

# **ABERGAVENNY TOWN FC**

**SEASON 24-25  
CLUB BROCHURE**



# ABERGAVENNY TOWN FC

## OUR CLUB

We are building a club that is based in the community, for the benefit of the community. We want to encourage participation at all levels from first team to youth teams. We also want to provide facilities to encourage other activities off the field and organise local events to increase awareness of the club. Please join us in this worthwhile enterprise.

The club was founded in June 2014. After local side Govilon changed their name following a move to Pen-Y-Pound, after former club Abergavenny Thursdays folded. The new club was entered into the Gwent County League First Division for the 2014-15 season where we finished the season as champions of that division after going the entire league campaign unbeaten.

This earned the club a place in the Third Division of the Welsh Football League. Success continued during the 2015/16 season as the club won promotion to the Second Division after finishing second in the league and the club also won the FAW trophy.

The long-term goal of the club is a place in the Cymru Premier League



# FIRST TEAM



Our first team were relegated last season from the JD Cymru South tier 2 league, but are looking to bounce back and regain promotion this upcoming season.

Despite the relegation, the club were granted their Tier 2 Licence from the Football Association of Wales for the 2024-2025 season.

We have secured a sought after manager, Rhys Llewellyn, who has a wealth of experience at all levels within Welsh football.

# DEVELOPMENT TEAM

The development team play in the FAW Reserve League South East. This season the team will create the link between the under 19's and first team.

We have appointed Nathan Duke as our manager for 24/25. Nathan was temporarily in charge for the second half of the season and done a great job.

We now go into next season with confidence in the pathway we are creating to the first team for all players coming through the ranks under the new management team.



# UNDER 19 AND 18'S



## *Under 19's*

Over a two year period we have forged a great relationship with PJSS who are an elite football group. When their players reach sixteen, we help provide an opening to senior football along with our local under 19 players.

Conrad Kew has been appointed as the manager for 24-25 season. Conrad has been involved with the under 19's over the last few months and has gained the respect of players ready for this upcoming season. We are very excited about the prospects next season.

## *Under 18s*

Our 16's won their respective League last season under the watchful eye of Manager Richard Pond and Coach Marlon Meadows. This was a fantastic achievement for the local lads and they have decided to stay together moving up to 18s which is fantastic news for everyone. We have a great youth set up and look forward to all teams doing well this coming season.

# ABERGAVENNY RHINOS

Abergavenny Rhinos (under 6's to under 16's) have joined forces with the club and are now affiliates of Abergavenny Town FC. They have over 200 children registered within their club, and we look to build a pathway from junior football right through to seniors with the correct coaching in place



# OUR AIM



We aim to provide teams that the local community can be proud of and follow its progress and support.

Over the last year, our commercial team have been working hard to engage the local community with our club. The events hosted have been a variety to suit everyone from monthly bingo and quiz nights to Abba tribute night, ladies evenings, christmas fayres and family fundays. The events have been a huge success with 90% being sold out events. They have helped to raise the clubs profile within the community.

# COMMERCIAL PARTNERSHIPS

Please consider becoming a commercial partner. Here are some benefits which you could receive;

- Regional Advertising seen by match attendees and visitors to the club and ground.
- Online Advertising through our website and social media channels viewed by 8000 of our followers.
- By Thinking Local to increase your business profile in the area
- A Sporting Chance and the opportunity to become an integral part of the local community by making a vital contribution.
- Corporate Social Responsibility by investing in local sport and contributing towards the development of youth, which associates your business with positive community experiences





# ONLINE PRECENSE



We have an online presence across social media channels as well as an official website.

## Average figures

- 1,086,648 accounts reached in a year
- 90,554 accounts reached in a month
- 20,897 accounts reached a week

## Forecast

- Followers to go up by 5-10%
- Accounts reached to go up between 25%-40% in the next year



[www.atfc.club](http://www.atfc.club)



Abergavenny Town FC



@AbergavennyTFC



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# COMMERCIAL PARTNERSHIP OPPORTUNITIES

We have a variety of opportunities to become a commercial partner, with a price range to suit everyone.

As a thank you for becoming a commercial partner, each package has a variety of different benefits to your business.



# COMMERCIAL PARTNERSHIP PACKAGES



## Match Ball Sponsor **£50**

- Entry for 1
- 3 x drinks and some nibbles.

You will have an advert in the match day online programme and online exposure in lead up to game.

## Online Matchday Programme

For each first team home game you will have an advert in our online matchday programme for all 15 home matches.

- **£60** (£4 per game) per season for full page
- **£50** (£3.33 per game) for half page.

# COMMERCIAL PARTNERSHIP PACKAGES

## Matchday Hospitality £50 pp

- Entry to game
- Food
- 5x drinks (2 prematch, 1x half time, 2x post match))
- Advert in matchday online programme
- Online exposure in lead up to game
- Presentation of MOTM

**“At Abergavenny Town FC an amazing welcome by the committee tonight for the sponsors. Incredible buffet at half time, bringing back fab memories” Brian Jones**



# COMMERCIAL PARTNERSHIP PACKAGES

## Pitchside Advertising Board £250

This option is one of our most popular as it is a great way to advertise your business. We have a variety of people using our facilities and teams from all over South Wales attending the club.

There is an annual cost of £100 for the banner. Our season lasts around 10 months of the year, as well as Abergavenny Town FC using the facilities they are also used by Abergavenny Rhinos, Gwent Cup Finals and other non football events which are hosted at the club such as family fundays, Christmas fayre's etc so it generates a lot of exposure.

- Advertising board
- Social media advert
- 2x advert in first team programme over season
- Graphics and link on website



# COMMERCIAL PARTNERSHIP PACKAGES

## Development/U 19's/U18's Kit Sponsor £1500

- Business graphics on front of kit tops
- Included in every social media post re: chosen team football
- Season card
- 2x club membership
- Link within our website
- For every first team home match a advert in online programme
- 2x hospitality for a choice of one match over the season
- Framed shirt and photo with the team and presenting kit.



# CONTACTS



If you are interested or have any queries about any of the commercial partnership packages, please get in contact with our Commercial Manager.

**Commercial Manager**- Chelsea Morgan  
Email: [info@atfc.club](mailto:info@atfc.club)

For more information on events hosted at our club please follow Pen-Y-Pound Clubhouse on social media (Facebook, instagram and X)