dlr media

OFFICIAL MEDIA PARTNER

ARBROATH FC

CORPORATE BROCHURE

ARBROATH FC

2022-2023

ARBROATH FC 360

Powered by our **passion**

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#togetherness

MAIN CLUB SPONSOR

MegaTech Projects Ltd

Chairman's Welcome

On behalf of everyone at Arbroath Football Club, it gives me great pleasure to welcome you to our brand new 2022/23 Corporate Brochure. We are delighted to share the various ways which you and or your business can align with our successful brand to assist in supporting your hospitality, marketing and advertising needs. I am extremely proud of the progress we have all collectively made and equally excited to see our future visions and plans begin to take shape. Our Club motto is "Togetherness" and along with fellow directors, management, players, staff and supporters, we invite you to join us on this incredible journey we are on together.

I would like to close by thanking you for taking time to view our many opportunities and allowing us to show exactly what we can do to support you and your business. I look forward to welcoming you to Gayfield at some point throughout the campaign.

C' mon the Lichties!!

Mike Caird

Chairman

"I am extremely proud of the progress we have all collectively made to date and equally as excited to see our future visions and plans begin to take shape. Our Club motto is "Togetherness" and along with fellow directors, management, players, staff and supporters, we invite you to join us on this incredible journey we are on.

CORPORATE

Matchday Hospitality

Whether you are looking to entertain and look after key clients or simply to enjoy the match in style with friends and family, you are sure to find the perfect matchday hospitality package to suit your needs with Arbroath FC.

Gold Package Hospitality

The Caird Suite

Situated in the newly refurbished Caird Suite at Gayfield, our top level matchday hospitality package has everything to meet and exceed your expectations. Sit back, relax and enjoy first class food, drink and entertainment whilst also taking in the match in your own dedicated match seats in the Coelbrew main stand.

Package includes:

- 3 course meal with wine
- Complimentary bar
- Half time refreshments
- Team sheet/ programme
- Matchday host
- Competitions
- Manager & Player appearances

Prices

Per match	**£99** inc vat Per person
Season long (based on all 18 league matches)	**£1530 inc vat pp** (minimum 2 guests)
Flexible Football package (20 x places to use)	**£1600 inc vat pp** can be used in any configuration, subject to availability)

Executive 36-0 Members Club

Our executive 36-0 members club is a unique and exclusive experience to savour the matchday atmosphere inside Gayfield as well as enjoying mixing with the Directors, management team and VIP guests.

Package includes:

- Boardroom access – from 1 hour prior to match where you will mix with directors and guests
- Complimentary bar,
- Half time buffet - teas/coffees ,
- Full time bar until 6.30pm,
- Prime centre seating in the Coelbrew Main Stand

Prices

Per season only	**£1250** inc vat for 1 or **£2000** inc vat for 2

MATCHDAY

Sponsorship Packages

Official Match Sponsor - **£1100+vat**

Sponsoring a match at Gayfield is a great afternoon for you or your company to elevate to a mass audience both in stadium and online.

The Matchday Sponsorship Package includes;

Guests on the Day:

- Hospitality for 10
- 12:30 pm arrival, hospitality lunch package, which includes a delicious three-course meal and pre & post match drinks
- Complimentary Matchday Programme and Team Sheet

Sponsor Benefits:

- Set-up a stand/information points within the grounds, (options available)
- Name/Company announced at match.
- Complimentary advert in the Matchday Programme
- Mention on the Official Website (full advert available at extra cost)
- Present the Man of the Match Trophy
- Additional guests can purchase tickets for Matchday Hospitality Package for £99 per person

MATCHDAY

Sponsorship Packages

Captain's Guests Sponsor
£300+vat

2 invitations to the boardoom from our Club Captain prior where you will mix with directors and guests from both clubs

Benefits:

- Complimentary bar, pre and post match
- Half time buffet - teas/coffees ,
- Full time bar until 6.30pm,
- Prime centre seating in CoelBrew main stand
- Presented with a framed and signed armband by our Captain in the boardroom after the match

Official Match Ball Sponsor
£300+vat

Sponsoring the matchball gives you access tickets to the Boardroom giving you a unique insight into enjoying your afternoon at Gayfield Park.

The Matchball Sponsorship Package includes tickets to the Boardroom where you will receive the following:

Benefits:

- Complimentary pre and post-match bar
- Half-time buffet, teas & coffees
- to "Prime centre seating in the Director's area in the Coelbrew Main Stand
- Signed Matchball presented by our Chairman
- Social Media posts

ADVERTISING

Opportunities..

Trackside boards

Back of stand walls	**£250** + vat
Front fencing	**£350** + vat
TV facing main stand	**£400** + vat
16x2 pitchside boards behind goal	**£500** + vat

**+£150 plus vat to arrange production and fitting*

ADVERTISING

OPPORTUNITIES

Ball tower sponsor and board	**£600**

Matchday Programme

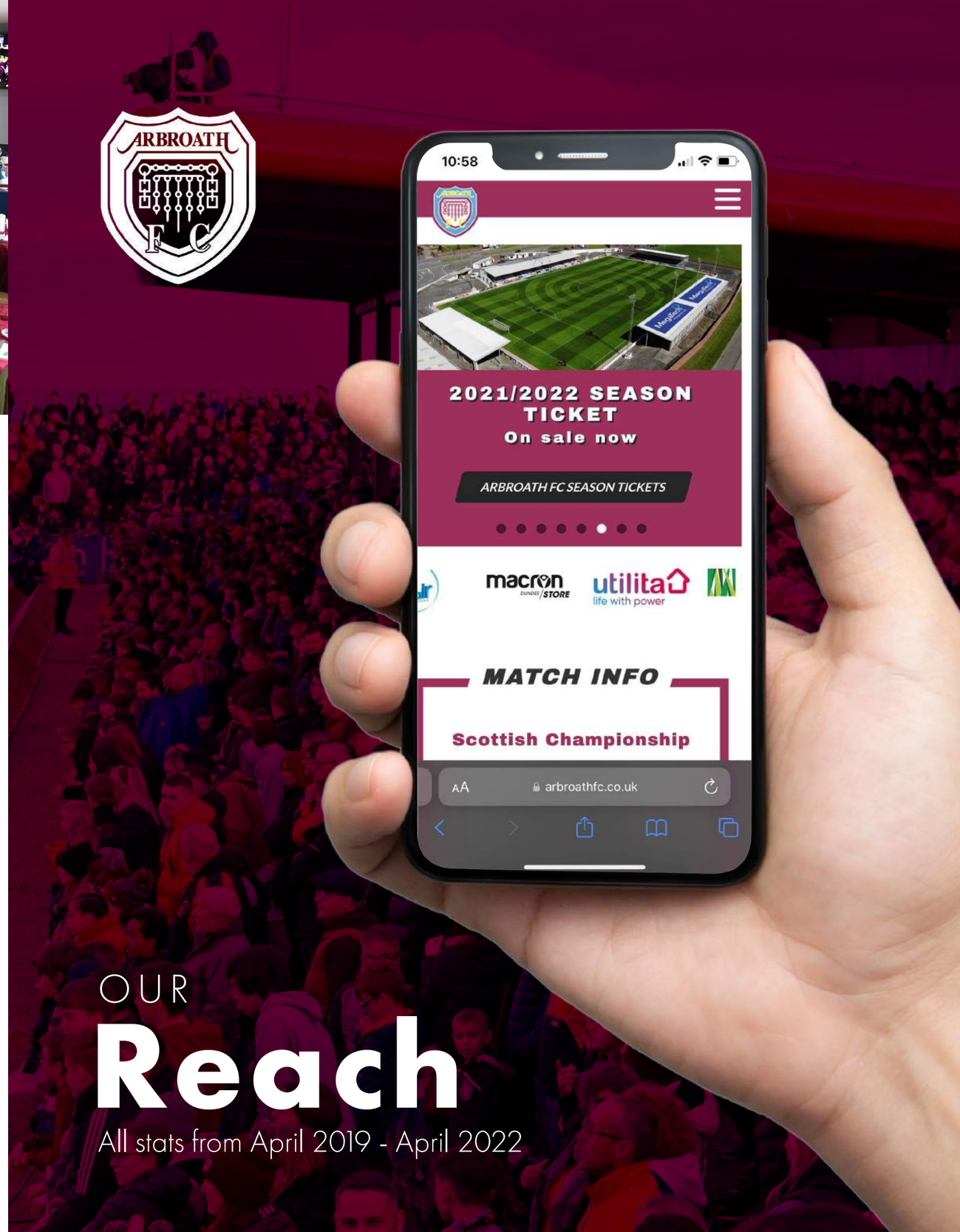
Full page	**£400** + vat
Half page	**£200** + vat

Digital Advertising

AFC Facebook & twitter sponsor	**£1000** + vat
Matchday graphics sponsorships....Teamlines	**£1500** + vat on AFC TV also
AFC Goals	**£700** + vat
Half time/Fulltime	**£900** + vat

Website advertising

Overall website sponsor	**£2000** + vat



OUR
Reach
All stats from April 2019 - April 2022

www.arbroathfc.co.uk

Users	Sessions	Page views
250,000	**480,000**	**1,426,970**

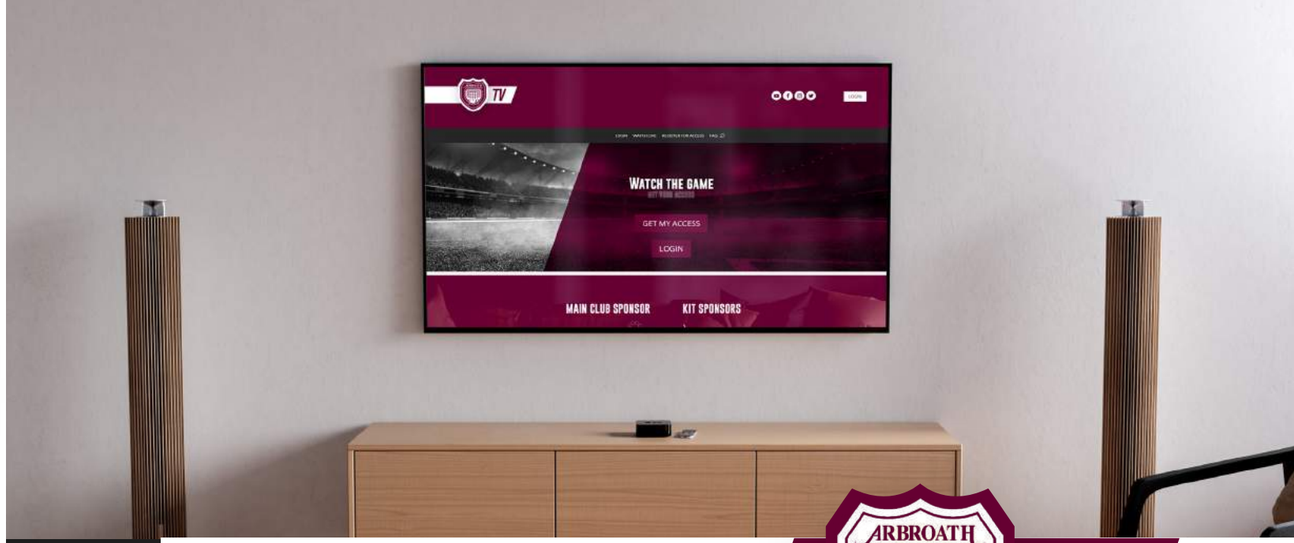
International Reach - Top 10

UK	**217,337**	Canada	**1,198**
USA	**8,001**	Netherlands	**1,104**
Australia	**1,789**	Spain	**994**
Germany	**1,505**	Norway	**838**
Ireland	**1,429**	China	**836**

Town/City Reach - Top 10

Glasgow	**30,025**	Dundee	**15,182**
Edinburgh	**27,463**	Aberdeen	**9,322**
London	**24,691**	Livingston	**7,259**
Unspecified	**20,034**	Dunfermline	**5,543**
Arbroath	**18,421**	Perth	**5,466**

Sessions by country **195 countries**



AFC TV

Main TV Channel Sponsor	**£3500** + vat
Pre and half time commercial ads per season	**£1500** + vat
Match e-ticket sponsor	**£1200** + vat
Hospitality e-ticket sponsor	**£800** + vat

Users	Sessions	Page views
45,000	**98,000**	**408,466**

Arbroath FC TV www.arbroathfc.tv

Sessions by country

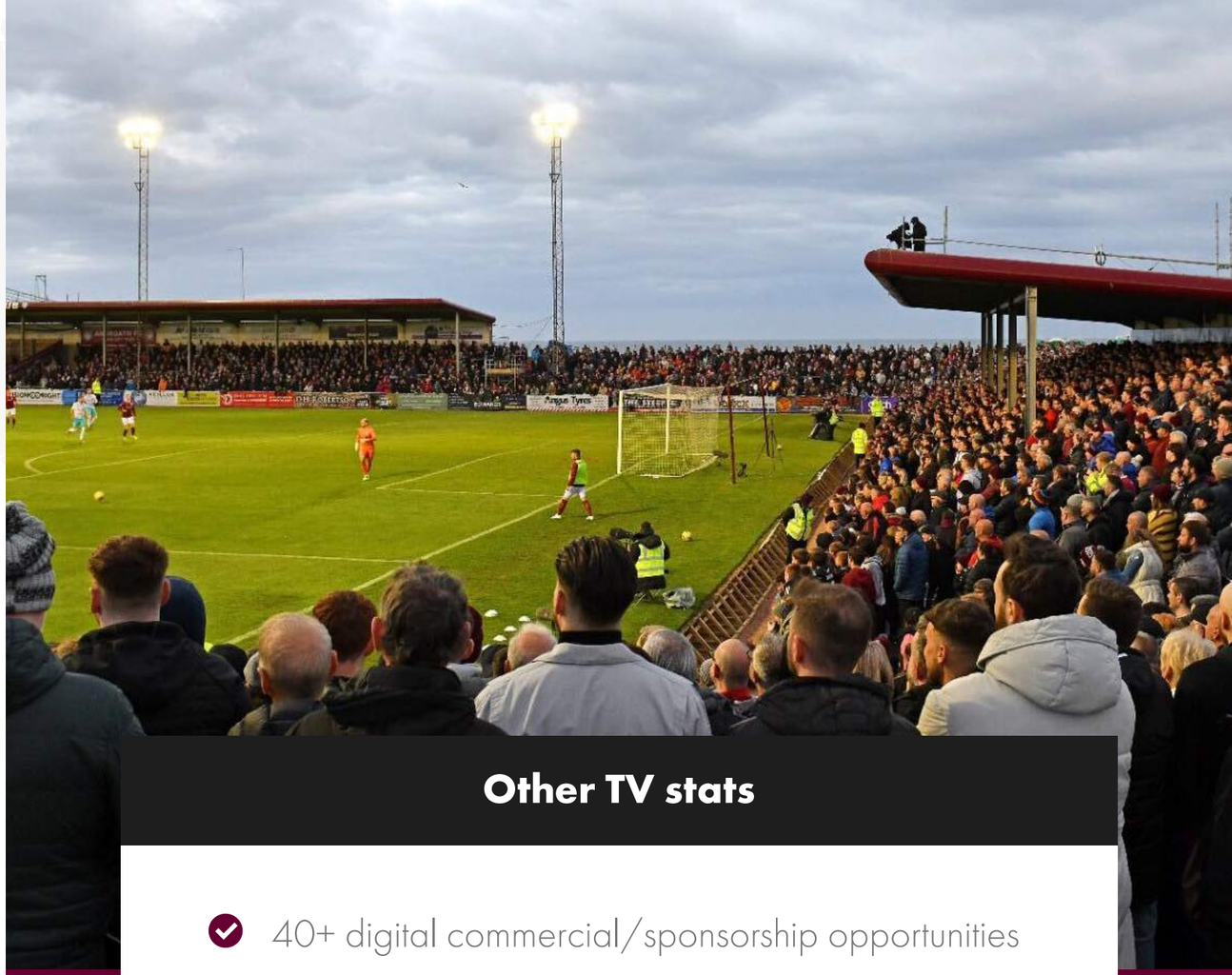
135 countries

International Reach - Top 10

UK	41,175	Australia:	135
USA	997	Canada:	135
Ireland	313	Germany:	131
Spain	154	China:	115
Netherlands	145	UAE:	95

Town/City Reach - Top 10

Edinburgh	4,522	Belfast	2,537
Glasgow	4,212	Dunfermline	1,906
Unspecified	4,054	Glengormley, NI	1,650
Coleraine	2,662	Londonderry	1,131
Arbroath	2,559		



Other TV stats

- 40+ digital commercial/sponsorship opportunities
- Streamed to 135 countries
- Integrations with Stripe, Apple Pay, Google Pay
- Backed by Vimeo
- Content viewed across phone, tablet and TV apps
- Average view time of 1.10 hours
- 2,619 of support chats

Player

Sponsorship

Home/away	**£300** + vat
Coaching staff	**£250** + vat
Player sponsorship plus – includes 2 places at hospitality for a match	**£400** + vat

You will receive 2 invitations to the boardroom for a match plus **your name in the match programme and on the club website**

PLAYER

SPONSORSHIP

Junior smokies supporters club

Main sponsor	**£1000** + vat

Former Players Association

Main sponsor	**£1000** + vat

Additional kit sponsorship

Players training/warm up top sponsor	**£4500** + vat
Coaching Staff main sponsor	**£3000** + vat

Stadium stand sponsorship

Main Stand Sponsor	**£15k** + vat per season – min 3 yr deal
Enclosure sponsorship	**£10k** + vat

For more information on Major Sponsorship Package, please contact **paul@arbroathfc.co.uk**

Meetings and Events

Sports Dinners

Gayfield is the ideal venue to hold your meeting, seminar or private function, whether you are holding a business conference to celebrating a Birthday or Anniversary, hosting a small or large gathering such as Weddings and Funerals, or creating your own themed event, such as sporting dinners or Christmas party nights..we have it all covered for you with Gayfield Events. We are on hand to work with you on creating a tailored package to suit your needs. If you wish to view our suites and facilities or for more information on holding your event at Gayfield, get in touch now office@arbroathfc.co.uk

Parties –

Funerals –

Business seminars –

Meetings -

Sportsmans dinners -

Lounge hire singular -

For more information on holding your events at Gayfield, contact **office@arbroathfc.com**

FUNERAL AND CELEBRATION

# of Life Packages

If you are looking for somewhere private to hold a wake or funeral reception in Arbroath, Gayfield Park is renowned for its excellent food and attentive service. We can accommodate both large and small receptions across our 3 suites. Gayfield Park is an ideal place to bring people together to say goodbye to a loved one

CATERING

Choose from one of the following catering packages or contact us to discuss a bespoke package to suit your specific requirements.

OPTION 1
£6.50 PER PERSON
- Selection of Filled Sandwiches
- Selection of Mini Pies
- Tea and Coffee

OPTION 2
£7.50 PER PERSON
- Selection of Filled Sandwiches
- Selection of Mini Pies
- Selection of Mini Cakes
- Tea and Coffee

OPTION 3
£8.00 PER PERSON
- Homemade Soup
- Selection of Filled Sandwiches
- Selection of Mini Pies
- Selection of Mini Cakes
- Tea and Coffee

OPTION 4
£9.00 PER PERSON
- Homemade Soup
- Selection of Filled Sandwiches
- Selection of Mini Pies
- Selection of Mini Cakes
- Vegetarian Tarts
- Tea and Coffee

OPTION 5
£13.00 PER PERSON
- Tomato and Basil Soup
- Scottish Steak Pie with Puff Pastry
- Seasonal Vegetables & Roasted New potatoes
- Apple Pie & Lightly Whipped Cream
- Tea and Coffee

Our Partners

MAIN SPONSOR

CLUB PARTNERS

For further information please contact:

Commercial: Paul Reid, paul@arbroathfc.co.uk
Hospitality: hospitality@arbroathfc.co.uk
Meetings and Events: office@arbroathfc.co.uk