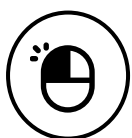


SPONSORSHIP OPPORTUNITY

BACK OF THE NET THE AFC BOURNEMOUTH PODCAST

Back of the Net is an Unofficial Podcast dedicated to the highs and lows of AFC Bournemouth. We engage and entertain over 2,000 football fans every week with a mix of features, interaction & star interviews.



DOWNLOADS GLOBALLY
SINCE FEBRUARY 2016

2159 GB

That's over 60,000 downloads!



INTERACTIVE AND ACCESSIBLE

Back of the Net is accessible via iTunes, Mixcloud, Acast, Youtube, Android, and Windows Phone - downloading automatically to every subscribers device every single week. The show has regular contributors and interactive features, making it the most interactive AFCB Podcast around



PROMOTING ALL ASPECTS OF THE CLUB

Back of the Net takes more than 16 hours combined to produce each week. As well as recording of the show, the features, and the interactive elements - every week we go out and about to highlight AFC Bournemouth in the community.



CLUB FEATURES...

AFCB LADIES TEAM, AFCB UNDER 18's, MATCH-DAY KIDS ZONE, STADIUM EXPANSION PLANS, END OF SEASON AWARDS...



AS WELL AS....

EXTENDED FEATURES ON LOCAL BUSINESSES BOOSTED BY AFCB, FAN CHANTS, CHERRIES SUPPORTERS WORLDWIDE...

BIG NAME INTERVIEWS & SOUNDBYTES

Back of the Net has been praised for its "up close and personal" approach with interviews, and regularly speaks to players who have been influential in the Red and Black of AFC Bournemouth

1000 MINS
OF UNIQUE
CONTENT ...AND
COUNTING

REGULAR
FACEBOOK
REACH OF OVER
2000
A WEEK

REGULAR COMMUNICATION
WITH SUPPORTERS VIA



IN-HOUSE
NEWSLETTER



FACEBOOK
PAGE

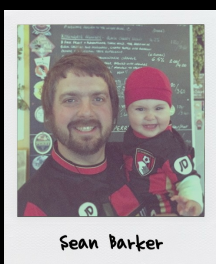


TWITTER
FOLLOWERS

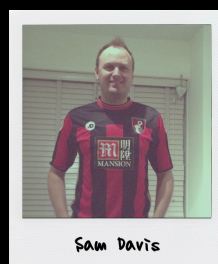
WE'VE SPOKEN TO CHERRIES
STARS PAST AND PRESENT

- ★ STEVE FLETCHER
- ★ JIMMY GLASS
- ★ STEVE JONES
- ★ STEPHEN PURCHES
- ★ CLAUD JORGENSEN
- ★ AND MORE....

WHO ARE WE? WHY DO WE DO IT? HOW DO WE DO IT?



Sean Barker



Sam Davis

SEAN BARKER

ONLINE MARKETING GURU, MUSICIAN,
AND GENERAL NICE GUY

SAM DAVIS

WEB DEVELOPER, PROGRAMMER, AND
PROFESSIONAL CYNIC.

Back of the Net is produced and recorded by long time friends Sean Barker and Sam Davis. One lives in Bournemouth, the other in Wellington, New Zealand. Both in their thirties, together they have lived and breathed AFCB from a young age.

We record Back of the Net to share our love of The Cherries as well as to promote the club and spread the "good news" far and wide. It is recorded live via Skype, and is mixed and released every Tuesday morning from New Zealand. We don't get paid, however the positive feedback makes it all worthwhile.

THE FOOTBALLING DEMOGRAPHIC OF BACK OF THE NET



We regularly team up with Mansion to offer match-day tickets & more!

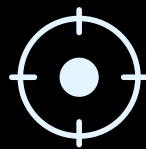
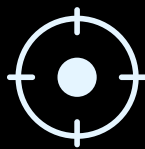
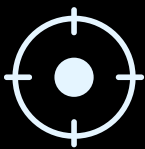
WITH OVER 2,000 COMPLETE LISTENS TO EVERY EPISODE...

✓ 76% UK

✓ 20% USA

✓ 4% ROW

Most of our listeners come from the UK, but we have substantial downloads (and contributions) from the USA/Canada, as well reaching places such as India, Belgium, Portugal, Greece, and beyond (we have the stats to prove it!)



MALE: 66% / FEMALE: 34%

AGE 16-34: 40% / 34-49: 38% / 50+ 22%

FULL LISTENS VS PART LISTENS: 8:1

FUN FACT

THE MOST POPULAR EPISODE OF BACK OF THE NET WAS EPISODE 7 - ALL AROUND THE WORLD - WHICH GAINED OVER 3,500 UNIQUE LISTENS AND 320GB OF DOWNLOADS.

Enjoying the podcast, keep up the good work!

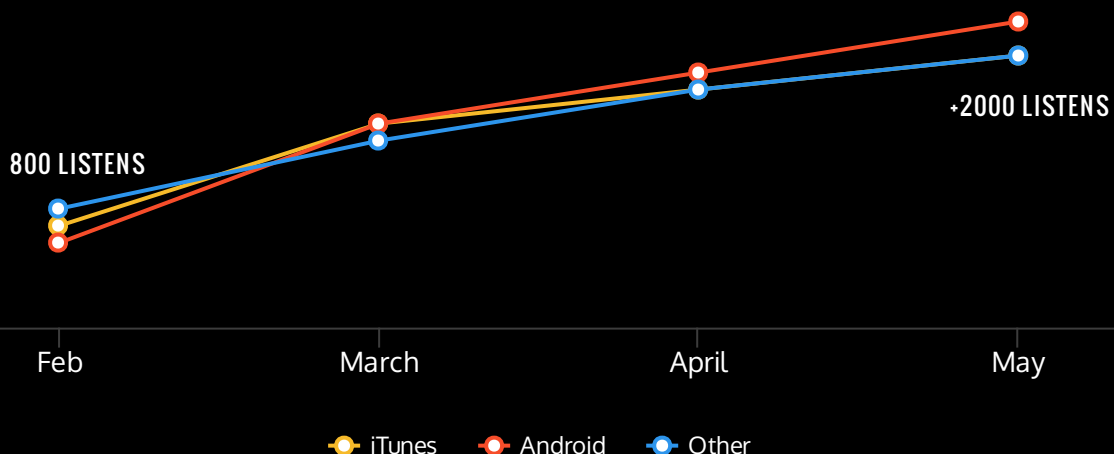
@RobAafcb13

Great podcast, thanks guys!!!

@Nobby_Dog

Hardly listened to a podcast before, have loved your first two - I'm hooked!

@shoeshine1973



SPONSOR THE SHOW AND GET YOUR NAME KNOWN FAR AND WIDE...

ON AIR SPONSORSHIP, WEB ADVERTORIAL, BANNER LINKS & SOCIAL MEDIA MENTIONS...

We have different packages which reflects what we believe is great value for money, and helps us fund the show - paying for editing software, web hosting bandwidth, telephone calls (for interviews), the physical equipment, and our time to do it...

✓ BRONZE PLAN

£100 per month
Non-Exclusive:
3 x 10 sec sting per show
On-Site Advertorial
Web-Site Banners

✓ SILVER PLAN

£200 per month
Non-Exclusive:
3 x 20 sec sting per show
On-Site Advertorial
Web-Site Banners
Social Media Mentions

✓ GOLD PLAN

£400 per month
Exclusive Rights
3 x 30 sec sting per show
On-Site Advertorial
2 Web-Site Banners per page
Social Media Mentions
Social Cover Art Sponsorship

ALTERNATIVELY... SPONSOR A FEATURE



or



CLUB NEWS

Our regular feature of all the latest comings & AFCB goings.

(£25 per show)

DO YOU REMEMBER?

Our weekly delve into the AFCB players from yesteryear.

(£25 per show)

WHY SPONSOR BACK OF THE NET?

Your sponsorship comes with a whole host of perks, including in-house marketing and graphic design services (Sean), discounted web consultancy rates (Sam), and the priority sponsorship of our popular end-of-season awards!

As well as the sponsorship perks mentioned above, your company name will be associated with the most popular AFC Bournemouth podcast online. Our social media presence is increasing daily, and the competitions that we hold garner hundreds of entrants - all of whom can be reached through all of our channels - plus with an increased video usage next year - it is a great time to get on board.

**SOUNDS GREAT!
HOW WE DO BEGIN?**



**SEND US AN EMAIL OR
GIVE US A CALL**

**info@afcbpodcast.com
OR
+44(1202)90148**

**Thank you for reading, and thank
you for your support through the
2016/17 season!**

Sean and Sam x