



SLOUGH TOWN F.C

Commercial Opportunities 25/26





**ALONE, WE
CAN DO SO
LITTLE.
TOGETHER,
WE CAN DO
SO MUCH**

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THE RISE OF THE REBELLION

Slough Town Football Club, nicknamed "**The Rebels**", has a rich history and a unique culture that has shaped its past, its present and will continue to define the club's identity into the future.

The history of the club began in 1890 when three teams formed a new club, Slough FC between them. Later, the club agreed to a merge with Slough Centre FC, the new club taking the name Slough United FC. In 1947, the two clubs which had merged to form Slough United separated once again, with the former Slough FC continuing under the new name of Slough Town FC.

Slough Town FC reached the top level of non-league football, the Football Conference, and played seven seasons at that level in the 1990s. The club has also reached the Second Round of the FA Cup on eight occasions and played at Wembley Stadium in the FA Amateur Cup final in front of 41,000 fans in 1973. After a turbulent time in the 2000s, the club recovered to win promotion to the National League South in 2018.

The last three years have seen substantial growth with revenues and averages attendances on the rise. The club aims to continue this growth and climb the football pyramid, with aspirations of reaching the National League and beyond.

Our commitment to grassroots development and fostering local talent will ensure a sustainable and bright future in both the men's and women's game. Our strong community bond and passionate fan base will undoubtedly play a significant role in our journey.

Slough Town Football Club's story is a testament to the enduring spirit of local football and the determination of a community to nurture its own. As we look to the future, we do so with hope, ambition, and a culture deeply rooted in our history with a shared love for the beautiful game.



SERVE
WITH
HONOUR

1945

Joined Corinthian League and reached first round of the F.A Cup

1973

Athenian League Champions & play at Wembley in Amateur Cup Final

1981

Isthmian League champions, part of a quadruple

1998

FA Trophy semi-finalists

2023

A23 Group invest in Slough Town to become owners of the Football Club

1890

Slough Football Club is formed

1949

Win first league title - Corinthian League champions

1974

Gain promotion to Isthmian League Division 1 and move to Wexham Park

1990

Isthmian League champions again, promotion to Football Conference

2004

Defeat League One Walsall in FA Cup First Round

2024

Club announce a 50-year lease of Arbour Park Stadium

CLUB HISTORY

#ONESLOUGH



POPULATION
158,500



LARGEST TRADING
ESTATE IN EUROPE



MOST PRODUCTIVE
PLACE IN THE UK



£4B
ECONOMY



MOST ETHNICALLY
DIVERSE AUTHORITY



52,480
HOMES



LONDON IN
15 MINUTES



ONE OF THE UK'S
YOUNGEST
POPULATIONS



38 SCHOOLS

The town itself is going through **substantial change** with **significant investment** coming into the area. More homes are being built, Slough high street will be transformed and access to London has never been easier. The town is moving in a **positive direction**, and the club is a focal community asset with it's development.

SUSTAINABILITY TALENT FAN EXPERIENCE COMMUNITY

Our values are centred on making a **meaningful** and **positive impact** across our whole community. We are more than a football club, together we want to **create a legacy** that every fan, player and partner, is proud to be part of.





**EVERYONE
LOVES A
REBEL**



ARBOUR PARK STADIUM

In April 2024, the Club announced it had taken over the lease of Arbour Park from Slough Borough Council, securing our home for the next 50 years and enabling the club to facilitate all age groups playing at our ground.

Since then, there has been substantial work taking place to upgrade the ground and make it a home all our fans and the wider community can be proud of. This includes:

- REBELS Bar/Lounge
- JA Fitness/Gym
- New home changing room
- Rebranding across the site including the Car Park, Reception, and Main Bar.

Through the summer of 2025, the Club are aiming to further improve the ground with the introduction of a new Fanzone.



STADIUM DEVELOPMENT

**HARD WORK
BEATS TALENT
WHEN TALENT
DOESNT WORK
HARD**



TALENT & ACADEMY

As part of the A23 Football Group ownership, player development is at the core of the club values. Our structure underpins the 1st team and allow players to receive professional coaching, an elite games programme and access to 1st team staff as we grow an identity in becoming the best academy outside the professional game.

In partnership with **The Cox Green School**, our players have access to A-Level and/or BTEC subjects with qualified teachers and a full support network from our sixth form leadership and mentoring team.

Since 2016 we have had outstanding success with students excelling academically whilst being full time athletes. Successful students graduate to either **Slough Town 1st team, University, Apprenticeships, or USA Scholarships.**





PLAYER PATHWAY

The Club is determined to continue building its presence with a key focus being the growth of local talent and engaging with the community. The team's youth academy has produced promising players, and they've attracted top talent to improve their competitiveness.

MEN'S FIRST TEAM



ELITE DEVELOPMENT SQUAD



ACADEMY



JUNIOR ACADEMY

PLAYER PATHWAY



DAN ROTH

ACADEMY GRADUATE & FIRST TEAM PLAYER

Dan attended STFC partner school, Cox Green and started his football career with Slough Town's EDS team, before moving to America to attend Mars Hill University in North Carolina.

He captained the Mars Hill University team and made the Conference final and tournament in both years he was there. Whilst in America, Dan also played for a USL 2 team, West Chester United, and won the Werner Fricker Cup in 2022. After moving back home, Dan has now returned to play for the Slough Men's First Team.

"BEING A PART OF THE ACADEMY A FEW YEARS AGO, IT WAS ALWAYS A GOAL OF MINE TO PLAY FOR THE FIRST TEAM, SO BEING ABLE TO COMMIT MY FUTURE HERE IS A PROUD MOMENT."



LADIES TEAM

We are excited to see continued growth in our female pathway, with **over 100 female players** representing the club (including our walking team).

Our Wildcats team offers football for ages 5 - 12 and we have four junior teams (U11, U13, U15 and U16) all competing in the Berkshire County Girls League, with a new U18s team starting in 2025.

Our Ladies team is heading into it's 7th season and currently plays in the Southern Region Women's Football League, having been previously been in the 1st Division of the Thames Valley Women's Football League in 2024.

**LADIES
PLAYER
PATHWAY**

LADIES FIRST TEAM

⬆️
ACADEMY

⬆️
JUNIOR ACADEMY



COMMUNITY

The Slough community is the heartbeat of the Football Club. The club relishes the responsibility of supporting those in need and provide opportunities to engage in the game, no matter age, ability, or background.

STFC also work with charities and foundations to promote causes and raise funds where needed. This include the fantastic Thames Hospice Matchday that has taken place over the last two years

We have a number of opportunities to engage with the community and enable those to take part, who may not believe they are in a position to do so.

WALKING FOOTBALL - We have three teams competing in the Thames Valley leagues at over 55, 60 & 65 categories.

THE COMMUNITY TEAM enables adults with any disability to participate in regular organised football matches. We have 2 adult teams playing in the BOBi Leagues

FREE COACHING to Primary Schools in the Slough and surrounding areas.

FREE MATCHDAY TICKETS to primary schools, helping us to develop our future players and our future fans.



SCHOOLS PROGRAMME

In February 2025, the Club hired a new Community Football Officer, who's role is to expand our schools coaching footprint, delivering after school clubs, football training and holidays camps. In April 2025, the Club welcomed a record 105 children to their Easter camp held at Arbour Park

As part of our free coaching programme for schools, we strive to deliver a pathway for all boys and girls to enjoy football, make new friends, be part of a safe environment and hopefully lead them to representing or supporting our Club. The programme has significant scope for growth and at present the club delivers:

OVER 18,000 INTERACTIONS WITH CHILDREN

UP TO 600 CLASSES PER YEAR

UP TO 13 SCHOOLS PER WEEK

CLUB PARTNERS

"We are delighted to be sponsoring Slough Town FC. The Club is a real hub of the local community and we are excited to be a part of this next phase in the Club's history.

"We are looking forward to growing this partnership and to working closely with the Club on their community outreach endeavours to bring positive impact to the local community.

Come on you Rebels!"

PJ Singh,
Executive Director & CFO,
Stoke Park





916
AVERAGE
MATCHDAY
ATTENDANCE



120,000+
ANNUAL STADIUM
FOOTFALL



900
SEASONAL
MEMBERS



3.6M
ANNUAL PAGE
IMPRESSIONS



2,205
RECORD
MATCHDAY
ATTENDANCE



35,000
MONTHLY WEBSI'
VISITS



48,000 SOCIAL MEDIA FOLLOWERS

MEDIA VALUE





STADIUM OPPORTUNITIES

Acquiring naming rights to or within Arbour Park Stadium offers a strategic avenue for brands to increase visibility, engage with local residents, and build lasting associations with a trusted hub of the community

**STADIUM
NAMING RIGHTS**
P.O.A

**STAND NAMING
RIGHTS**
£12,000

**TUNNEL
SPONSORSHIP**
£5,000

**DUGOUT
SPONSOR**
£5,000

All prices exclude VAT.

PITCHSIDE BOARDS Prices from £1,500	EXTERNAL PITCHSIDE BOARDS £500
FRONT OF STADIUM SIGNAGE £2,500	TEE SCREENS £250 Per Month
SOCIAL MEDIA PARTNER £3,000	STADIUM WIFI PARTNER P.O.A
HIGHLIGHTS PARTNER SOLD	TICKETING PARTNER SOLD
MATCHDAY SPONSORSHIP £65 Per Person (Min 4 people)	GOAL/PITCH SPONSORSHIP £3,000

All prices exclude VAT.



MATCHDAY & DIGITAL

Our matchday and digital sponsorship offers entry level sponsorship opportunities or can be added to a wider rights package deal. Our Matchday Sponsorship is our entry level opportunity for a one-off match, with other options covering the entirety of the season.

MENS

Mens Home & Away Principal	P.O.A
Mens Home OR Away Shirt (Rear)	£8,000
Mens Home OR Away Shirt Sleeve	£6,000
Mens Home OR Away Shorts (Rear)	£4,000

WOMEN

Ladies Home & Away Principal	P.O.A
Ladies Home OR Away Shirt (Rear)	£1,500
Ladies Home OR Away Shirt Sleeve	£1,500
Ladies Home OR Away Shorts (Rear)	£1,500

ACADEMY

Academy Home & Away Principal	P.O.A
Academy Home OR Away Shirt (Rear)	£1,500
Academy Home OR Away Shirt Sleeve	£1,500
Academy Home OR Away Shorts (Rear)	£1,500

COMMUNITY/JUNIORS/TRAINING

Community Team Kit	SOLD
Mens Team Training Kit	£2,500
Mens Team Tracksuit	SOLD
Junior Team Kit	P.O.A

All prices exclude VAT.



KIT SPONSORSHIP

Our kit sponsorship can be taken across both kits, or just focus on either the home or away kit. In 2025, the club will be releasing it's new away kit, as well as it's new training wear range.



TEAM SPONSORSHIP

Team sponsorship allows you more targeted sponsorship of certain age groups and demographics. Funds raised from team sponsorship will be used to develop the infrastructure around the team as well as include partner rights such as pitchside signage and kit sponsorship.

COMMUNITY DEVELOPMENT PARTNER

Our Community Development Officer offers an opportunity to place your brand in schools and businesses around the area. Not only this, but sponsorship provides funding to increase the number of schools the Club can support via our programme

As part of sponsoring our Development Officer, additional rights are included, such as pitch side signage, branded equipment for our coaches to use and additional brand awareness across our digital platforms. Alternative add-ons can be negotiated to ensure the partner maximising the opportunity.

PRICE: £15,000 ex VAT



**WITH MANY PEOPLE
STRUGGLING, COMMUNITY
ENGAGEMENT WILL REMAIN
A TOP PRIORITY FOR
BRANDS. SPONSORS ACTIVE
IN INITIATIVES THAT
PROMOTE COMMUNITY
COHESION WILL CONTINUE TO
REAP REWARDS IN TERMS OF
REPUTATION AND BRAND
AFFINITY**





GET IN TOUCH

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