



## What is The Cirencester Arena?


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Cirencester Town is a community club and is keen to develop it's association with local people, commercial operations and provide for the public a focal point for football excellence and social activity in the area.

The Cirencester Arena has been built as part of Cirencester Town Football Club's ongoing development programme, The Arena is the first indoor facility of its kind outside of the professional game.

The Arena's third generation surface known as Astroplay, is the same surface currently being used by top teams such as Manchester United, Celtic and FC Porto at their indoor training facilities, so were in good company providing an excellent surface and brilliant playing experience for everyone.

The Cirencester Arena was erected in August 2004, and is host to a number of activities which include, five and six-a-side football leagues, corporate events, children's birthday parties, children's coaching courses, local professional and amateur football clubs training, friendly and private hire bookings.





A Proven And Rapidly Growing Market.

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“ The FA sees small sided football as one of the boom opportunities in the sport. Participation rates in the small sided game have overtaken 11 aside since 2003”

**The English F.A**



*PURPOSE BUILT FACILITY FOR THOSE WHO LOVE FOOTBALL.*


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## Users of Cirencester Arena

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### ***DIRECT CONTACT WITH THOSE WHO LOVE FOOTBALL***

- 95% Male
  - A range of ages from 5 - 40+
  - Average stay of 1 hour.
  - Combination of seriously competitive players and casual users.
  - Over 500 league members (5 and 6-a-side).
  - 20-30 hours a week of private bookings, used by a range of players, local teams and companies.
  - Corporate events/tournaments.
  - Cirencester Town 1st team, Academy, Ladies and Junior teams ranging from U'5s to U'16s
  - Professional football clubs; Swindon Town F.C and Cheltenham Town F.C
  - Local schools and colleges.
  - Over 70 Children's Birthday Parties a year (ages 5-12).
  - Easter, Summer and Autumn holiday coaching camps (aged 5-15).
  - Cirencester Arena also promote Football in the Community in conjunction with Arsenal F.C soccer camps.
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## Sponsorship & Advertising Opportunities with Cirencester Arena

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*Cirencester Arena offers opportunities for brands to connect and engage with a predominantly male football audience ranging from professional to grass root footballers.*

### Rebound Board/Banner Advertising

Rebound board/banner advertising is a highly visible form of branding, which provides direct access to 1000+ users of The Cirencester Arena weekly.

### Internal Branding


Posters and flyers can be displayed:

- On league notice boards, fixtures and match cards.
- In changing rooms.
- Bar/Function Suite

### League/Cup Sponsor

Sponsor one of our very popular leagues, cups or tournaments with over 500 members.

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### Website Advertising

The Cirencester Arena website, [www.cirencesterarena.co.uk](http://www.cirencesterarena.co.uk) has regular viewers and users throughout the week. Most customers are checking their scores, leagues and fixtures online. The website provides the opportunity for a range of branding, including banners, dedicated pages, news items and links.


### Marketing Literature

Throughout the year Cirencester Arena regularly publish new literature for leagues, birthday parties, and coaching leaflets. Advertising space on this literature can be provided.

### Sampling/ Launch Activities

Sample your company/product on one of our league nights, with 200-300 people using the Arena for a duration of 3-4 hours.

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## Sponsorship & Advertising Opportunities with Cirencester Arena

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*A great opportunity to capture a male football loving audience, over a range of ages from grassroots to professional standard players.*