



FOOTBALL IN BERKSHIRE

MEDIA PACK & SPONSORSHIP OPPORTUNITIES





WHO ARE FOOTBALL IN BERKSHIRE?

UNDERSTANDING US AS PUBLICATION

Football in Berkshire is a not for profit volunteer run news site covering non-league, women's and grassroots football in Berkshire. Founded in 2016 by Tom Canning and Darrell Freeland. It now boasts an editorial team of more than 10 contributors who cover the county far and wide with stories from across our clubs.

As a group, our stated aim is to grow a local audience and generate interest in the grassroots game in the county, whether that's as a spectator, volunteer, sponsor or player. We tell the stories of the clubs and the people involved.



12,000 READERS PER MONTH

(AND GROWING!) SOURCE: GOOGLE ANALYTICS



RAISING MONEY

In 2025, the team's efforts raised **£3,000** for Reading's homelessness charity Launchpad

Football in Berkshire's social media channels reach **200,000 plus per month**

AWARDS NIGHT
Build up over **FOUR** months

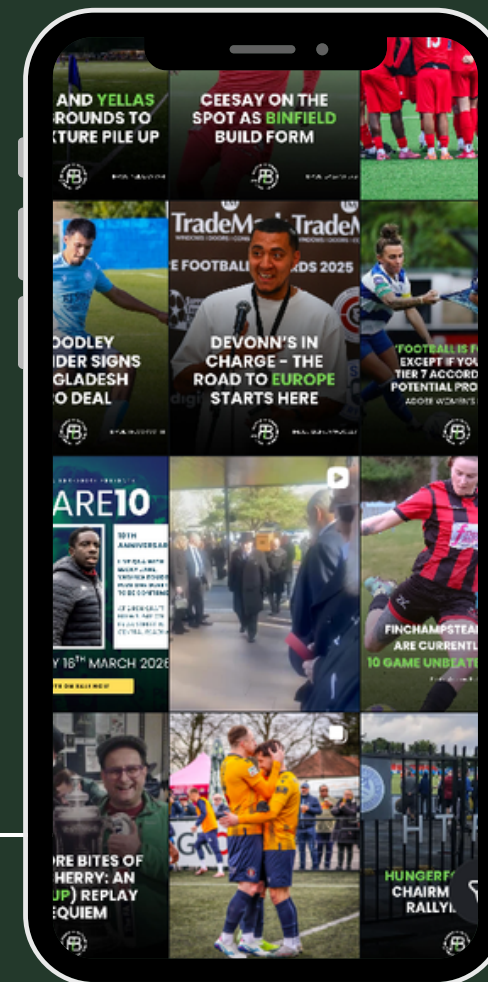
Average of 500 nominations each year

SOLD OUT EVENT every year since 2021



1,250 NEWSLETTER SUBSCRIBERS

Open rate of 40% off once per week sends



HERE'S TO ANOTHER 10 YEARS!



WHAT'S COMING UP IN 2026?



GETTING SERIOUS

We're 10 years old in 2026. We're holding a celebration in Central Reading in March (16th) and our annual awards will once again be hosted by Paul Watson on June 10th in a brewery

Our corporate charity football tournament will return in July raising money for homelessness charity Launchpad and we will shortly have a relaunch and rebrand of our website.

Crucially, we are growing our writer base to generate extra content, views and eyeballs while our social media footprint continues to flourish.





GROWTH STRATEGY



STAYING RELEVANT

Our growth strategy is simple; increase content levels, diversify away from traditional match reporting and tell stories people want to read.

We are actively increasing our portfolio of writers with more focus on fans and community around the club, expanding women's football coverage with an aim to bring back the podcast for the 2026/27 season.

We are undergoing a re-brand and website re-design with the intention of going live in early March 2026. We're removing intrusive advertising and focusing on reader subscriptions. We'll look to adapt as the digital landscape changes but we want to ensure our foundations remain solid in order to run for another 10 years.





ACCESSING OUR AUDIENCE



Whether you choose to sponsor an award or take up the offer of front and centre website advertising, Football in Berkshire has, over 10 years built a recognisable brand that celebrates the best things about the game and we'd love to share that with you.

FiB's offer is, we believe, straightforward and great value. The three options are:

1. The Ultimate Package (limited to ONE, when it's gone it's gone)
2. Sponsor a Berkshire Football Award
3. Daily visibility (book a month at a time as front and centre website advertiser).



ULTIMATE FOOTBALL IN BERKSHIRE SPONSOR

INCLUDING TITLE SPONSORSHIP OF BERKSHIRE FOOTBALL AWARDS (FOUR MONTHS) AND TWO MONTHS OF WEBSITE ADVERTISING (SIX MONTHS TOTAL)

£1,000

What do you get?

- **Title Sponsorship** plus sponsorship of our two most coveted awards (Male and Female Player)
- Four months of visibility. Over 100 articles. 500 nominations. Visibility on every page of the website.
- An additional two consecutive months of front and centre advertising on the website in key locations (see page EIGHT)
- Newsletter sponsorship for length of awards PLUS two additional months, 1,200 circulation, 45% open rate (awards add significant subscriber numbers each year)
- Permanent visibility on the live stream



SPONSOR AN INDIVIDUAL AWARD

£120 (TWO FOR £200)

What do you get?

- Sponsorship of one of the 21 awards on offer – from Manager to volunteer, players and more (first come first served)
- Four months exposure during the 2026 awards cycle
- Logo printed on the award and mentioned on the night (incl live stream)
- **UPGRADE** to include a full month website sponsorship + £150 (on its own £300) – see page NINE for details



DAILY VISIBILITY SPONSORSHIP

£300 A MONTH

Our new website launches at the end of February and we're breaking down sponsorship into monthly chunks with guaranteed visibility on the pages that matter (stories!)

- **Two** permanent ad slots for the duration at the top of articles
- Two rotating ad slots for the duration
- Website has an average 12,000 readers per month on 15,000 pages
- Newsletter sponsorship for the month chosen. Minimum four sends. 1,200 circulation, 40% open rate
- Business logo on every social media graphic shared (avg eight per week) plus four pre agreed social posts about the business



OUR SOCIAL PLATFORMS

WE'RE ACROSS MULTIPLE PLATFORMS

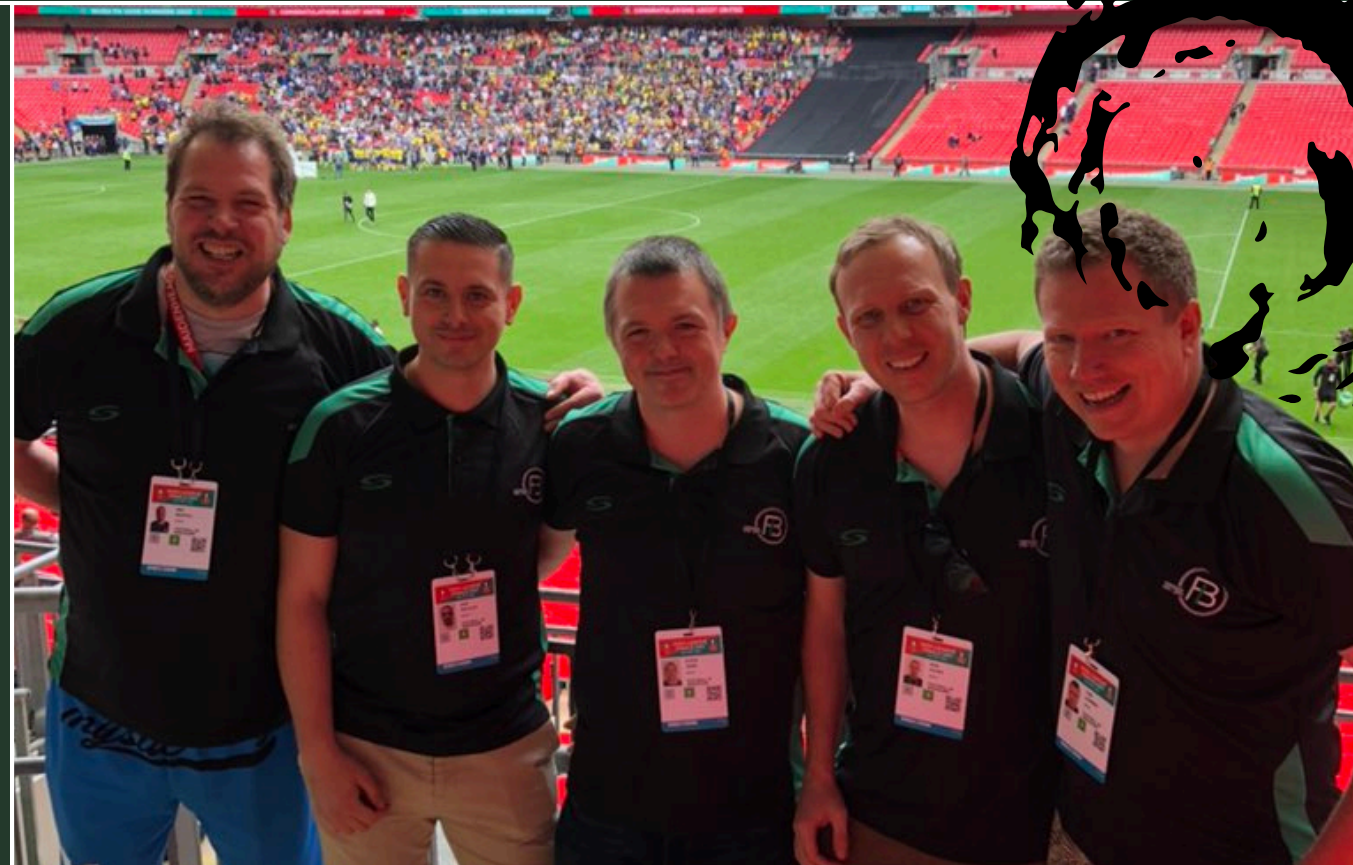
Key accounts include Instagram (2.2k followers) and Facebook (3.8k), and we are on Twitter/X (6.9k). Our key locations on those platforms are dominated by the main Berkshire towns.

Avg monthly views:
Facebook - 150k, Instagram - 65k.

We are actively placing content and growing channels on WhatsApp, Threads, Bluesky, LinkedIn and TikTok - these are growth areas for us and we duplicate post across ALL channels.



WE TELL THE STORIES INSPIRED BY FOOTBALL



We tell non-league and grassroots football stories across the men's and women's game. We've spoken to famous names like Gareth Ainsworth and current National League CEO Phil Alexander. We've found amazing stories like Berkshire's first Lioness Terri Hinton, to Ross Herridge who went from playing for Reading Town to being on the bench for Australia at the 2023 Cricket World Cup as Physical Performance Coach.

We've covered incredible FA Cup moments, title triumphs and great escapes. We've reported twice from Wembley Stadium and we're so proud of our annual awards night, celebrating the game. Want to know more.. ask away!

INTERESTED IN A SPONSORSHIP PACKAGE?

Tom



Abi



Get in touch with Tom and Abi today.

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