

DESIGN AND MARKETING SPECIALIST

DRIVING COMMERCIAL GROWTH AT ABERYSTWYTH TOWN FC

Damian Burgess

Before joining Aberystwyth Town Football Club I had already worked for over 20 years in marketing, design and press across many different roles in and out of sport as well as having my own marketing agency for over 10 years.

When I joined the football club in 2024 it was clear from kick off that the club needed a new website, to help grow the brand of ATFC but also to better connect with fans and the business community in Aberystwyth, let the work begin!



My role

AT THE CLUB

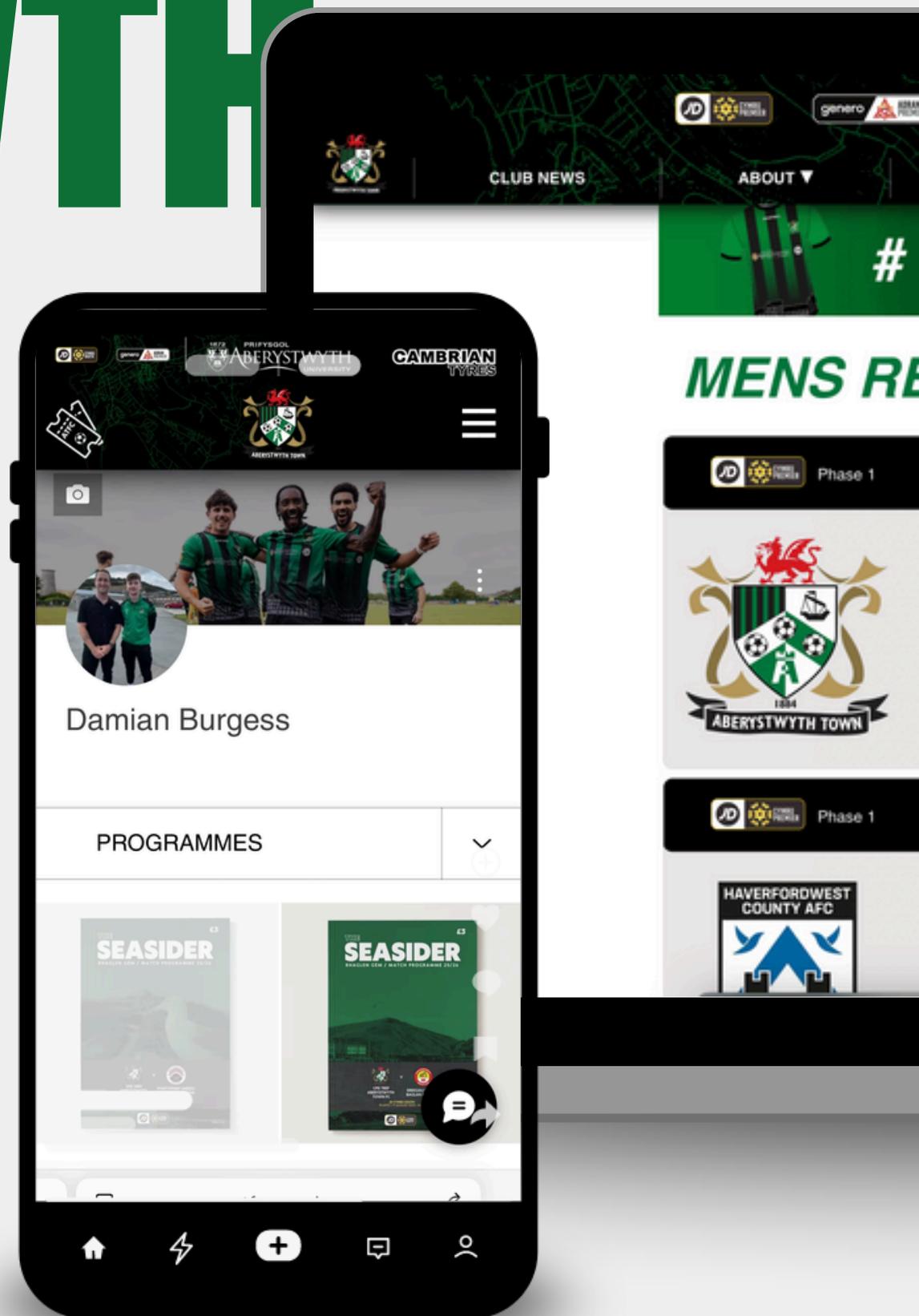
- SPONSORSHIP
- PARTNERSHIPS
- COMMUNITY
- MARKETING
- DESIGN
- SOCIAL
- WEBSITE
- EVENTS
- TICKETING
- BRANDING
- CUSTOMER SUPPORT
- FAN ENGAGEMENT
- NEW KIT DESIGN
- KIT LAUNCH
- EXTRAS

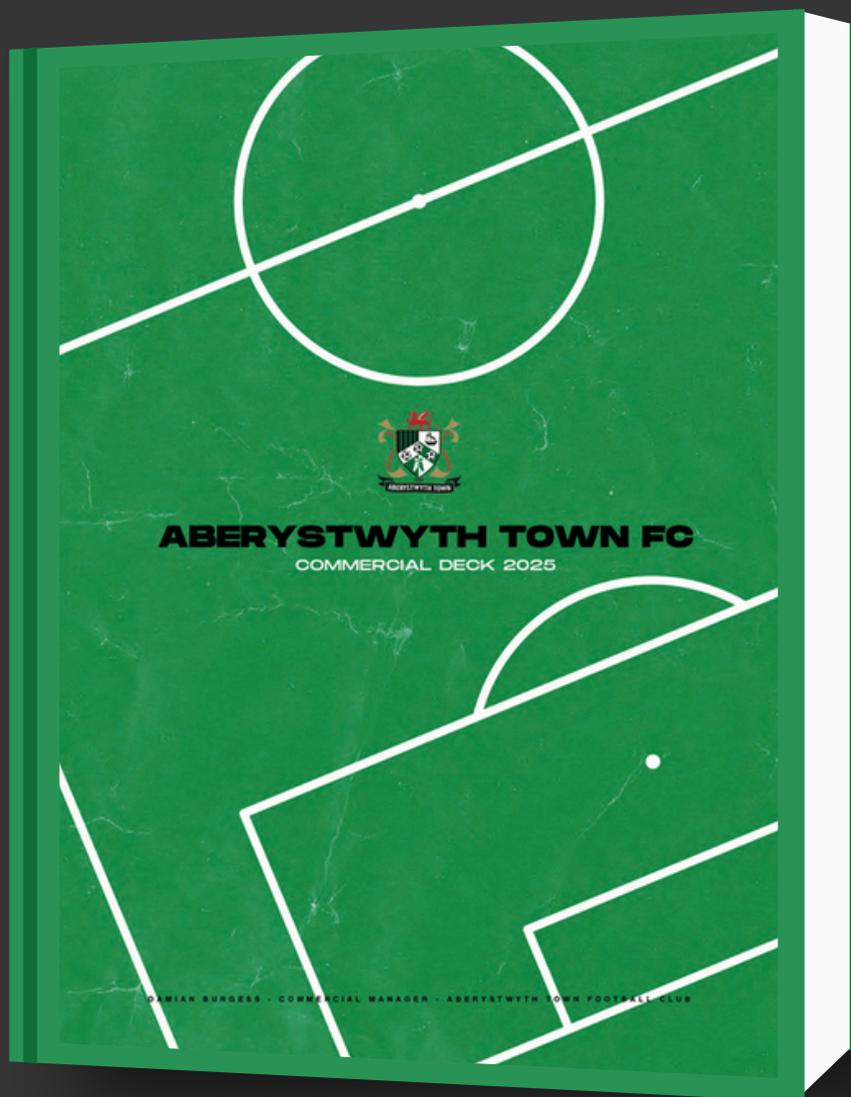


COMMERCIAL GROWTH

The Commercial growth at the club has been more than just transactional, increased revenue from current sponsors as well as new structured deals with brand new businesses in Aberystwyth, Ceredigion and across Wales has seen a 120% increase in commercial revenue since I joined the club.

Adding our digital tickets, digital memberships and loyalty points into the mix and it's creating return customers and more revenue month on month.





THE COMMERCIAL DECK

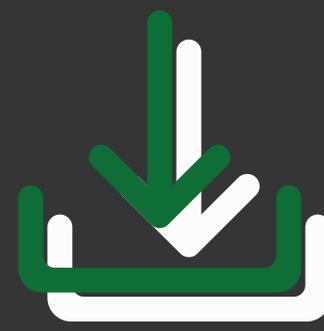
The brand new Commercial Deck for the football club as well as brand new tailored packages for sponsors and partners allowed us to speak to more businesses more often and deliver a professional pitch at every meeting.



**120% INCREASE
IN REVENUE**



**28 BRAND NEW
BUSINESSES**



**32 DOWNLOAD
FORMS**

The Commercial Deck and landing pages on the website allowed us to be always open for business and generated leads organically.

COMMUNITY

BUILDING FROM THE GROUND UP



I've helped bring the community back around the club, creating events like the AberRAStwyth 5k, the Matchday Teammates scheme, the club sticker book and Pink Day.

By being out in the town and speaking face to face with fans and businesses as well as creating a vibrant newsletter, I've turned casual supporters into loyal advocates and reconnected the club with its community of supporters and sponsors.



100+ NEW MEMBERS



1000+ SUBSCRIBERS



AWARDS FINALIST*

*Finalist in the **Menter Aberystwyth Business Awards** for the **Aberystwyth Ambassador** Award and **The Welsh Language Champion** Award.

BENEFITS IN YOUR POCKET



More than 10 businesses signed up to the Matchday Teammates scheme allowing ATFC fans discounts at their business on matchday. Over 500 digital tickets sold in 2025, over 30% of all matchday tickets.

10+

Match Partners

500+

Digital Tickets Sold

MARKETING DESIGN SOCIAL

An increase of over 150% across social media channels in reach and over 44% increase in engagement.



Creating impact and engagement



THE NEW WEBSITE

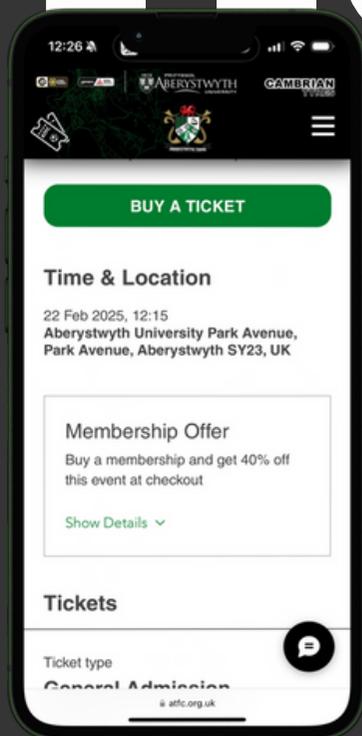


AN INCREASE IN

- TRAFFIC
- REVENUE
- DATA



EVENTS & TICKETS



ONLINE TICKET SALES

£5,000+

Making Tickets Digital

Our new website and online ticketing system generated thousands in sales.

With over 500 digital tickets sold across matchdays in 2025, the new platform worked instantly.

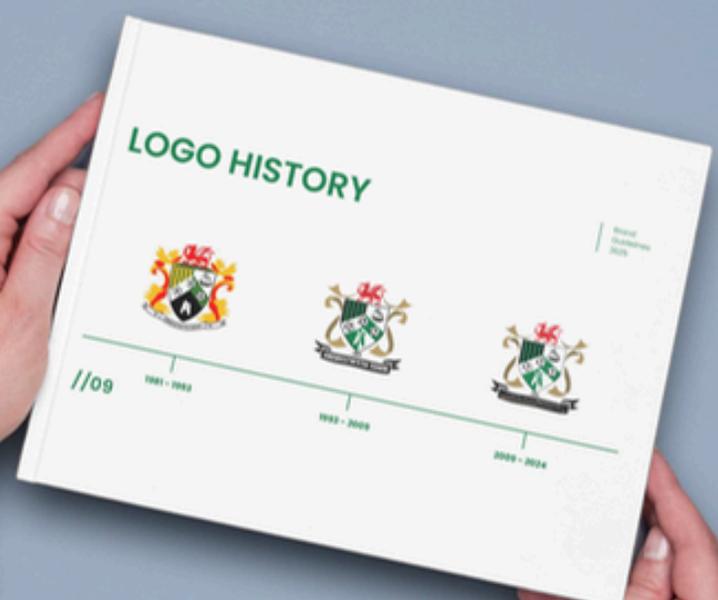
It gave us valuable data, streamlined fan access, and even allowed us to launch new events like the AberRAStwyth 5k Series.

BRANDING

I created the club's first ever brand guidelines, establishing a clear and consistent identity that now underpins all digital, print, and matchday communications.



*Brand
Guidelines*



ENGAGEMENT

I boosted fan engagement with initiatives like a regular newsletter, the club's (and leagues) first ever sticker book, and creative matchday campaigns, giving supporters more ways to connect and stay involved. The majority of our marketing material is created bilingually and I pushed from the front to have a fully bilingual website.

National and local press as well as national coverage across radio for the sticker book idea raised the profile of the club locally and nationally.



Finalist in the **Menter Aberystwyth Business Awards** for the **Aberystwyth Ambassador** Award and **The Welsh Language Champion** Award.

**AWARDS
FINALIST**

The awards take place in October 2025 at the Aberystwyth Arts Centre.



**100+ NEW
MEMBERS**



**1000+
SUBSCRIBERS**

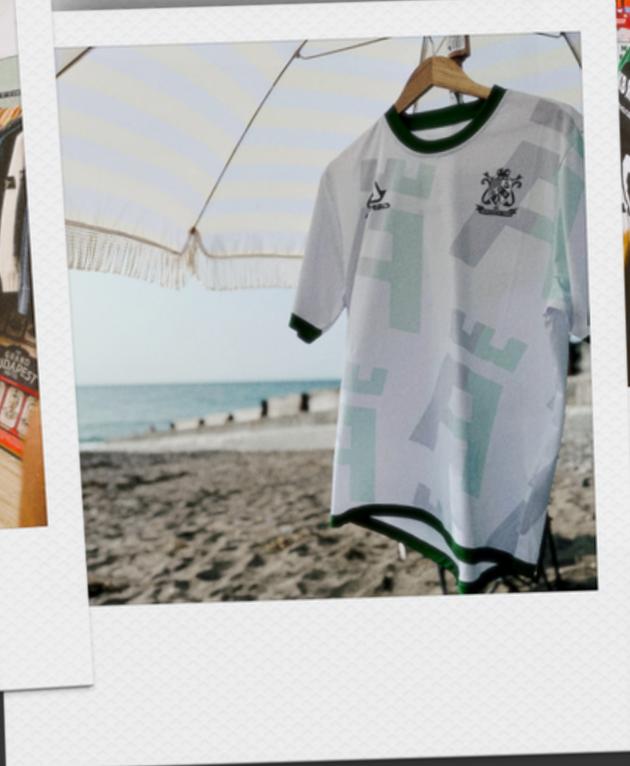
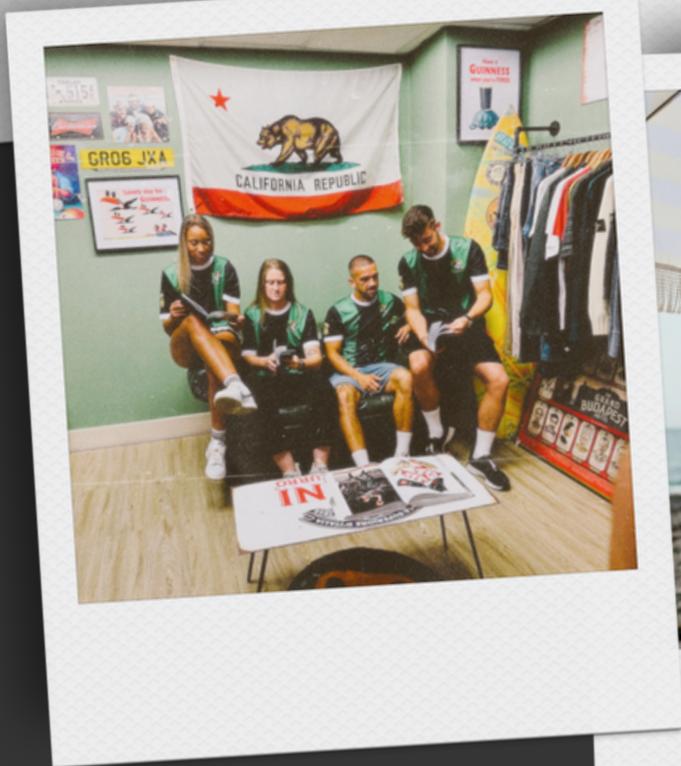


NEW KIT DESIGN

From initial design concepts to full production of playing and retail kits.



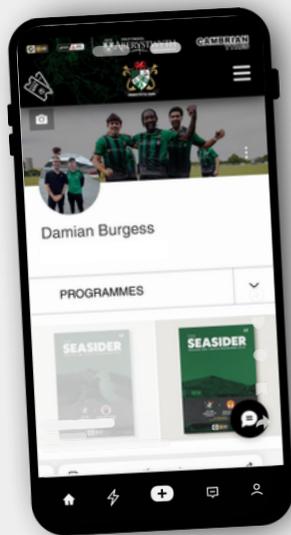
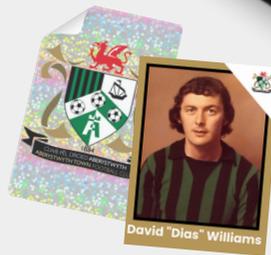
KIT LAUNCH



Designing the new kit from scratch, taking inspiration from Aberystwyth, creating a kit that spoke to the fans but created an identity unique to Aber.

Our Fortress on Fabric

EXTRAS



Raising the bar

In my role with the club, I have also created new marketing material and products, an award winning matchday programme, created a member portal, collectable stickers, clubhouse branding, plastic cups, nominated in two local business and language awards, the pink kit and the plans to create a huge charity day for Breast Cancer Awareness Month in October.



DAMIAN BURGESS

THANK YOU

www.nutsaboutmarketing.com



