



WELCOME TO BLOOMFIELD ROAD

HOME OF BLACKPOOL FC

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WHY BLACKPOOL FC?

An Ambitious Skybet L1 Club with aspirations of an immediate return to the Championship.

A loyal, passionate fan base who are proud of our Town and unique Tangerine and White heritage.

Ambitious Plans for the Future

New East Stand Upgrade now underway with Phase 1 set to complete for the start of the 25/26 season.

Commercial Growth

A thriving commercial partner programme bringing together the football club and business community and a commitment to deliver bespoke activation for your brand.

Community Focused

A pro active Blackpool Community Trust of over 100 personnel to deliver activities and social programmes for the population of Blackpool.



STADIUM UPDATE

EAST STAND / IMPROVEMENTS

Phase 1 - East Stand

1. New decks, risers & seating and new internal back panelling
2. New TV gantry and new media spaces integrated into the stand
3. Refurbished media rooms inside the stand

Phase 2 – Requires planning application

1. New external cladding around the east stand
2. Removal of the roof-based TV gantry
3. Vomitory exits added to the east stand
4. New kiosks & toilets added to the back of the east stand
5. Removal & replacement of the floodlights (East & West stands)
6. New PA system

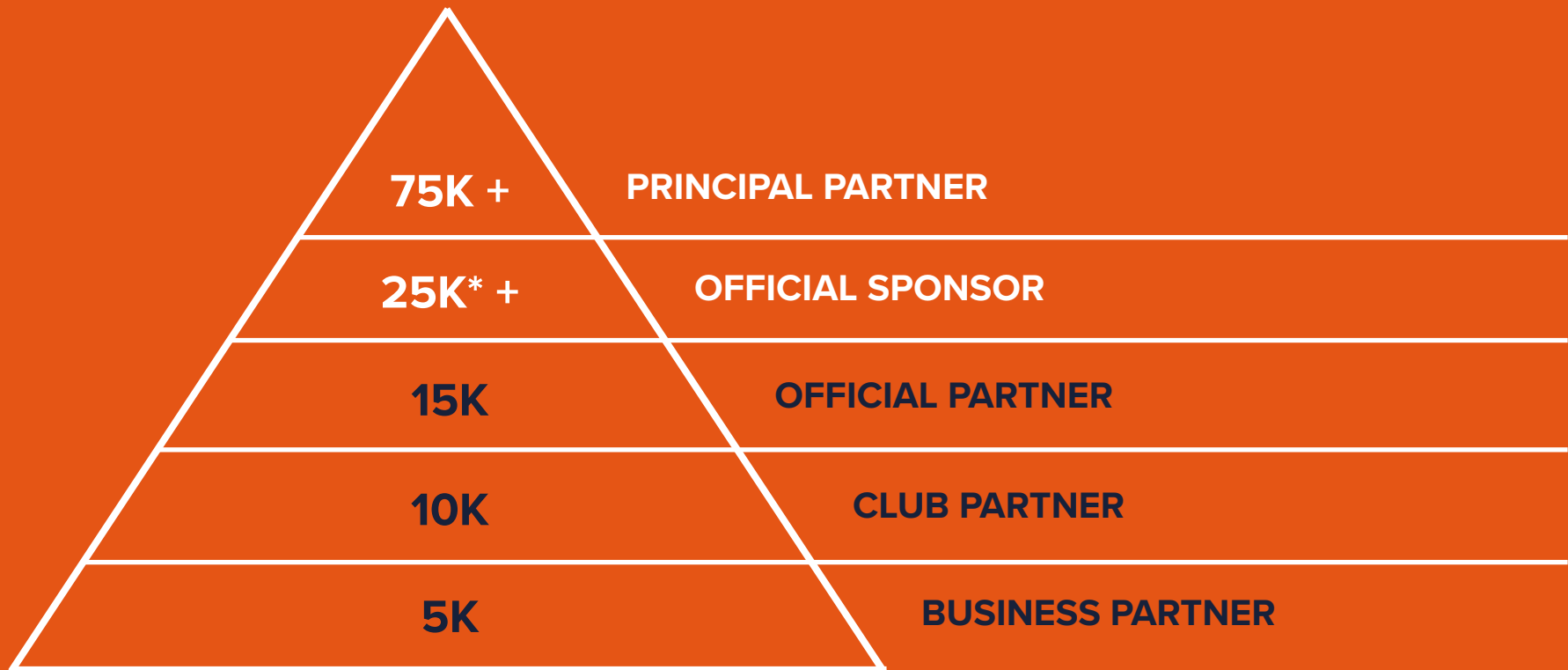
Phase 3 – Requires Planning application & the acquisition of the land

1. New outside broadcast compound
2. New away fan area/zone



BFC PARTNER PROGRAMME

2025/26 COMMERCIAL STRATEGY



*Assets list for sponsorships available on request

WHAT OUR PARTNERS SAY

CLIENT TESTIMONIALS



Tim Forshaw | Managing Director of Tower Insurance Brokers Official Partner

“Partnering with Blackpool FC has been a tremendous success for Tower Insurance Brokers. The exposure both on and off the pitch has elevated our brand, while deepening our ties within the local community and the wider football network. It’s a proud and impactful collaboration that continues to deliver.”



Gareth Martindale | Founder and CEO of Sherbert Lemon Club Partner

“We’ve proudly sponsored Blackpool FC for just under a year, and in that short time, we’ve witnessed a remarkable 4x return on our investment. The team’s unwavering dedication and proactive communication have been exceptional, ensuring we’re always informed and engaged. Their commitment to going the extra mile truly sets them apart.”



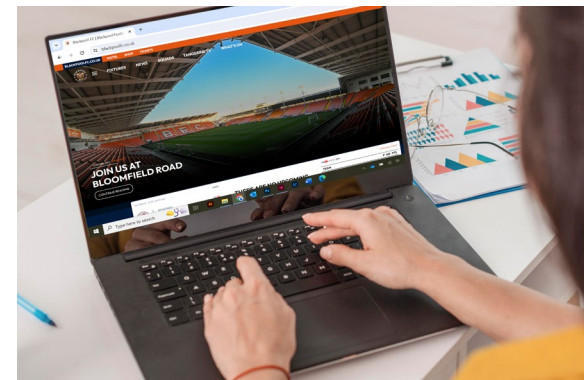
Adam Fairclough | Director of Omega Electrical Business Partner

“Partnering with Blackpool Football Club has been a game changer for Omega. The collaboration has significantly elevated our brand visibility, connecting us with a wider audience and strengthening our local presence. Its been an invaluable platform for growth, and were proud to support the club and community. “

**OPPORTUNITIES REMAINING
SEASON 2025/26**

SPONSORSHIP ASSETS

- BACK OF SHIRT | FIRST TEAM
- SLEEVE | FIRST TEAM
- SHORTS | FIRST TEAM
- NEW EAST STAND
- DIGITAL SPONSORSHIPS
- MATCHDAY SPONSORSHIP
- PLAYER SPONSORSHIP
- LED ADVERTISING - PITCH & CROWD



COMMUNITY ASSETS

- WOMEN'S FIRST TEAM
- EMERGING TALENT CENTRE
- GRASSROOTS GIRLS
- SPORTS / FOOTBALL CAMPS
- TINY TANGERINES
- COMMUNITY PROJECTS
 - DISABILITY SPORT
 - WALKING FOOTBALL
 - FIT BLACKPOOL
 - ESPORTS
- TANGERINE TOGETHER - DONATION SCHEME
 - SUPPORTING FAMILIES IN LOCAL COMMUNITY



EXECUTIVE BOXES

Flexible Dining Options | Balcony Seating | Parking Spaces |
Bar & Table Service | MOTM Reaction

MATTHEWS EXPERIENCE

2-Course Menu | Balcony Seating | Pre-Match Interviews & Entertainment |
Bar & Table Service | MOTM Reaction

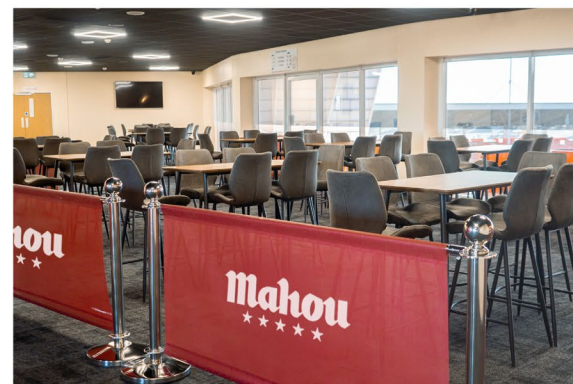
1953 EXPERIENCE

2-Course Menu (Optional) | Block M Padded Seat |
Programme & Team Sheet | MOTM Reaction

MAHOU EXPERIENCE

Welcome Drink & Pie | North-West Balcony Seating | Drinks Table Service |
Reserved Seating | Team Sheet

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ANY QUESTIONS?

THANKS FOR YOUR SUPPORT!
#UTMP

