PARTNERSHIP BROCHURE

2024/2025

WE ARE PORT VALE

OVER A STORIED 150-YEAR HISTORY, WE HAVE ESTABLISHED OURSELVES AS A VITAL PART OF THE ENGLISH FOOTBALL STORY.

Founding members of the Football League Second Division in 1892, we strive to maintain a culture of high performance both on and off the pitch, as the only team to have beaten all other 91 clubs in the professional pyramid.

In the area we proudly call home, we deliver life-changing and award-winning work to those who need it most, acting as the bedrock of the Burslem community.

Underpinned by shared values of valiance, tenacity and respect, our people are at the heart of everything we do, and Vale Park is a place where everyone can belong.

We believe supporters are the lifeblood of both our club and our game. We are accessible, allowing people of all ages and backgrounds to be part of the action, providing an experience which can be shared from one generation to the next.

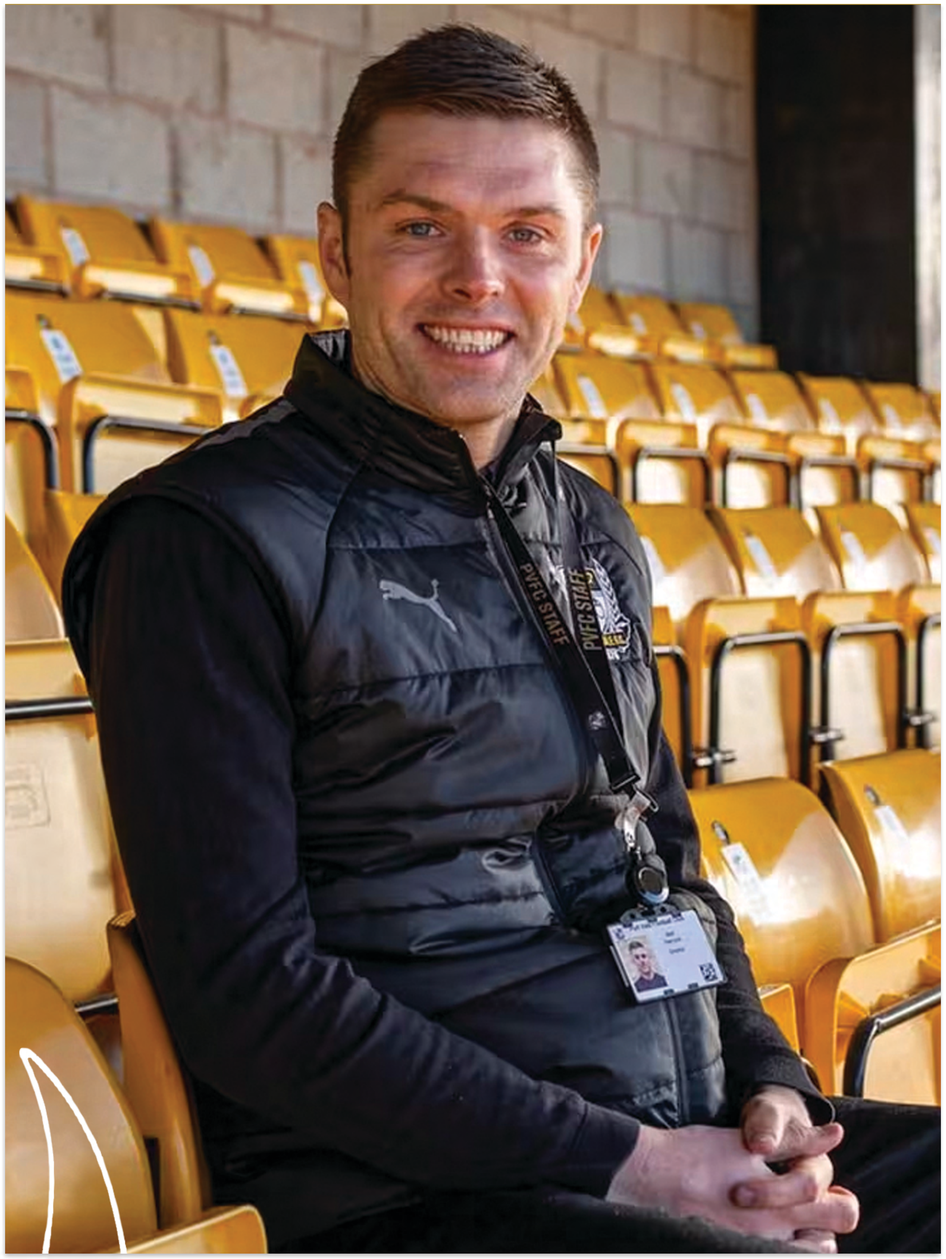
On the pitch, we contribute heavily to the development of young players by creating pathways through first-team opportunities and ongoing investment into our Academy.

From our industrial roots in the Mother Town, to our modern-day aspirations for another 150 years of growth, we aim to bring people together – to support, to enrich, and to inspire.

WE ARE PORT VALE, THE ENGLISH FOOTBALL LEAGUE'S COMMUNITY CLUB.



A MESSAGE FROM THE CEO



"At Port Vale, we pride ourselves on being more than just a football club; we're a community that values genuine partnerships and the relationships we build. Our current partners speak to the trust and collaboration that define our approach. When Carol and Kevin Shanahan bought the club at the end of 2019, they did it with a view to making a difference to the local area and partnerships has a big role to play in that.

"This is an extraordinary moment in our history, with exciting developments both on and off the pitch. It's the perfect time for supporters and businesses alike to join us on this journey. Whether you're a supporter looking for an elevated matchday experience or a business exploring partnership opportunities, we'd love to discuss how we can work together to achieve something truly special."

FOUNDATION IMPACT

4,808 participants across **38** programmes in 2023-24

90% of participants felt that PVF was positive or very positive for their sense of community.

92% of participants felt that their activity with PVF was positive or very positive for their physical wellbeing.

88% of parents felt that an activity with PVF was positive or very positive for their child's mental wellbeing.

The Foundation was supported by **36** staff members (21 full-time, 16 part-time) and **16** volunteers.

85% of participants made a positive change to their life since beginning their activity with the Foundation.

Measures of personal wellbeing (happiness, life satisfaction and sense of worthwhile life) were higher for PVF participants compared to national averages.

Happiness was on average **19%** higher amongst adult participants who have been part of their PVF programme for seven months or more.

PORT VALE F.C.
1876
FOUNDATION

EXPOSE YOUR BRAND!

20+
GAMES LIVE
ON SKY SPORTS

250K+
SOCIAL MEDIA
FOLLOWERS

100M+
SOCIAL MEDIA
IMPRESSIONS



PARTNERSHIP OPPORTUNITIES

KIT INVENTORY

Training Kit Sleeve
Ball Squad
Training Bibs

NAMING RIGHTS

Vale Park
Valiant Suite
CJ Bayley Lounge
Robbie's
Boardroom
Training Ground
Players' Lounge
Away Fan Zone

STATIONARY

Printed Ticket Sponsorship

BIG SCREEN AND DIGITAL

Substitution Sponsorship
Replay Sponsorship
Website and App Sponsorship

ADVERTISING

3D Mats
Security Gate
Boomer Front of Shirt Sponsor
Dugout Perimeter Sponsor
Inner Stand Sponsor
Big Screen Static Boards
Foundation Sports Hall Sponsor
Doormat Sponsor
Poster Partner

PORT VALE ACADEMY

Headline Sponsor
Age Group Sponsor (U11s to U18s)
Scholar Player Sponsor

PORT VALE FOUNDATION

Community Pillar Sponsor
Schools Pillar Sponsor
Health and Wellbeing Pillar Sponsor
Education and Learning Sponsor
Children and Families Sponsor
Youth and Disability Sponsor

TO ENQUIRE ABOUT ANY SPONSORSHIP INVENTORY, PLEASE EMAIL COMMERCIAL@PORT-VALE.CO.UK

PORT VALE FC

150 years

VALE 150 OPPORTUNITIES

HEADLINE SPONSORSHIP

Branding across all 150 anniversary posts on all social platforms

Branding across all 150th season stationary

Full-page programme advertisement

VIP table at Hall of Fame celebration evening for ten guests

Headline branding on anniversary mural

Two guests in the Boardroom for our anniversary fixture

WEBSITE AND APP DIGITAL SPONSORSHIP

Branding on every page throughout the club's website and app

HALL OF FAME EVENING AWARD SPONSORSHIP

Hall of Fame inductee award sponsorship

ANNIVERSARY MURAL SPONSORSHIP

Branding on our brand-new anniversary mural at Vale Park

ANNIVERSARY GAME INVENTORY

Match Sponsorship, Match Ball Sponsorship, Match Programme Sponsorship, Half Time Activation

TO ENQUIRE ABOUT ANY SPONSORSHIP INVENTORY, PLEASE EMAIL COMMERCIAL@PORT-VALE.CO.UK

FRONT OF SHIRT SPONSORSHIP

AVAILABLE FROM 2026/27

EMAIL COMMERCIAL@PORT-VALE.CO.UK FOR DETAILS

YOUR LOGO HERE



PARTNER TESTIMONIALS

“At IronMarket, our partnership with Port Vale isn’t just about sponsorship; it’s a real collaboration. From day one, we saw how much our values aligned, like accountability, teamwork, and a genuine commitment to the community. It just made sense.

“I’ve had the chance to get to know the people behind the club, from the leadership to the players, and it’s clear that the way they run things is very similar to how we operate at IronMarket. There’s a real drive for excellence, innovation, and inclusivity, and that’s something we’re proud to be part of.

“But for us, it’s not just about having our name on a shirt. We want to create something meaningful together. That’s why we’ve worked with the club on initiatives like ‘Team Talk,’ and ‘Skills Challenge’, helping to give people the tools to take control of their financial futures. This is a long-term partnership, and I’m excited about what we can achieve together, not just for the club but for the wider community too, especially coming in their 150th year.”
WES WILKES, CEO - **NTWRK**

"We are extremely proud of our partnership with Port Vale. As a Stoke-based business, we have many shared values with the club, mainly our drive in supporting local businesses and the community. Over the last two years, our partnership has expanded and evolved, and we do hope fans of the club enjoy the benefits that Foodhub brings back to them both within Vale Park with our technology and via our local restaurant and takeaway partners. We look forward to supporting the club in years to come both with successes on and off the pitch."
DAVID MCGUINNESS, VP GLOBAL GROWTH AND BD - **FOODHUB**

“We are proud to be partnering with the club given its reputation and active support in the community of North Staffordshire. The club have provided numerous opportunities for us to network with other partners and business owners through official networking events (Port Vale Business Club), Sportsman evenings and matchday hospitality. The hospitality we have received has been excellent in terms of service from club staff, the quality of food and, thankfully, the entertainment on the pitch!”
SHAWN GALLIMORE, DIRECTOR - **ALEXTRA ACCOUNTANTS**

“It’s fantastic to be partnering with such a progressive football club, with such strong links locally. It’s no secret that shared values are key ingredients to a strong and successful partnership, but it’s the personal touch that makes working with the team at Port Vale FC so enjoyable. Our recent endeavours have further cemented our relationship and we’re seeing the benefits of a partnership with the club commercially, as Port Vale supporters become customers of LilaConnect.”
PAUL PARRY, MARKETING MANAGER - **LILACONNECT**

“LWC Drinks have thoroughly enjoyed our partnership with Port Vale FC to date and are humbled to be part of the Port Vale FC family and the wider community. We continue to look forward to working with everyone at Port Vale FC over the course of the 2024/25 season and wish Darren Moore’s team every success in their promotion bid.”
ANDY HOLMAN, SALES MANAGER - **LWC**