

WORK HARD. **BE HUMBLE.** BELIEVE.

WAKEFIELD AFC **PARTNERSHIP** OPPORTUNITIES

WAKEFIELD AFC.CO.UK | COMMERCIAL@WAKEFIELD AFC.CO.UK



**BE A PART OF FOOTBALL
HISTORY.**





About Wakefield AFC●

Wakefield AFC was formed in 2019 with ambition to **thrive** and **prosper in non-league football**. We aim to develop our players, team, club and support in the **community**. We want to be a team which the city's residents can be **proud** of.

You will find great opportunities for your business to support the club while gaining valuable **exposure** from promotional marketing.

In addition, we are always looking to discuss **innovative** ideas with businesses looking to reach the local **community** and beyond.

Unmatched Progress ●

Under the **leadership** of VO2 Capital, Wakefield AFC is embarking on an **exciting** journey of **transformation** and **growth**.

The cornerstone of this **evolution** is the untapped **potential** of the City of Wakefield. The district of Wakefield has a population of over **350,000 people**, and our aim is to connect and engage with as many of them as possible, making Wakefield AFC one of the go-to **entertainment hot-spots** in the district.

Although the city is predominantly a rugby league city, we have the ability to **change the focus** and bring something new to this city.



The Numbers ●

Wakefield AFC **topped** the attendance table one again in the 2024/25 season with a staggering **311 people** in attendance on average per game, and a total of 6836 spectators through the gates over 22 league games.

Our aim is to continue the **growth** and **engage** with the Wakefield **community**, as well as **increasing** engagement with our **junior** section and the **grassroots** clubs around the area.

311

24/25 avg. Attendance

6836

Total Spectators

932

24/25 Biggest Crowd

360

Junior Players

WAKEFIELD AFC
ONLINE.



Online Presence ●

Our four most popular channels are some of the **fastest growing** in non-league football, with over **22,000** combined followers.

Engage with our **passionate** fan base on Social Media, where we strive to consistently deliver **exciting** and **engaging** content. By aligning with Wakefield AFC's social media channels, you'll tap in to the **thousands** of people we reach on a regular basis.

10K

Facebook Followers

7.1K

X Followers

4.3K

Instagram Followers

1K

YouTube Subscribers

The Stats●

In 2025 alone we've seen a significant **increase** in our online presence, **consistently** reaching **new heights**. Your business can be part of this **movement** and **benefit** from our **impressive** following.

Facebook

2,031,746 *VEWS*
210,279 *REACH*
17,128 *INTERACTIONS*
6,271 *LINK CLICKS*
103,931 *VISITS*
+1468 *FOLLOWERS*
305 *POSTS*

JANUARY 01st - MARCH 31st 2025

X

6,591,636 *IMPRESSIONS*
218,380 *ENGAGEMENTS*
3.3% *ENGAGE. RATE*
100,998 *VISITS*
1,633 *REPLIES*
17,852 *POST LIKES*
2,210 *REPOSTS*

JANUARY 01st - MARCH 31st 2025

Instagram

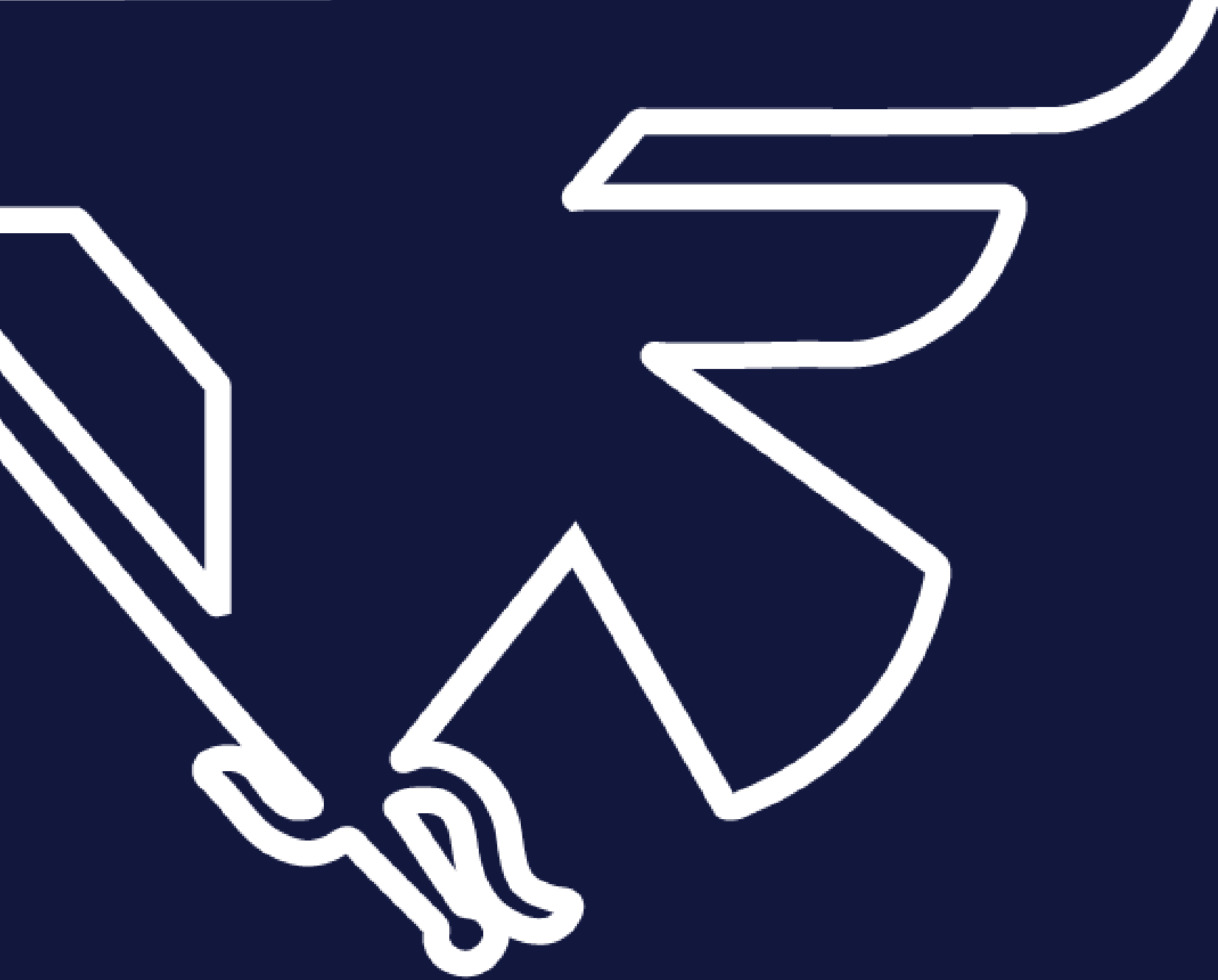
91,464 *VEWS*
15,977 *REACH*
1,876 *INTERACTIONS*
3,967 *INTERACTIONS*

JANUARY 01st - MARCH 31st 2025

YouTube

5,549 *VEWS*
621.0 *HOURS WATCHED*
78,100 *IMPRESSIONS*
884 *SUBSCRIBERS*
+52 *NEW SUBS*
2:01 *AVG. VIEW TIME*

JANUARY 01st - MARCH 31st 2025



WAKEFIELD AFC

• **OPPORTUNITIES**

Wakefield AFC Opportunities ●

At Wakefield AFC, we have a **multitude** of opportunities to get involved and support this up-and-coming club.

Here you'll find just some of the **amazing opportunities** that we have available.

However this is not limited and we are always open to suggestions with regards to other forms of **partnerships**.

Be part of the journey

- Kit partner
- Trainingwear
- Leisurewear
- Club partner
- Social media
- WAFC TV
- Advertising boards
- Player sponsor
- Player of the match
- Programme
- Club Wakefield + more

Showcase Your Brand. ●

Picture your **brand** on the front of the most followed club in the NCEL. Being in front of **hundreds** of people, viewed by **thousands** of people online, and worn by our **dedicated** fans each week.

Join with Wakefield AFC and enjoy the unparalleled **exposure** and **connections** with the Wakefield **community**.



Grow Your Business ●

By becoming a Wakefield AFC **Partner**, you'll join an **exclusive** network of businesses in and around the Wakefield area, **benefiting** from the **opportunities** that we can provide. From **exposure**, to networking events, we can **connect**, **promote**, and **succeed together**.

Be part of **OUR** community and together we can drive mutual **success**.





**TOGETHER WE CAN
SUCCEED**

wakefieldafc.co.uk | commercial@wakefieldafc.co.uk