



ERITH TOWN FOOTBALL CLUB
COMMERCIAL 2024/25



UP THE DOCKERS





Formed in 1959 as Woolwich Town, the Dockers attained senior status in 1995-96 upon reaching the London Spartan League Premier Division in 1995-96. By then the club had already changed their name to Erith Town, reflecting a move to Erith Stadium.

In 2007, the club achieved their first silverware as a senior club, as record appearance maker Alan Hanlon lifted the Kent League Cup after a 1-0 win over Hythe Town in the Final at Folkestone and in 2011, the club won the Kent Senior Trophy after a 3-1 win over Tunbridge Wells in the Final.

The club appointed Adam Woodward as Manager in 2017 and after a 4th place finish in 2022-23, their best for ten years, the Dockers moved to share with Sporting Club Thamesmead at Bayliss Avenue as they bid to progress on and off the field.

To take The Dockers into a new start, Kay Deveney was appointed the club's first female Chair in the Summer of 2023, with Mark Deveney continuing as CEO.

Under Adam Woodward's stewardship the club has just experienced an historic winning treble:

SCEFL CHALLENGE CUP

2023-24 WINNERS

KENT SENIOR TROPHY

2023-24 WINNERS

SCEFL PREMIER PLAY OFF FINAL

2023-24 WINNERS

The Dockers are promoted to the Isthmian League South East to play football at Step 4 for the first time in our history.

The club is also progressing off the pitch and now now has 15 youth sides, Walking football, Saturday children community scheme and a mental health and disabled scheme....The Dockers are on the way up.

JOIN US AND BECOME A PART OF THE DOCKERS COMMUNITY!



WANNERS
2023/24
ERITH TOWN FC

STATUM GROUP

STATUM GROUP
ESTABLISHED 1988

FAIL W
ERITH
SAIL W

COMMUNITY

Everyone associated with Erith Town is proud that we are a genuine community club, raising funds and awareness for causes such as Mind in Bexley and Bexley Foodbank.

We continue to self fund our Saturday morning football scheme at Lime Wood Primary School for children aged 4 to 11.

This year we have started Walking Football every Friday on the 3G pitch at Sporting Club Thamesmead.

Most recently we have joined together with Oxleas NHS Trust to supply a football coaching course.

In 2024/25 season we will have over 15 youth football sides, of which two came organically from our Saturday football scheme.

We will continue to support and implement schemes which make a genuine difference.





MATCH DAY

MATCH SPONSOR

BENEFITS:

- Four tickets + access to the boardroom
- Full hospitality
- PA announcement
- Pitch photo with match officials
- Full page advert in the programme
- Sponsorship advertised on all social media channels.

MATCH BALL SPONSOR

BENEFITS:

- Two tickets + access to the boardroom and hospitality
- Named on the front page of the programme
- PA announcement.



ADVERTISING

PLAYER SPONSORSHIP

BENEFITS:

- Your name on club website and every matchday programme.
- A photo with the player at any point during the season
- Signed shirt from the player at the end of the season.

PROGRAMME ADVERTISING

BENEFITS:

- Seasonal advertisement for all League games in the DOCKERS REVIEW matchday programme
- Published at every home game
- Promote your business to the club's fanbase
- Prices below for quarter, half and full-page

PITCHSIDE ADVERTISING



- Pitch side advertising board for 12 months
- Two tickets to a game with boardroom access
- Photo by the board with the player/staff member of choice



SOCIAL MEDIA

DOCKERS TV - YOUTUBE CHANNEL

BENEFITS:

- Your name on club website and every matchday programme.
- A photo with the player at any point during the season
- Signed shirt from a player at the end of the season.
- Logo in opening/closing credits
- Acknowledgment of sponsors prior to interview

THE DOCKERS DEBATE - PODCAST

BENEFITS:

- Seasonal advertisement for all League games in the DOCKERS REVIEW matchday programme
- Published at every home game
- Promote your business to the club's fanbase
- Prices below for quarter, half and full-page ads respectively
- Sponsor will get audio advertisement in the show

SOCIAL MEDIA & WEBSITE



Followers: 5,422

Average Monthly Impressions: 367,000



Followers: 2,258

Key Demographic (18-34) Percentage: 52.3%



Overall Episode Downloads: 20,000

Monthly Downloads (per episode): 350 - 400



Watch Hours: 823.6 hours

Overall Views: 26,878



Monthly Views: TBC



Combined Overall Attendance: 4140

Seasonal Percentage Increase: 64%

Average Attendance per game: 142



