthen our shared visions and successes.



**PRINCIPAL  
 PARTNER  
 2023 / 24**

BE AN  
OFFICIAL  
CLUB  
PARTNER



PRINCIPAL  
PRIMARY  
REGIONAL





# PRINCIPAL PARTNERSHIP

DELIVERS KIT  
BRANDING AND  
HIGH-VALUE IN-GAME  
LED EXPOSURE

Branding on three men's first-team shirts and replica kit

Up to ten minutes of in-game LED per fixture displayed simultaneously pitch-side and mid-tier

Up to 30% of available inventory across media backdrops

Prominent, fixed in-stadia branding

Bespoke hospitality, ticketing, matchday activation, and experiential strategy

Access to players, management, club ambassadors and board members

Full digital video and social activation strategy with exclusive branding of top performing club content

Access to our database with Partner offers shared directly via the club

Branded content with associated support from our in-house media team







# 2

## PRIMARY PARTNERSHIP

FOCUSED ON IN-STADIA BRANDING AND PLAYER ACCESS

Up to two minutes of in-game LED per fixture displayed simultaneously pitch-side and mid-tier

Prominent, fixed in-stadia branding

Big screen, matchday programme, concourse TV and stat TV branding presence

Bespoke hospitality, ticketing, matchday activation, and experiential strategy

Player and club ambassador access

Social media campaign with associated digital content

Custom email takeovers

Access to our database with partner offers shared directly via the club



# 3

## REGIONAL PARTNERSHIP

PERFECT FOR BRANDS TO ESTABLISH THEMSELVES ON A REGIONAL BASIS

Use of the club's IP, including crest and imagery within promotional content

Inclusion in the shared regional partner mid-tier LED

Feature in the pre-match and in-play big screen playlist

Inclusion in the concourse TV and stat TV playlists

Season tickets

The right to be named as a player kit sponsor during the season

Club ambassador access

Invites to official club events

Ad hoc hospitality







BE AN  
OFFICIAL  
PARTNER  
OF NORWICH  
CITY WOMEN

## FRONT OF SHIRT SPONSOR

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- Interview backdrop
- Digital programme
- Season tickets (at The Nest)
- Player appearances
- Matchday activation
- Squad photo invite
- Line-up graphic
- Branded content

## BACK OF SHORTS SPONSOR

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- Interview backdrop
- Digital programme
- Season tickets (at The Nest)
- Player appearances
- Matchday activation
- Squad photo invite
- Branded content

## TRAINING WEAR SPONSOR

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- Interview backdrop
- Digital programme
- Season tickets (at The Nest)
- Player appearances
- Matchday activation
- Squad photo invite

## BACK OF SHIRT SPONSOR

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- Interview backdrop
- Digital programme
- Season tickets (at The Nest)
- Player appearances
- Matchday activation
- Squad photo invite
- Goal graphic
- Branded content

## SLEEVE SPONSOR

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- Interview backdrop
- Digital programme
- Season tickets (at The Nest)
- Player appearances
- Matchday activation
- Squad photo invite

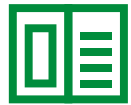
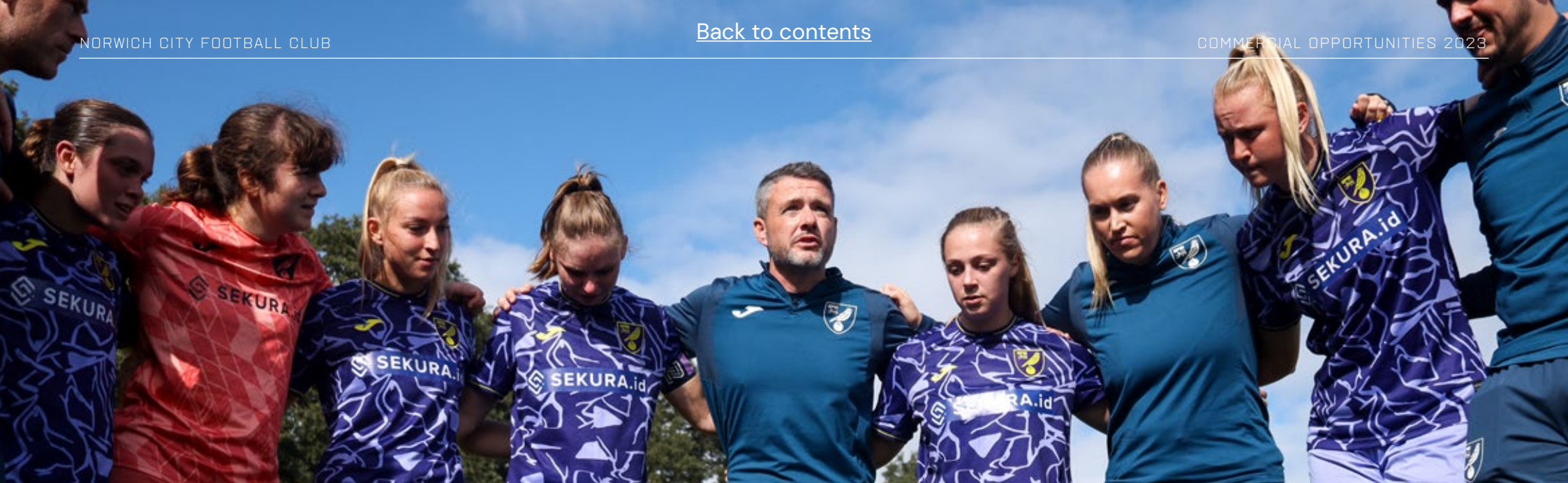
## MATCHDAY WARM-UP SPONSOR

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- Interview backdrop
- Digital programme
- Season tickets (at The Nest)
- Player appearances
- Matchday activation
- Squad photo invite







Advert in digital matchday programme



Two pairs of season tickets



A signed shirt



One player appearance



One matchday activation



Invite to the official squad photo



Partner logo on the official website



Use of Norwich City Women's IP



Invite to the End of Season Awards



Access to match imagery

# PROPOSED OFFICIAL PARTNER PACKAGE FOR 2023/24

STRENGTHEN  
YOUR BRAND  
WITH A  
MATCHDAY  
SPONSORSHIP

MATCH  
MATCHBALL



FROM  
£2,750  
PLUS VAT PER MATCH

## HOSPITALITY

Hospitality for thirteen guests,  
hosted by a Norwich City legend

Exclusive private dining experience

Inclusive drinks

Behind-the-scenes pre-match tour

Private Regency Security Stand  
executive box to view the action  
from behind the goal

Opportunity to choose the  
official Player of the Match, with  
presentation at the final whistle

Photograph presentation with a  
first-team player

Gift for each guest

Framed shirt, signed by the  
first-team player

Car parking

Official matchday programme

## ADDITIONAL BENEFITS

Full-page advert in the official  
matchday programme

PA announcement

Logo recognition on the stadium  
Big Screen, concourse TV's,  
official club website



# MATCH SPONSOR

OUR PREMIUM  
MATCHDAY  
SPONSORSHIP  
PACKAGE

FROM  
£1,000  
PLUS VAT PER MATCH

## HOSPITALITY

Hospitality for four guests in the Boardroom, hosted by a Norwich City legend

Inclusive drinks

Behind-the-scenes pre-match tour

Premium match seats in the Directors' Box

Photo presentation with a first-team player

Gift for each guest

Car parking

## ADDITIONAL BENEFITS

Half-page advert in the official matchday programme

PA announcement

Logo recognition on the stadium Big Screen, concourse TV's, official club website

# MATCHBALL SPONSOR

AN OUTSTANDING MATCHDAY EXPERIENCE





# HOSPITALITY

ENJOY MORE  
THAN A MATCH AT  
CARROW ROAD

THE CELEBRATION  
THE CARROW ROAD EXPERIENCE  
REGENCY STAND EXECUTIVE BOX  
THE TOUCHLINE BY ICE BREAKER  
THE LEGENDS MATCHDAY CLUB  
THE TOP OF THE TERRACE

# THE CELEBRATION

## PERFECT FOR CELEBRATING ANY OCCASION



Experience for two guests, hosted by a Norwich City host

Champagne reception in the Bluespace VIP Lounge on arrival

Behind the scenes pre-match stadium tour

Pre-match three-course meal in Delia's (on a shared table)

Two match tickets - executive seating behind glass in the Top of the Terrace

Your chosen message will appear on the big screen at half-time

Access to the post-match lounge for the official interview and photograph with a member of the first-team

Official Matchday programme

FROM  
£350  
PLUS VAT PER MATCH

# THE CARROW ROAD EXPERIENCE

## EXPERIENCE ALL THAT CARROW ROAD HAS TO OFFER



Hospitality for four guests

Pre-match all-access behind-the-scenes tour of Carrow Road

Three-course pre-match dining in Delia's Restaurant and Bar, with complimentary drinks, on a private table

Executive match seating in the Top of the Terrace

One matchday car park pass

Tea and coffee served throughout the day

Presentation photograph in the post-match lounge with a first team player

Official Matchday programme

FROM  
£750  
PLUS VAT PER MATCH



# REGENCY SECURITY STAND EXEC. BOX

OFFERING EXCELLENT, SELF-  
CONTAINED MATCH-VIEWING

## HOSPITALITY

A private Executive Box for ten guests with self-contained match seating behind glass

A three-course pre-match meal in Delia's Restaurant and Bar

Access to a private Box Holders' Lounge

Dedicated host on-hand to assist your matchday experience

Two car park passes

Tea and coffee served throughout the day

Access to the post-match lounge for player interview

Official matchday programme

FROM  
£1,750  
PLUS VAT PER MATCH



# THE TOUCHLINE BY ICE BREAKER

ENHANCE YOUR  
MATCHDAY

## HOSPITALITY

A private executive box for ten guests

Seasonal buffet food served before kick-off

Fully inclusive drinks

Visit from a Norwich City legend

Dedicated matchday host

Official matchday programme

Stunning views of Carrow Road

Pour your own Ice Breaker pints

Gift for each guest

FROM  
£1,750  
PLUS VAT PER MATCH





# THE LEGENDS MATCHDAY CLUB

HOSTED BY NORWICH CITY LEGENDS

## HOSPITALITY

Exclusive lounge with panoramic views of the stadium

Welcome drink

Pre-match interview with a  
Canaries legend

A three-course meal prepared by  
Delia's team of chefs

Premium padded seating on the  
halfway line

Access to table throughout day  
with tea and coffee available

Pies at half-time

Access to the post-match lounge  
for player interview

Official matchday programme

## SEASONAL MEMBER BENEFITS

Priority access to away match  
tickets

Personal account  
manager

FROM  
£150  
PLUS VAT PER MATCH

FROM  
£2,750  
PLUS VAT PER SEASON





# THE TOP OF THE TERRACE

OFFERING SPECTACULAR VIEWS OF  
CARROW ROAD IN ALL ITS GLORY

## HOSPITALITY

Pre-match three-course carvery  
menu on your own table

Premium padded seating

Tea and coffee throughout day

Access to the post-match lounge  
for player interview

Official matchday programme

## SEASONAL MEMBER BENEFITS

Priority access to away match tickets

Personal account manager

FROM  
£125

PLUS VAT PER MATCH

FROM  
£1,600

PLUS VAT PER SEASON  
MATCH SEATING







UTILISE THE  
DIVERSE SET  
OF SPACES AND  
OPPORTUNITIES ON  
NON-MATCHDAYS



**delias**  
CANARY CATERING

# CONFERENCES MEETINGS & EVENTS

Whether you're visiting us for business or pleasure, we have three things that will make your visit to Norwich City Football Club unique and special – a warm welcome, good food and a modern elegant setting.

With a wide range of venue hire options available, from small intimate get-togethers in our executive boxes to all out parties in our large function rooms, you're sure to find the perfect setting at Carrow Road.

## **We cater for:**

Weddings & Receptions

Graduations & Proms

Parties & Celebrations

Wakes & Memorials

Private Christmas Parties

Charity Balls

Conferences

Corporate Meetings

**Delia's Canary Catering**

[deliascanarycatering.co.uk](http://deliascanarycatering.co.uk)

01603 218704





# BUSINESS CLUB

## AT CARROW ROAD

SUPPORTED BY



Two held per season,  
September and April

Free to the region's business  
leaders to attend

Hear from exciting speakers, both  
club legends and business leaders

Relaxed informal networking  
evening events

Join club partners to learn more  
about their services

Enjoy excellent local, seasonal food





FROM  
£3,000  
PLUS VAT



# PITCH HIRE

PLAY ON THE HALLOWED  
TURF AT CARROW ROAD

Full use of the pitch for the duration of your slot

Opportunity to set the pitch up for 5-a-side or full 11-a-side

Use of the changing rooms

Balls and goals

200 spectators with seats in the City Stand

First aider

Floodlights for an evening slot

Car parking (subject to charge)

**Additional options to supplement the session, charged in addition:**

Referees and Assistant Referees

Food kiosk

Hospitality Lounge – Ambassadors

Big Screen and in-stadia LED boards



# CONTACT

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# NORWICH CITY FOOTBALL CLUB

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Norwich City Football Club



@NorwichCityFC