



COMMERCIAL ACTIVITIES

Season 2017 - 2018

www.stirlingalbion.co.uk

STIRLING ALBION F.C.



MESSAGE FROM THE COMMERCIAL DIRECTOR

Dear 'Supporter',

In common with all football clubs, we rely heavily on commercial revenue and this brochure summarises the opportunities for "getting involved" with Stirling Albion for our mutual benefit.



These opportunities range from straightforward sponsorship to our much renowned Match Day Hospitality which I can personally guarantee provides an afternoon at the football that is second to none anywhere.

In addition to the commercial activities included, we are looking to secure a sponsor or sponsors for our Community Engagement activities. Our work in the community is a key priority and the visibility potential for a sponsor provides the opportunity to market a role supporting the community. If you think your company would benefit from this, please get in contact.

For those of you that already participate in one or more of the activities listed, I express my sincere thanks on behalf of the Club and to those reading this and discovering what's on offer for the first time, we would be delighted to have you involved.

Please don't hesitate to contact me (07785 525381) or the Club direct to arrange your requirements or ask for more detail.

Information can also be accessed on the Club website:
www.stirlingalbionfc.co.uk

We look forward to hearing from you.

John Hunter
Commercial Director



1 STADIUM ADVERTISING

Stadium pitch side advertising boards enable a business throughout the playing season to market their presence and services not only to the match day attendance but also to a far wider audience should matches be the subject of television or press photographic coverage. In addition to these opportunities there is daily exposure seven days a week by way of the usage of the conference suites that overlook the stadium and the stadium advertisers are also listed in the Club magazine.

2 ALBION MAGAZINE ADVERTISING

Throughout the season a number of editions of the Club magazine in colour are produced and sold on matchdays. The ability to advertise within the magazine allows a business to market their name and services in a more direct fashion.

3 PLAYER SPONSORSHIP

Player sponsorship provides individual supporters and a business, which could be supporters or a business from a distance, the opportunity to support the running of the Club over the season.

The benefits of the sponsorship are as follows:

A match day guest in the Peter McKenzie Boardroom at a league match of your choice as an individual supporter or a representative of a business.

Your name or a business name listed on the Club website under the player profiles throughout the season.

Your name or a business name listed under the player profiles in every edition of the Albion Magazine throughout the season.

Meet with your sponsored player/players and have a photograph taken with them for you to keep and for featuring on the Club website.

4 MATCH SPONSORSHIP

What better way to make a client, supporter of the Club or friend feel appreciated, than to invite them along to the Peter McKenzie Boardroom to meet the Club officials and enjoy the half time buffet including pre-match and post-match refreshments.

A signed official match ball and signed shirts can also be purchased as a memento of the day or to be given as a special present.

5 MATCHDAY HOSPITALITY

An exceptional matchday experience can be enjoyed through the Club's Hospitality which is held in first class facilities and has a high reputation that has been achieved over recent years through the quality, value and outstanding service provided.

With first class fare provided by the chefs of Clive Ramsay Catering, combined with a warm welcome from the Hospitality staff, we guarantee an unbeatable experience at a price that compares more than favourably with all other Scottish Football Clubs.

The day commences with a bubbly reception followed by a three course meal with wine and a complimentary bar throughout. A half-time buffet is included along with a complimentary magazine and official team sheet. A good way to entertain your clients or celebrate a special occasion with friends or family.

6 ANNUAL DINNER

A very special evening where Club supporters and their families and friends combine with business and Club officials to enjoy an evening of good food and entertainment from guest speakers. A four course meal with wine on the table is provided and throughout the evening fundraising activities comprise of a prize draw, raffle and an auction.



MATCHDAY HOSPITALITY ITINERY

Package

- 12.00noon Access to the supporters Binos pay bar
12.30pm Bubbly reception and a welcome in our Executive Suites
- 1.00pm Three course meal with coffee or tea.
Selection of bottles of wine on the table
Complimentary bar to before kick-off time.
Complimentary magazine and team sheet
Sale of half time 50/50 draw tickets and raffle tickets.
- 2.55pm Shown to Centre Stand Executive Seating
- 3.00pm Match kick-off
- 3.45pm Half-time Buffet with tea or coffee,
TV match results and 50/50 draw and raffle results
- 4.45pm Post match complimentary bar to 5.30pm
and TV match results.
Meet the Players and Manager
Man of the Match presentation.
- 5.30pm Visit the supporters Binos pay bar
in the Dumyat Suite or Castle Suite.



Advertising and Commercial Rates

1 Stadium Advertising (annually):

3 Metre Board	£375 + VAT
Fitting and Production	£140 + VAT
5 Metre Board	£500 + VAT
Fitting and Production	£180 + VAT
Over 5 Metre Board	Price O.A.

2 Magazine Adverts (approx. 10 issues July to May):

Business Card Size	£100 + VAT
¼ Page Size (A7)	£250 + VAT
½ Page Size (A6)	£500 + VAT
Full Page Size (A5)	£1000 + VAT

3 Player Sponsorship:

Home or Away for each Player over a playing season	£200 incl VAT
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4 Match Sponsorship:

2 Boardroom Passes and Man of the Match Presentation	£120 incl VAT
Signed Official SPFL Match Ball	£100 incl VAT
Signed Shirt	£50 incl VAT
Corporate: Magazine Advert, Other Advertising, Tannoy Announcement and Man of the Match Presentation	£250 + VAT

5 Matchday Hospitality:

Standard Matchday (per person)	£70 incl VAT
Xmas Special (Festive Menu) (per person)	£70 incl VAT
Deposit (Minimum payment to book) (per person)	£30 incl VAT

6 Specials:

Annual Dinner	
23rd March 2018 – The Golden Lion Hotel, Stirling	£60 incl VAT

Online Albion Lotto
JACKPOT RISES TO £20,000
safclotto.co.uk

For further details and to book

contact the Club at:-

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Tel: 01786 450 399

www.stirlingalbion.co.uk



