



# COMMERCIAL OPPORTUNITIES

## AT NORWICH CITY FOOTBALL CLUB

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# NORWICH CITY KEY STATS



**97%**  
Attendance each  
match, irrespective of  
division

**21K**  
Season ticket holders

**10K**  
Members

**40K**  
Shirts sold

**70**  
Different countries  
where fans have  
purchased a replica kit



**44**  
Territories broadcast  
to

**1.3M**  
Cumulative  
international audience  
in the EFL



**390K**  
Total database

**30K%**  
Third party opted-in

**46%**  
More likely to purchase  
from a club partner

**87%**  
UK

**13%**  
International

**50%**  
Transacting

**55%**  
Email open rate



**1.1M**  
Facebook followers

**866K**  
X followers

**530K**  
Instagram followers

**1.1M**  
TikTok followers

**220K**  
Youtube subscribers

Social following figures correct  
as of September 2025



**Aldermore**

Norwich City Football Club Socio-economic  
impact report in partnership with UEA 2024



**Carl Warner**  
Director  
Green Light Consultancy Group



## TESTIMONIAL: CARL WARNER

Partnering with Norwich City Football Club has been a natural fit for our business, the club's values and ambitions align perfectly with ours. We've increased our investment because we see long-term value, not just in brand exposure, but in working with likeminded businesses both nationally

and in and around the city, to reduce energy costs. The partnership has raised our profile, open new business opportunities and build trust with clients that respect the club's reputation. The commercial team at Norwich City consistently deliver results, they're proactive, professional, and

truly understand how to drive value for their partners. Together, we've saved the club over £2,000,000 on energy costs, proof that partnerships are not just about visibility but about creating meaningful strategic impact for both parties.



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-STADIUM BRANDING AND PLAYER ACCESS

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

Prominent, fixed in-stadium 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

Access to our first-party data with partner offers shared directly via the club

Access to B2B partners platform

## 3 REGIONAL PARTNERSHIP

### PERFECT FOR BRANDS TO ESTABLISH THEMSELVES ON A REGIONAL BASIS

NORWICH CITY FOOTBALL CLUB

COMMERCIAL OPPORTUNITIES 2025

Use of the club's IP, including crest and imagery within promotional content	General admission season tickets
Inclusion in the shared regional partner mid-tier LED	Club ambassador access
Feature in the pre-match and in-play big screen playlist	Ad hoc hospitality
Inclusion in the concourse TV and stat TV playlists	



## BACK OF SHORTS SPONSOR

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

## SLEEVE SPONSOR SOLD

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

## MATCHDAY WARM-UP SPONSOR SOLD

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

## FRONT OF SHIRT SPONSOR SOLD

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

## BACK OF SHIRT SPONSOR SOLD

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

## TRAINING WEAR SPONSOR SOLD

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

## NORWICH CITY WOMEN KEY STATS

22  
League games per season

1,000  
Capacity at The Nest

2  
Minimum Carrow Road fixtures per season

6.7K  
Facebook followers

12.1K  
X followers

11.4K  
Instagram followers

Social following figures correct as of July 2025



## CARROW ROAD FIXTURES HEADLINE SPONSORSHIP PACKAGE



Full page advert in digital  
matchday programme



10 x  
Hospitality tickets



20 x  
General admission tickets



Opportunity for pitchside photo  
with the player of the match



Pre-match  
tour



Captains  
mascot

### OTHER AVAILABLE PACKAGES:

MATCHBALL SPONSORSHIP  
IN-STADIUM SPONSORSHIPS

STRENGTHEN  
YOUR BRAND  
WITH A  
**MATCHDAY  
PACKAGE**

MATCH SPONSOR  
**MATCHBALL SPONSOR**

# MATCH SPONSOR

## OUR PREMIUM MATCHDAY SPONSORSHIP PACKAGE

### 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

**FROM**  
£3,900  
INCL. VAT PER MATCH



I CAN'T RECOMMEND THE MATCHDAY SPONSOR EXPERIENCE AT NORWICH CITY HIGHLY ENOUGH.

IT'S AN UNFORGETTABLE EXPERIENCE THAT WILL LEAVE ANY FOOTBALL FAN WITH A HUGE SMILE ON THEIR FACE.

- CLIENT TESTIMONIAL





“

WE HAD A BRILLIANT DAY, BY FAR MY FAVOURITE CORPORATE DAY AT CARRROW ROAD. BEING ON THE PITCH FOR THE MOTM PRESENTATION... WAS REALLY SPECIAL. ALL THREE OF MY GUESTS ABSOLUTELY LOVED IT.

- CLIENT TESTIMONIAL

## MATCHBALL SPONSOR

### AN OUTSTANDING MATCHDAY EXPERIENCE

#### 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

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

#### ADDITIONAL BENEFITS

Half-page advert in the official matchday programme

FROM  
£1,500  
INCL. VAT PER MATCH

# HOSPITALITY

ENJOY MORE  
THAN A MATCH AT  
CARROW ROAD

LEGENDS  
CRITERION  
TOUCHLINE BY ICE BREAKER  
REGENCY STAND EXECUTIVE BOX  
TOP OF THE TERRACE

## LEGENDS

HOSTED BY NORWICH  
CITY LEGENDS

### HOSPITALITY

Exclusive lounge with  
panoramic views of the  
stadium

Welcome drink

Pre-match interview with a  
Canaries legend

Seasonal three-course meal

Premium padded seating on  
the halfway line

Tea and coffee throughout  
day

Half-time refreshments

Access to the post-match  
lounge for player interview

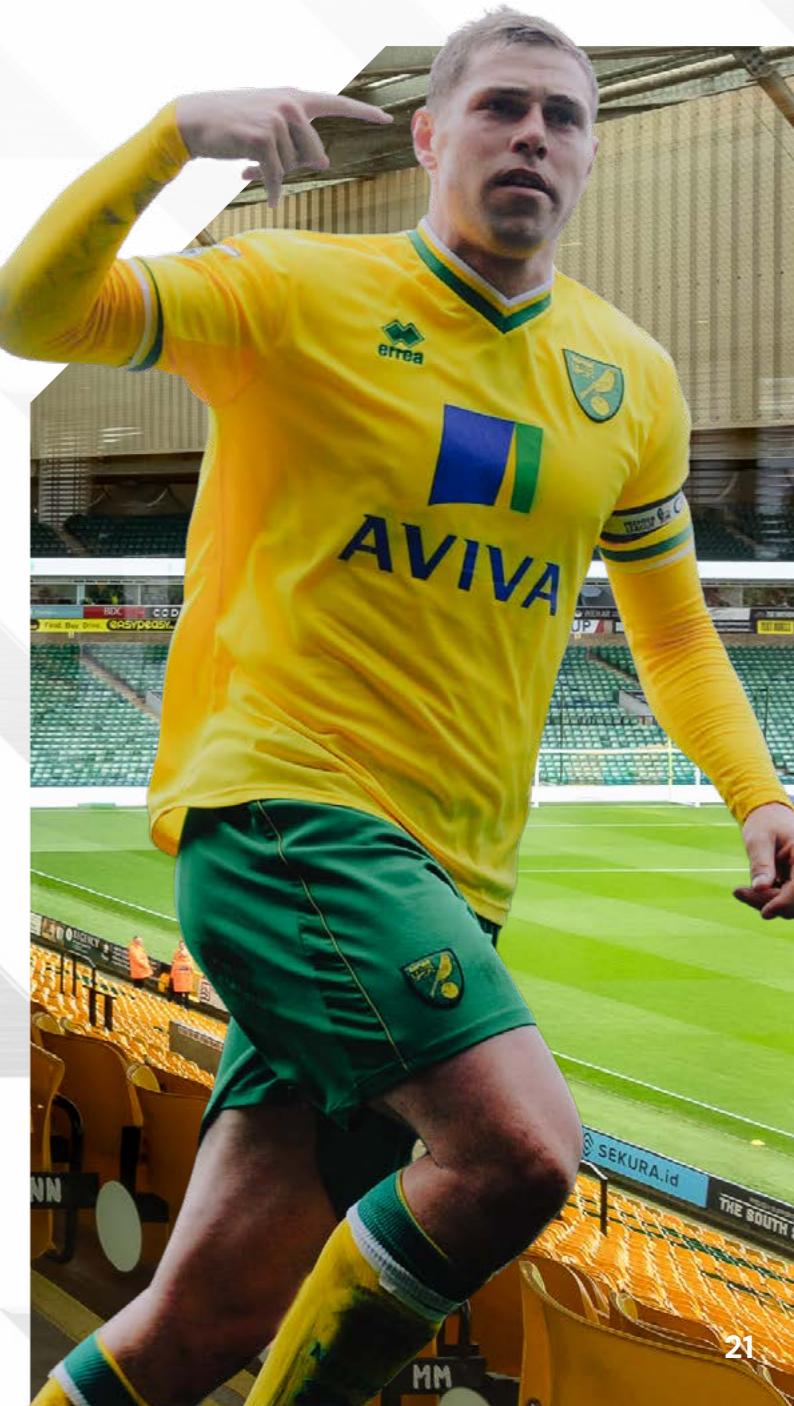
FROM  
£210  
INCL. VAT PER MATCH

Official matchday programme

### SEASONAL MEMBER BENEFITS

Priority access to away match  
tickets

FROM  
£3,435  
INCL. VAT PER SEASON



# CRITERION

## OUR NEWEST CONTEMPORARY LOUNGE

### HOSPITALITY

South Stand match seat

Two-course grazing buffet

2 inclusive drinks  
– excluding premium

Private bar

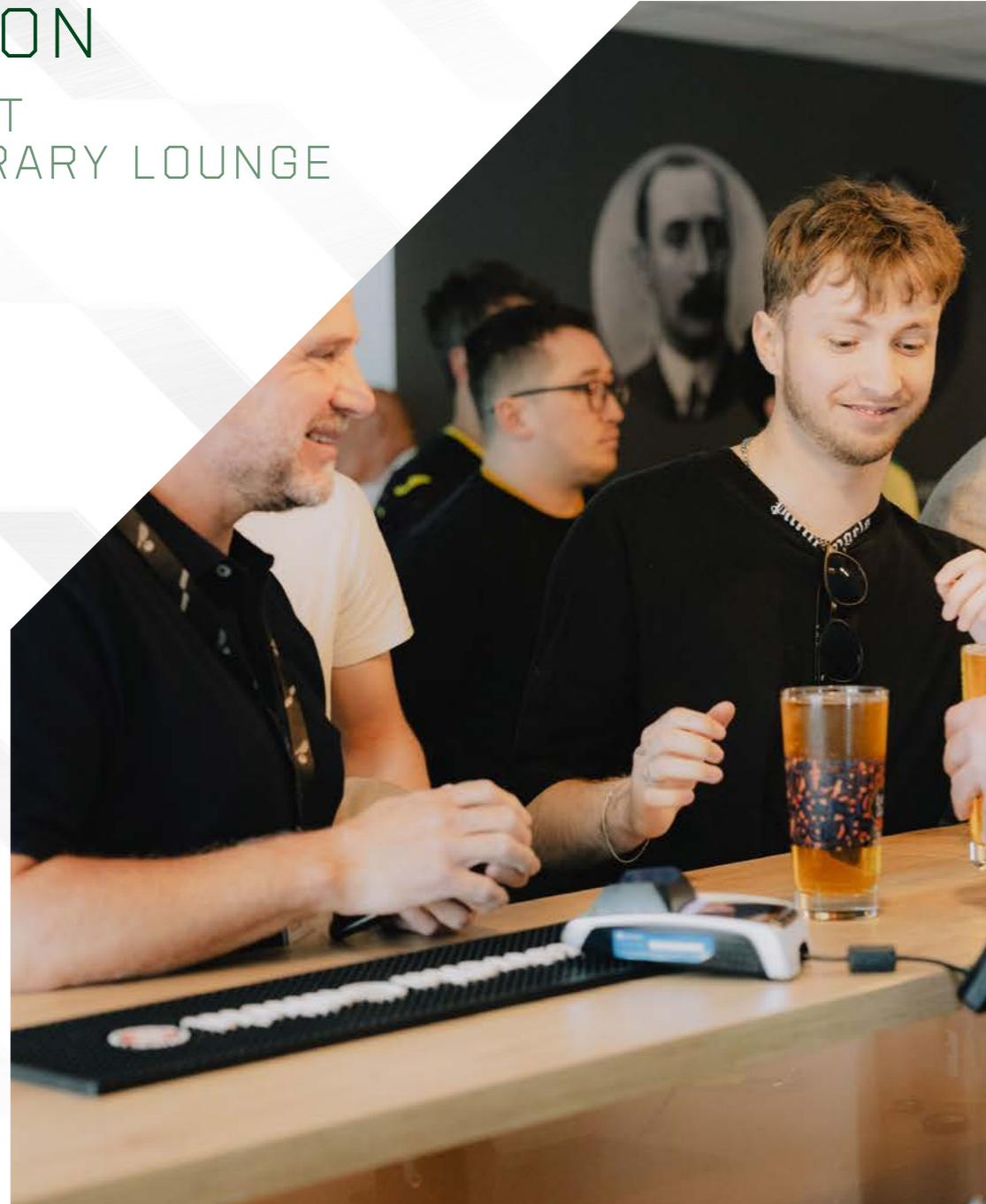
Self-serve tea and coffee

Big screen TVs

Pre-match entertainment

FROM  
£102  
INCL. VAT PER MATCH

FROM  
£1,500  
INCL. VAT PER SEASON



# TOUCHLINE BY ICE BREAKER

## ENHANCE YOUR MATCHDAY

### HOSPITALITY

Private matchday experience  
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  
£2,100  
INCL. 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 the Rosary

Access to a private Box Holders' Lounge

Dedicated host on-hand to assist your matchday experience

Tea and coffee served throughout the day

Two car park passes

Access to the post-match lounge for player interview

Official matchday programme



**FROM  
£2,100**  
INCL. VAT PER MATCH

# 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 behind glass

Tea and coffee

Access to the post-match lounge for player interview

Official matchday programme

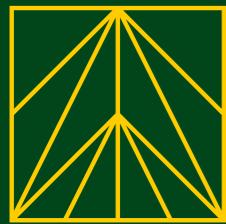
**FROM  
£150**  
INCL. VAT PER MATCH

**FROM  
£2,000**  
INCL. VAT PER SEASON  
MATCH SEATING

### SEASONAL MEMBER BENEFITS

Priority access to away match tickets





# CARROW ROAD

## Carrow Road Events

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

[carrowroadevents@canaries.co.uk](mailto:carrowroadevents@canaries.co.uk)

01603 218704

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 – all with a unique sporting backdrop.

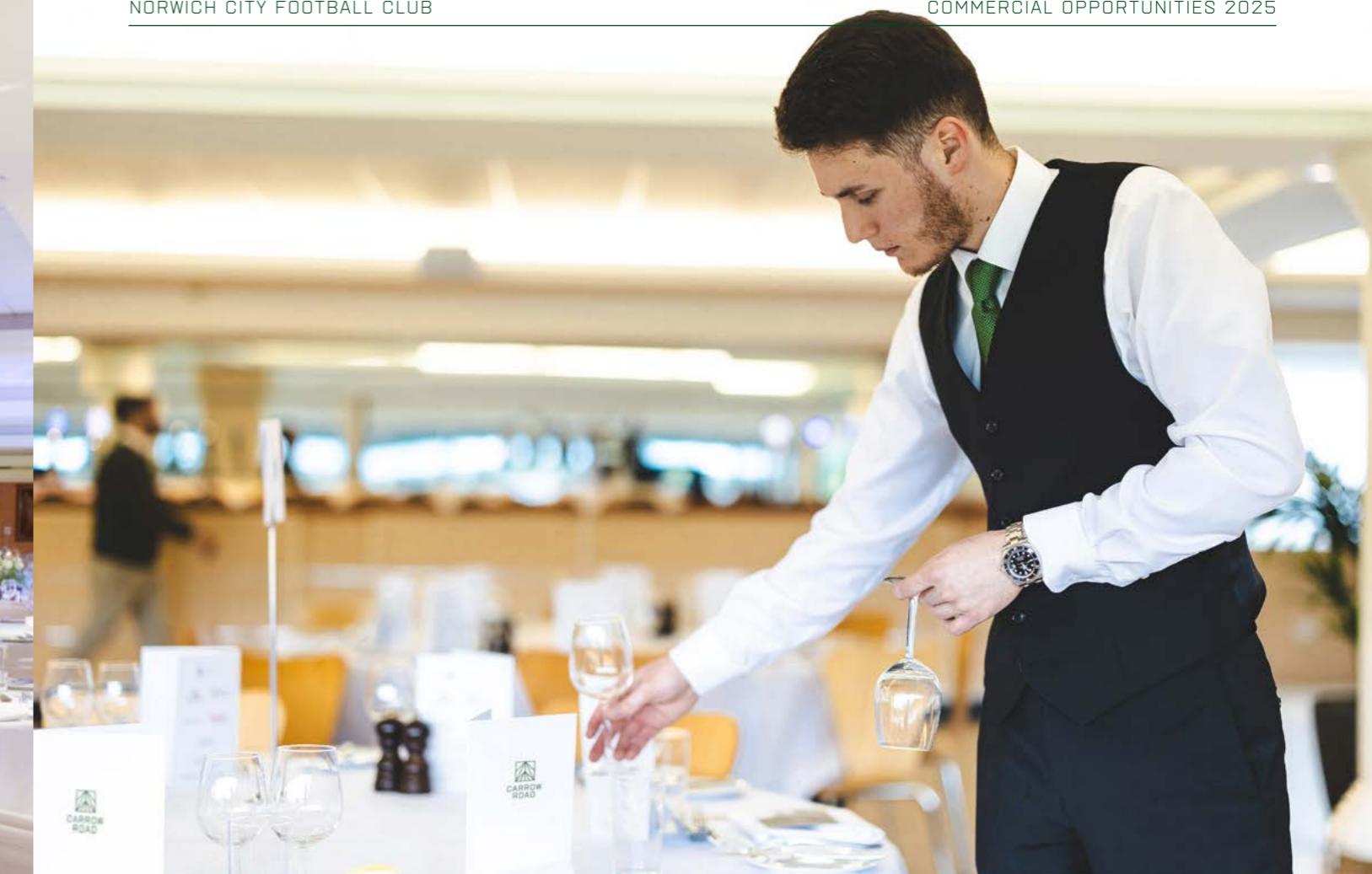
With a wide range of venue hire options available, from small intimate get-togethers in our executive boxes to all out parties in our large function rooms, you're sure to find the perfect setting at Carrow Road.

### We cater for:

- Weddings & Receptions
- Graduations & Proms
- Parties & Celebrations
- Wakes & Memorials
- Private Christmas Parties
- Charity Balls
- Conferences
- Corporate Meetings
- Team Away Days



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



# BUSINESS CLUB AT CARRROW ROAD

Two held per season,  
September and April

Exclusive, invite-only  
networking

Hear from exciting speakers,  
both club legends and  
business leaders

Relaxed informal networking  
events

Join club partners to learn  
more about their services

Enjoy excellent local,  
seasonal food

SUPPORTED BY



## PITCH HIRE PLAY ON THE HALLOWED TURF AT CARRROW 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

Goals and footballs provided

Up to 200 seats for  
spectators in the City Stand

Floodlights for an evening slot

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

Car parking

Referees and Assistant Referees

Food and beverage kiosks

Hospitality Lounge –  
Ambassadors

Big screen and in-stadia LED  
boards



# CONTACT

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Norwich City Football Club



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