
VINCIT - OMNIA - INDUSTRIA
COMMERCIAL BROCHURE
2026/27
CHAMPIONS 25/26
PITCHING IN
PARTNERS WITH
NORTHERN PREMIER LEAGUE
HOPE + GLORY
EYELEVEL
SUNGLASSES
S&S
NORTHERN
Redfox
Genus
RECYCLING
AC
RNS
Robert Nicholas Steels (BLY) Ltd
BACK TO THE OFFICE.CO.UK
BiM Tech
ENGINEERING
JD
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MKM
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JetSetGo
COMPETITIONS Land some BIG prizes
ET Clay


THE LES HART STAND
CHAMPIONS 25/26
PITCHING IN
PARTNERS WITH
NORTHERN PREMIER LEAGUE

OUR PARTNERS























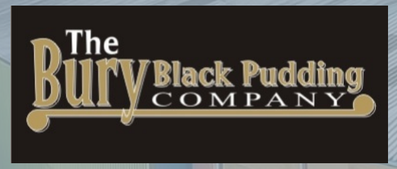




























Bury Football Club has been at the heart of our community since 1885.

The borough of Bury is home to 200,000 people, almost all of whom are football mad, and were never going to take the death of their club lying down.

Today, we are a club reunited; Owned by our fans, we exist to serve the people of Bury.

Currently competing in the 7TH tier of English Football following our Championship winning season in 2025/26, we have ambitious plans to return to the EFL.

With the installation of a state-of-the-art 3G pitch at our near 12,000 seater stadium, the historic Gigg Lane has been transformed into a true community asset and a place that thousands of local people can call home.





OUR HISTORY



Founding members of the Lancashire League in 1889, The Shakers have a long history of success, being crowned Champions in 1891 & 1892 before being elected to the Football League.

Two FA Cup triumphs followed in 1900 & 1903 with victories over Southampton and Derby County.



Championships and promotions continued in the 1960's, 70's and 80's before back-to-back promotions in 1996 and 1997 as Champions of the Football League Third Division.

Success continued into the millennium, with promotions in 2011, 2015 and 2019. Silverware continued in 2022 as winners of the North West Counties Football League Division One.

In April 2025, The Shakers won the North West Counties Premier Division title with 109 points in front of a league record crowd of 8719. A year later, we made it back to back title wins, with victory at Atherton Collieries securing the Northern Premier League West championship at the first attempt.

The historic Gigg Lane stadium has been the spiritual home of Bury Football Club since 1885.

Since the installation of the state-of-the-art 3G playing surface in the summer of 2024, Gigg Lane is now a hub for the local community. Now open 7 days a week, the near 12,000 seater stadium has a footfall of over 200k people a year.

Gigg Lane is the home for our men's, women's, U21, BTEC, and our youth teams, as well as Bury Vets, disability, and walking football teams, the stadium hosts over 50 hours of community sport per week.

Gigg Lane also boasts three function rooms for match days and room hire; The ET Clay 1885 Suite, Starkies, and the Eyelevel Sponsors Lounge.

The 1885 suite received a full refurbishment in October 2025, offering a brand new space for match day hospitality and events.

In March 2026, Gigg Lane took another step towards a sustainable future with the installation of 268 Solar Panels on the Main Stand and EV Charging points in the car park.



GIGG LANE


D.A.R marble
BEWI
JACKOBOARD
THINKING PRECAST? THINK FP MCCANN
Blockleys
MICHELMERSH
Britain's Brick Specialists
WE'VE HAD OUR DARKEST DAYS NOW IT'S OUR TIME AGAIN
GLORIOUS GIGG
EYELEVEL
Redfox
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info@acventilation.com
AC VENTILATION LTD
DAIKIN
The Bury Black Pudding
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PIPS PHOTOGRAPHY

OUR REACH





83K +

Men's First Team Home Attendance

An increase of over 2,500 fans during the 2025/26 season. A further 2,000 people watch our live stream worldwide

200K +

200,000 + Footfall

As a 7-day a week Club, we see footfall in the stadium all year round

1.6K +

100% Fan Owned Football Club

Our loyal fans are our owners

PIPS PHOTOGRAPHY

OUR REACH

280K FOLLOWERS
85M IMPRESSIONS IN 2025/26 (UP 30M ON 204/25)

95K FOLLOWERS
32.5M IMPRESSIONS

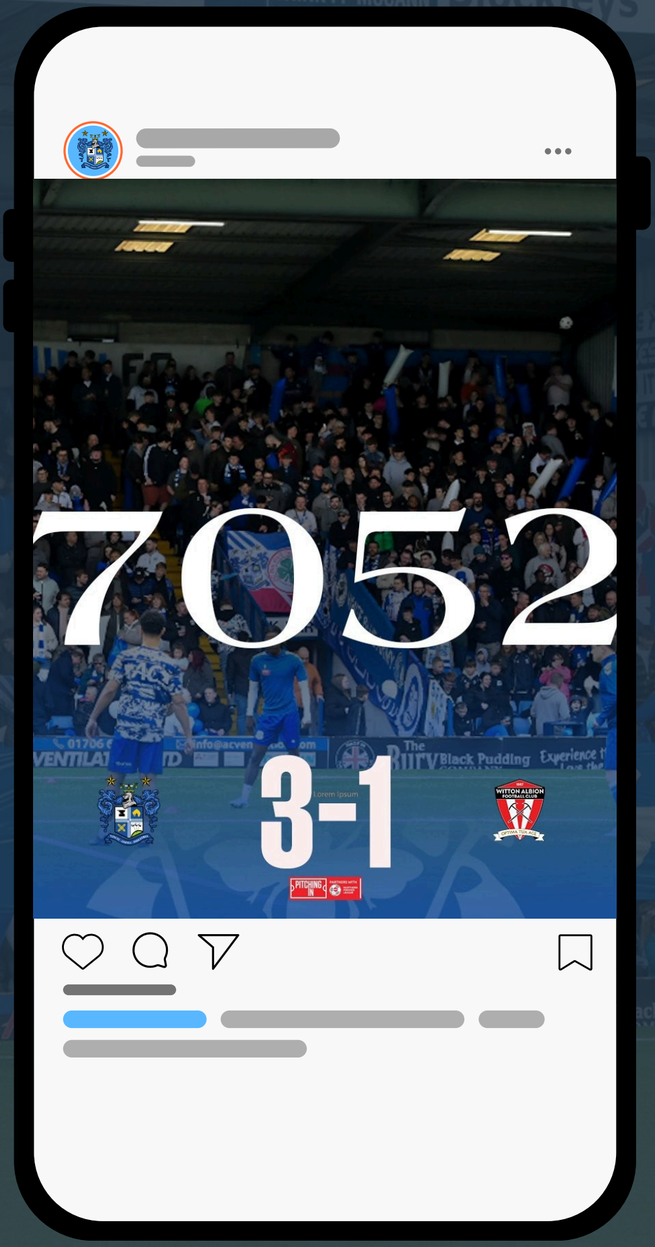
92K FOLLOWERS
41M IMPRESSIONS

17K FOLLOWERS
11M IMPRESSIONS

64K FOLLOWERS
380K IMPRESSIONS

9.1K SUBSCRIBERS
500K VIEWS

2.5K FOLLOWERS
471K IMPRESSIONS



WE HAVE SEEN AN EXPLOSION IN OUR DIGITAL AUDIENCE AND ENGAGEMENT OVER THE PAST 2 YEARS. THE TWO MAIN FACTORS BEING A HUGE INCREASE IN THE AMOUNT OF QUALITY CONTENT POSTED ALONG WITH THE ON-FIELD PERFORMANCE OF OUR TEAMS

WORLDWIDE SHAKERS











With fans of The Shakers in every corner of the Globe, Gigg Lane sees visitors from a whole host of Countries throughout the season from our Worldwide Supporters groups

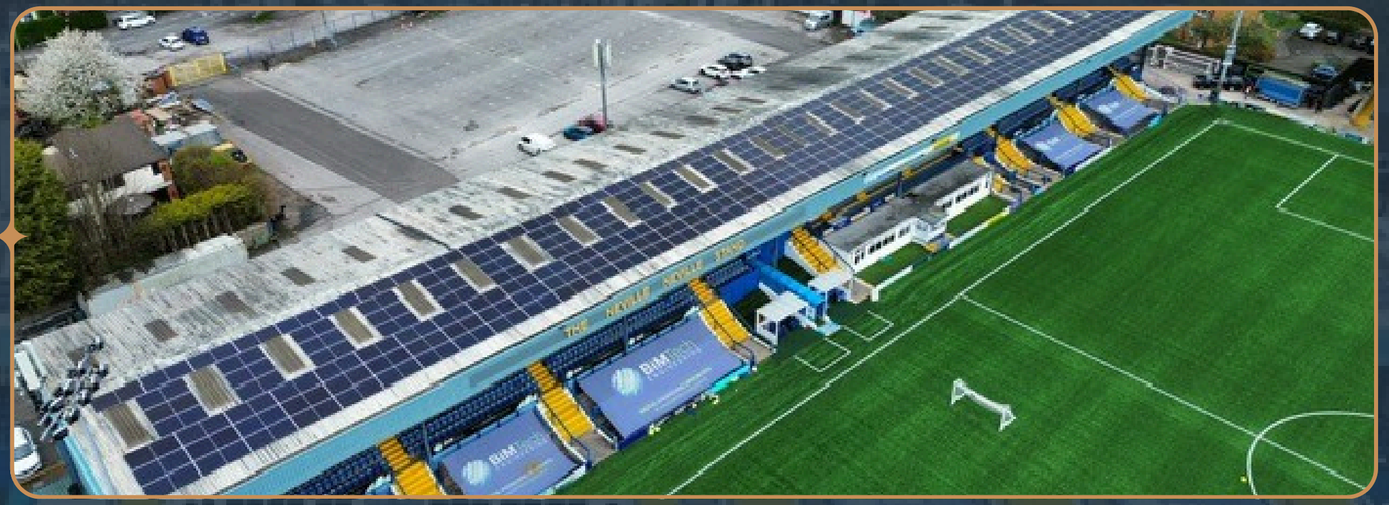
With a global fanbase, our home match live stream allows us to reach our fans no matter where they are in the world


KJ PLUMBING FAC TOR
& HEATING SPAR LT
VINCIT · OMNIA · INDUSTRIA

SUSTAINABILITY

We want to play our part in helping to protect the planet, and with our official kit manufacturer HOPE + GLORY, we have found the perfect partner. Our eco-friendly kits are a part of our commitment to a sustainable future, with rPET technology producing up to 65% less carbon footprint to virgin polyester, and 12% less than cotton.





Bury FC's investment in 268 solar panels and two electric vehicle charging points at Gigg Lane demonstrates the club's long-term commitment to sustainability, innovation, and community leadership. By generating clean, renewable energy on site, the solar installation will significantly reduce carbon emissions, lower energy costs, and help drive the club towards its Carbon Net Zero ambitions.

The addition of EV charging facilities further supports greener travel for supporters, staff, and visitors, encouraging the transition to low-emission transport. Together with the installation of LUX Adjustable LED Floodlights at the Stadium to further reduce energy costs, these initiatives position Gigg Lane as a forward-thinking, environmentally responsible stadium that is helping to create a more sustainable future for both the club and the wider community.







BURY FC WOMEN

Since their inception just four years ago, the Bury FC Elite Women's First Team have made tremendous strides, both on and off the pitch. Formed with the mission to provide a platform for local female players to compete at a high level, represent their town with pride, and help drive forward the women's football movement in Greater Manchester, they won 2 promotions and 2 league titles in their first 2 years, moving from Tier 7 to Tier 5 of the Women's Football Pyramid.

Managed by former professional player Jason Jarrett, we are committed to developing Women's Football in the community, with three 11-a-side teams; First Team, Reserve Team and a Development Team, as well as 9-a-side recreational women's teams.

This commitment is underpinned by our partnership with Her Game Too, with our ambassadors running events across all teams each season.

BURY FC JUNIORS & DEVELOPMENT

From our cup winning U7's team to our Bury Ballers, The Shakers boast a highly successful youth and development section. With boys and girls teams registered to leagues across the North West, bringing sport to the youth of the local community is at the forefront of the Club's aspirations.

From girls only "Wildcats" for 4-9 year olds and "Squad Girls" for those aged 11 to 14, to our successful "Comets" pan disability sessions and our most recently launched walking football, all groups are benefitting from playing on the 3G pitch at Gigg Lane and have been welcomed into the Bury Football Club family.





BURY FC IN THE COMMUNITY

COMMUNITY IS AT THE HEART OF EVERYTHING THAT WE DO AT BURY FOOTBALL CLUB, AND THIS YEAR WE HAVE MADE HUGE STRIDES IN BRINGING THE FOOTBALL CLUB TO THE FOREFRONT OF COMMUNITY PROJECTS. FROM FORGING NEW PARTNERSHIPS WITH THE BAME PROJECT AND BURY-BASED BUSINESS JD, TO SCHOOL AND EMERGENCY SERVICES VISITS, FAMILY FUN DAYS AND MORE, BURY FOOTBALL CLUB IS IMMERSED IN THE COMMUNITY OF BURY.

THE CLUB WAS THE PROUD RECIPIENT OF THE MANCHESTER FA 'PROVIDER OF THE MONTH' AWARD IN MARCH 2025 FOR INITIATIVES BRINGING SPORT TO THE WIDER COMMUNITY.

















BURY FC BTEC

Bury Football Club have partnered with Football Futures and Access Sport to create an industry-leading college football programme, for boys and girls, which began in September 2025.

Based at the historic Gigg Lane Stadium, the programme will offer the very best education and career focused programme to young people in the North Manchester region, and beyond.

Using the power of Bury FC and its elite level staff (including ex-professional players on both the men's and women's sides), the programme is a special and unrivalled course of its type. The Bury FC site runs alongside a central Manchester location at the University of Manchester and helps provide further football and employability pathways to ALL Football Futures students.

FOOTBALL FUTURES

access sport


WE'LL TRAVEL ANYWHERE TO
ANY PLACE WHERE WE CAN SEE
THOSE UP AND COMING
FA CHAMPIONS
MAN UP STEADILY
S&S
NORTHERN
4
9
Genus
BICYCLING
BURY FC
heritage

1885 SUITE HOSPITALITY







With the support of our partners at ET Clay Products, a full refurbishment of the 1885 Suite was completed in October 2025, resulting in sold out hospitality for every match since refurbishment.

Season Tickets for the 2026/27 season are now available for the ET Clay 1885 Suite, priced at £525. An exclusive membership club for the 2026/27 season of 70 people who will have VIP access to the 1885 suite on home match days.

Entrance via the Hospitality Entrance In the main stand
Match seats in the hospitality section of the Main Stand
Open pre-match, during the game, and after the match until 7pm
TV showing all live Sky TV and free to view matches
Pre-match food
Matchday Programme
Matchday team sheet
Access to 1885 Suite with private bar
Player's attendance after the match

ET Clay

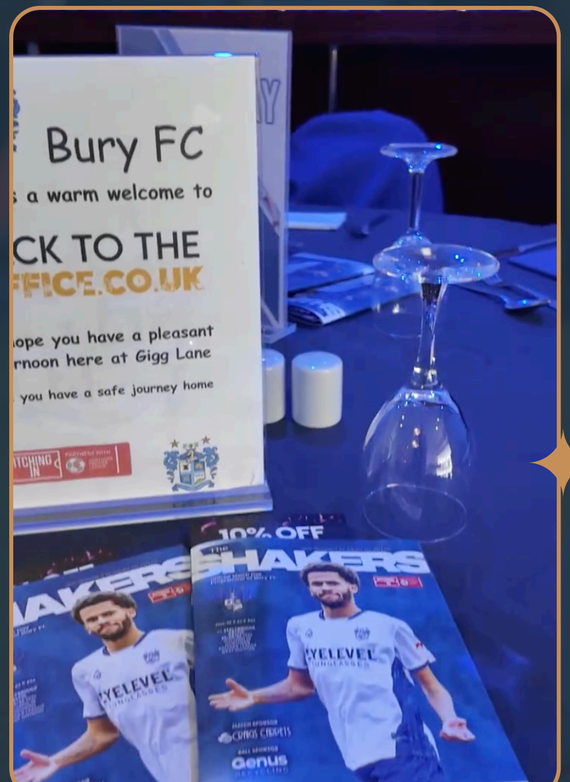
1885 SUITE

sky sports

SPONSORS LOUNGE







JOIN THE BURY FC PARTNERS AND SPONSORS IN AN EXCLUSIVE MEMBERSHIP CLUB FOR THE 2026/27 SEASON WITH VIP ACCESS TO THE EYELEVEL SPONSORS LOUNGE ON HOME MATCH DAYS.

SEASON TICKETS ARE AVAILABLE NOW FOR £925, WHICH GIVES YOU EXCLUSIVE ACCESS TO:

- ENTRANCE VIA THE HOSPITALITY ENTRANCE IN THE MAIN STAND
- MATCH SEATS IN THE HOSPITALITY SECTION OF THE MAIN STAND
- OPEN PRE-MATCH, DURING THE GAME, AND AFTER THE MATCH UNTIL 7PM
- MATCH SEATS IN THE HOSPITALITY SECTION OF THE MAIN STAND
- TV SHOWING ALL LIVE SKY TV AND FREE TO VIEW MATCHES
- MATCHDAY TEAM SHEET AND PROGRAMME
- TWO COURSE PRE-MATCH MEAL AND HALF TIME REFRESHMENTS
- ACCESS TO SPONSORS LOUNGE WITH PRIVATE PAY BAR
- PRE MATCH TALK WITH FORMER PLAYER (SUBJECT TO AVAILABILITY)
- BOARD DIRECTOR IN ATTENDANCE
- MOM/MANAGER IN ATTENDANCE AFTER THE MATCH

EYELEVEL® SUNGLASSES

sky sports


11
EYELEVEL
EYELEVEL
TRAVEL 1ST
PIPS PHOTOGRAPHY

BECOME A PARTNER

As a partner of Bury FC, you will be welcomed into a network of like-minded companies, benefitting from an association with our proud football club.

Your business will benefit from a package of rights aimed to meet specific commercial objectives, as well as helping a wider audience get a much stronger sense of your values.

Becoming a partner provides your business with much more than just exposure. It creates a unique relationship between the club, their business and our wider community.



LOCAL PARTNER

£2,000 + VAT



Branding

1 x pitch side advertising board at Gigg Lane
4 x social media posts promoting your business
Partnership announcement via social media
Logo in the match day programme
Logo on Club Website (commercial hub)

Tickets & Experiences

12 x Hospitality tickets to use across the season
20 x General Admission tickets
Invitation to a minimum of 2 non-match day events
An invitation to meet the team on match day
1 x Signed & Framed Print

BUSINESS PARTNER

£5,000 + VAT



BRANDING

2 X PITCH SIDE ADVERTISING BOARDS AT GIGG LANE
9 X SOCIAL MEDIA POSTS PROMOTING YOUR BUSINESS
1 X E-MAIL TO OUR OPTED-IN FAN DATABASE
EDITORIAL PUBLISHED ON BURYFC.CO.UK
LOGO IN THE MATCH DAY PROGRAMME
LOGO ON CLUB WEBSITE (COMMERCIAL HUB)

TICKETS & EXPERIENCES

16 X HOSPITALITY TICKETS TO USE ACROSS THE SEASON
2 X GENERAL ADMISSION SEASON TICKETS
INVITATION TO A MINIMUM OF 3 NON-MATCH DAY EVENTS
AN INVITATION TO MEET THE TEAM ON MATCH DAY
1 X SIGNED & FRAMED PRINT

OFFICIAL CLUB PARTNER

£10,000 + VAT



Branding

2 x pitch side advertising boards at Gigg Lane
2 x e-mails to our opted-in fan database
Editorial published on buryfc.co.uk
Full page advert in the match day programme
Logo & click through on Website footer
PA announcements every match day
1 x bespoke video produced by Bury FC

tickets & experiences

20 x Hospitality tickets to use across the season
1 x VIP Match Day Experience per season (10 guests)
4 x General Admission Season Tickets
Invitation to a minimum of 4 non-match day events
Behind-the-scenes invitation to first-team training
An invitation to meet the team on match day
1 x Signed & Framed First Team Shirt


NORTH WEST WOMENS REGIONAL LEAGUE
FINALS DAY
North West
REGIONAL LEAGUE
NORTH WEST WOMENS REGIONAL LEAGUE
PLATE WINNERS
North West
REGIONAL LEAGUE
macron
macron
EYELEVEL
SUNGLASSES
SINCTE · OMNIA · INDUSTRIA
PIPS PHOTOGRAPHY

ADVERTISE AT GIGG LANE

Promote your company and show support for BURY FC with a pitch side advertising board at GIGG LANE! This is a simple yet highly effective way of reaching out to our supporter base.

Through sponsoring our advertising boards, this is your opportunity for our 3,700+ average home crowds to see your board on a weekly basis, plus gain exposure through match pictures as well as on our match highlight packages and live stream on Bury FC TV on YouTube.

With the added footfall of 7 day-a-week community use of Gigg Lane and our women's, development and juniors teams, our pitch side advertising boards are the perfect way to reach the community.

PITCH SIDE BOARDS - From £600 + VAT
(Plus artwork/creative)
One & two year options available

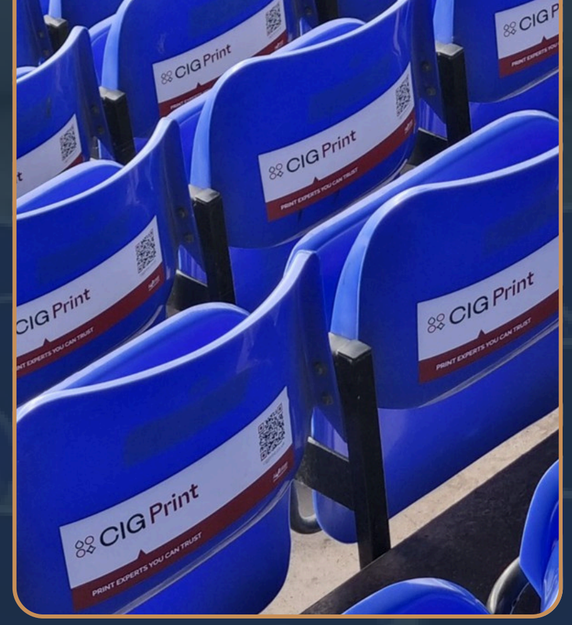
STADIUM BANNERS - From £2500 + VAT

These are some of our most sought after opportunities and will sell out quickly

STAND SPONSORSHIP - £15,000 + VAT

STADIUM NAMING RIGHTS - £25,000 + VAT









Advantage SPONSORSHIP

SEAT SPONSORSHIP

This season, Bury FC have teamed up with Advantage Sponsorship to bring a brand new fan engagement opportunity to Gigg Lane in the form of seat advertising.

A fresh revenue stream, powered by community. Local businesses, brands, and charities can gain long-term visibility and guaranteed exposure to thousands of fans each season, simply by placing small, high impact branded stickers on the back of seats. Businesses and sponsors also have the option to donate seats to a charity or the club's foundation and have their name included on the sticker for CSR purposes.

Speak directly to our fans on Matchday for **just £24** per seat for the season.

MATCHDAY SPONSORSHIP

- Entrance via the Hospitality Entrance in the main stand
- Access to the Eyelevel Sponsors Lounge
- Seats in the Hospitality seating in the Main Stand
- 6 x Match tickets and 2 car park spaces
- 6 x Matchday team sheet and 6 x Matchday Programmes
- Two course pre-match meal for 6 people
- 6 beers on table
- Private pay bar for beers, wines, and spirits
- Pre match talk with former player (subject to availability)
- Pick the MOM and present the award
- Speak with Manager after the match
- Social Media/Website coverage
- Half time refreshments
- TV showing all live SKY TV and free to view matches
- Board Director in attendance

£525
+ VAT





MATCHBALL SPONSORSHIP

- Entrance via the Hospitality Entrance in the main stand
- Access to the Eyelevel Sponsors Lounge
- Seats in the Hospitality seating in the Main Stand
- 4 x Match tickets and 2 car park spaces
- 4 x Matchday team sheet and 6 x Matchday Programmes
- Two course pre-match meal for 4 people
- 4 beers on table
- Private pay bar for beers, wines, and spirits
- Pre match talk with former player (subject to availability)
- Speak with Manager after the match
- Social Media/Website coverage
- Half time refreshments
- TV showing all live SKY TV and free to view matches
- Board Director in attendance

£325
+ VAT





BESPOKE PACKAGES

Want more from your relationship with Bury FC?

For businesses that want to create an even deeper connection between themselves, the Club and our community, we have a number of bespoke partnership opportunities available.

To discuss bespoke partnership opportunities:

0161 537 9253
commercial@buryfc.co.uk




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DIGITAL ENGINEERING SPECIALISTS
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HEALTHCARE
PHYSIOTHERAPY - MASSAG
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SECURITY
VINCIT - OMNIA - INDUSTRIA
PIPS PHOTOGRAPHY

FUNCTION ROOM & PITCH HIRE

STARKIES

For corporate meetings and conferences to private celebrations and community events



Seated: 50
Standing: 100

1885 SUITE



Seated: 70

PRICES FROM £150

Events@buryfc.co.uk

PITCH HIRE

Train, play, and compete at one of Greater Manchester's most iconic football venues



PRICES FROM £40 - £180

pitchhire@buryfc.co.uk


BiMTech
ENGINEERING
5
2



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0161 537 9253

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Chris Watts
chris.watts@buryfc.co.uk

PIDS PHOTOGRAPHY