



# COMMERCIAL OPPORTUNITIES

AT NORWICH CITY FOOTBALL CLUB

# CONTENTS

Norwich City Football Club Key Stats	4
Testimonial from Carl Warner (Green Light Consultancy Group)	7
Official Club Partnerships:	
Principal Partner	9
Primary Partner	10
Regional Partner	11
Norwich City Women FC Partnerships	12
Matchday Sponsorship:	
Match Sponsor	16
Matchball Sponsor	18
Matchday Hospitality:	
Legends	21
Criterion	22
Touchline By Ice Breaker	23
Regency Stand Executive Box	24
Top Of The Terrace	25
Carrow Road Events	26
Business Club	30
Pitch Hire	31
Contact	32



# 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



**£88.7 million**  
Gross Value Added  
(2022/23)

**£35.7 million**  
paid in tax (2022/23),  
equivalent of funding over  
637,000 GP appointments

**£11.4 million**  
generated in revenue for  
local businesses in Norwich  
and Norfolk

**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

## 1 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







# 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

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

# 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

Player and club ambassador access

Prominent, fixed in-stadium branding

Social media campaign with associated digital content

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

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

Bespoke hospitality, ticketing, matchday activation, and experiential strategy

Access to B2B partners platform







BE AN  
OFFICIAL  
PARTNER  
OF NORWICH  
CITY WOMEN

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



Branding on fixture  
marketing material



In-game LEDs and  
advertising on big screen



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







# MATCHBALL SPONSOR

## AN OUTSTANDING MATCHDAY EXPERIENCE



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

- CLIENT TESTIMONIAL

### 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

Official matchday programme

## SEASONAL MEMBER BENEFITS

Priority access to away match tickets

FROM  
£210  
INCL. VAT PER MATCH

FROM  
£3,435  
INCL. VAT PER SEASON





# CRITERION

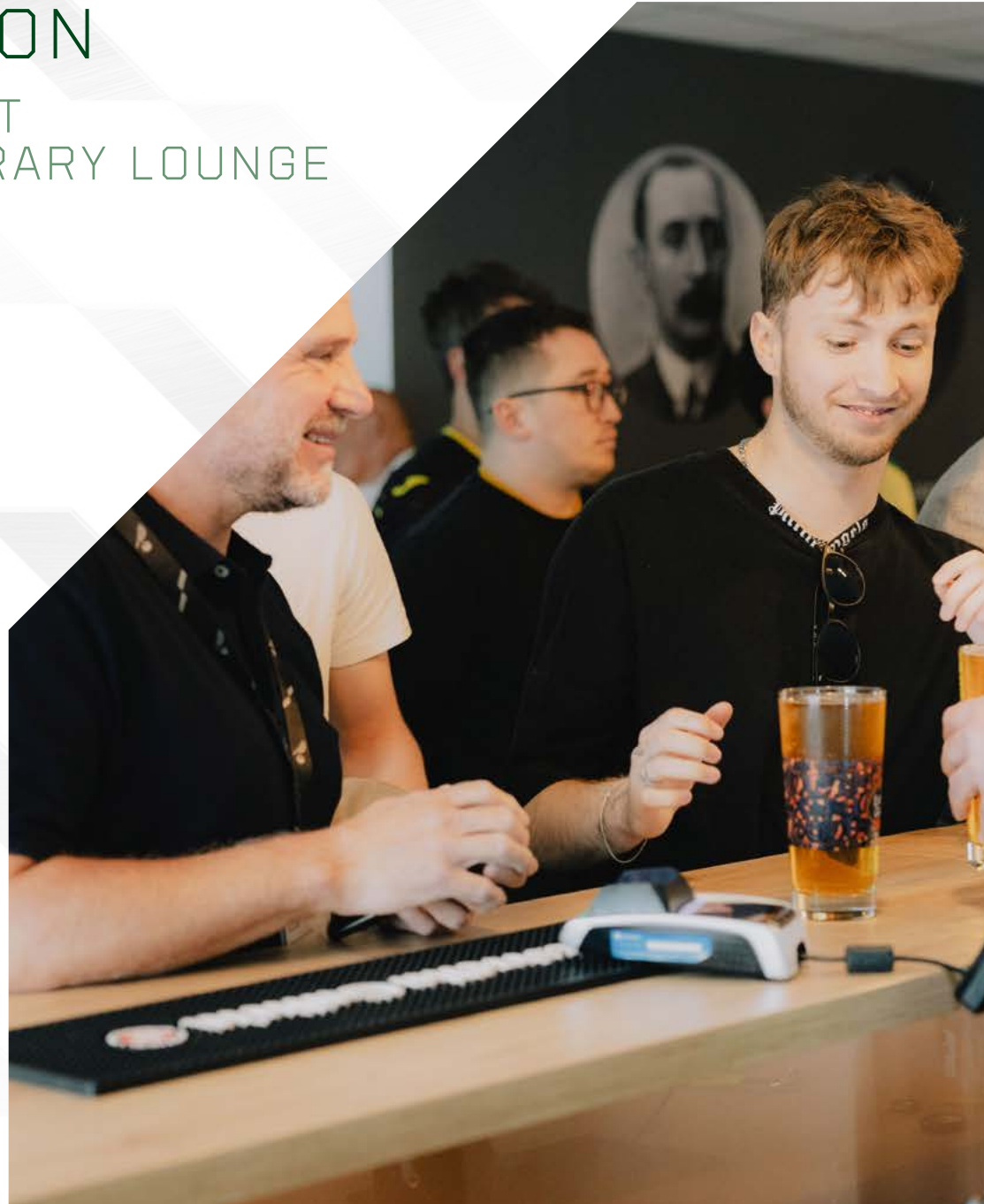
## OUR NEWEST CONTEMPORARY LOUNGE

### 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

## SEASONAL MEMBER BENEFITS

Priority access to away  
match tickets

FROM  
£150  
INCL. VAT PER MATCH

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







# 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 CARROW 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 CARROW ROAD

FROM  
£3,600  
INCL. VAT

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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Norwich City Football Club



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