



...LET'S DO THIS TOGETHER



CORPORATE BROCHURE 2023/24

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AFC Main Partner



CHAIRMAN'S WELCOME...



On behalf of everyone at Arbroath Football Club, it gives me great pleasure to welcome you to our brand new 2023/24 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 our 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.

Mike

CORPORATE MATCHDAY HOSPITALITY



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

GOLD PACKAGE HOSPITALITY

The Caird Suite & Champs Lounge

Situated in The Caird Suite & Champs Lounge at Gayfield, our top level match-day hospitality package has everything to meet and exceed your expectations. Sit back, relax and enjoy first class food, drink and entertainment whilst taking in the match in your own dedicated match seats within The Coelbrew Main Stand.

PACKAGE INCLUDES:

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

PRICES (per person)

Per match

£85+VAT

Season long (all Championship matches)

£1350+VAT

Flexible football package (x20 places)

£1400+VAT

REDCASTLE

Executive Members Club

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

PACKAGE INCLUDES:

- Boardroom/Suite access - from 1 hour prior to match, mixing with Directors & guests.
- Complimentary bar
- Half time buffet - teas/coffees
- Full time bar for 1hr 15 mins
- Executive Box match seating

Per season (per person and for all league and Cup games)
Testimonials, friendlies are not included

£1000+VAT

MATCHDAY SPONSORSHIP PACKAGES



OFFICIAL MATCH SPONSORSHIP

Sponsoring a match at Gayfield during season 23/24 is a great day of entertainment for you or your company to elevate to a mass audience both in stadium and online.

GUESTS ON THE DAY

- Hospitality for 10 (extra places at a supplement)
- Arrive 2hrs 30 mins prior to match, which includes a delicious three-course meal and pre and post match drinks with half time fayre.
- Complimentary teamsheet and programme

SPONSORS BENEFITS

- Opportunity to have pop-up banners and flyers at match
- Company name announced on tannoy
- logos on TV screens throughout Gayfield
- Mentions and presentation photos on Social media channels
- Pick and present Man of the Match

TOTAL COST - £1100+VAT

MATCHDAY SPONSORSHIP PACKAGES...CONTINUED



CAPTAIN'S GUEST SPONSOR

2 invitations to the boardroom from Thomas O'Brien where you will mix with Directors and VIP guests.

BENEFITS

- Complimentary pre & post match bar
- Half time buffet, teas and coffees
- Executive box match seating in Coelbrew Stand
- Presented with framed and signed Captain's armband
- Social media posts and photographs

TOTAL COST - £250+VAT



OFFICIAL MATCHBALL SPONSORSHIP

Sponsoring the matchball gives you access tickets to The Boardroom and Redcastle Suite offering a unique perspective into enjoying your matchday in style at Gayfield Park

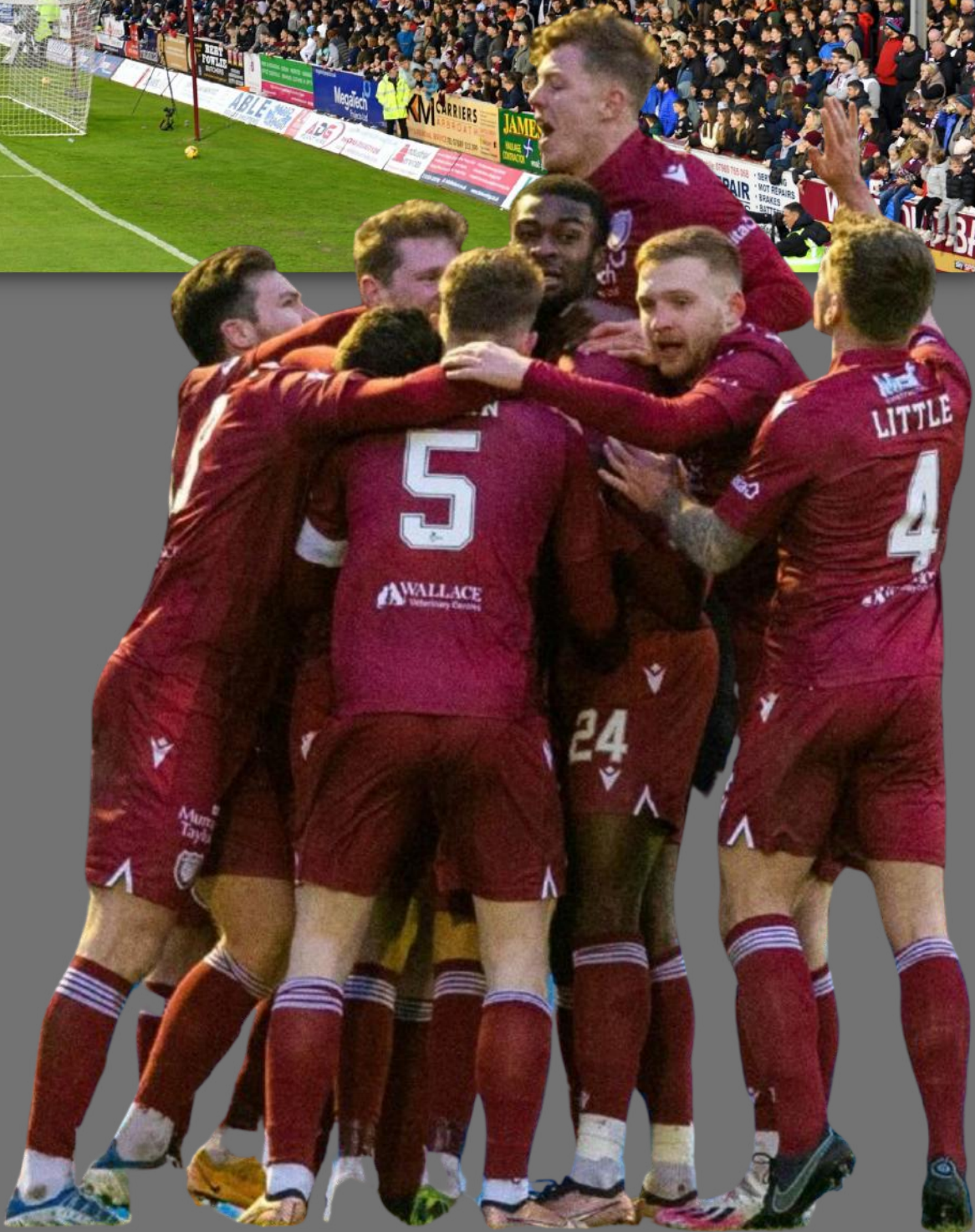
MATCHBALL BENEFITS

- 2 invitations to Boardroom for chosen match
- Complimentary pre & post match bar
- Half time buffet, teas and coffees
- Executive box match seating in Coelbrew Stand
- Signed matchball presented in Boardroom
- Social media posts and photographs

TOTAL COST - £300+VAT



TRACKSIDE ADVERTISING



PRICES

Back of stand walls £250+vat

Front Fence £350+vat

TV facing main stand £400+vat

Pitchside boards behind each goal £500+vat

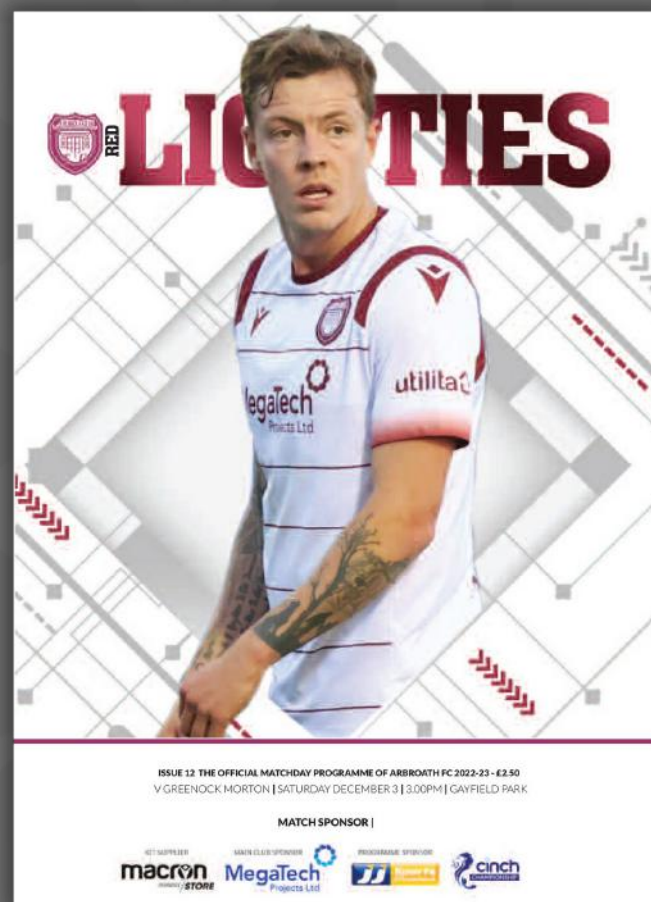
Board production and fitting costs not included but can be made independently

ADVERTISING OPPORTUNITIES

MATCHDAY PROGRAMME

Full Page £400+VAT

Half page £200+VAT



DIGITAL ADVERTISING

Facebook & Twitter sponsor £1000+VAT

Matchday graphics £1500+VAT

Home highlights sponsor £1000+VAT

WEBSITE SPONSORSHIP

Overall main site sponsor £2000+VAT

Overall AFC store website sponsor £1000+VAT



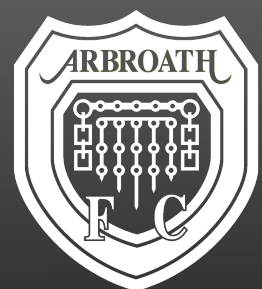
Ask for further information on the full advertising/sponsorship packages

PLAYER SPONSORSHIP

Home / Away £300 + VAT
(please see next page for details on 3rd kit sponsorship)

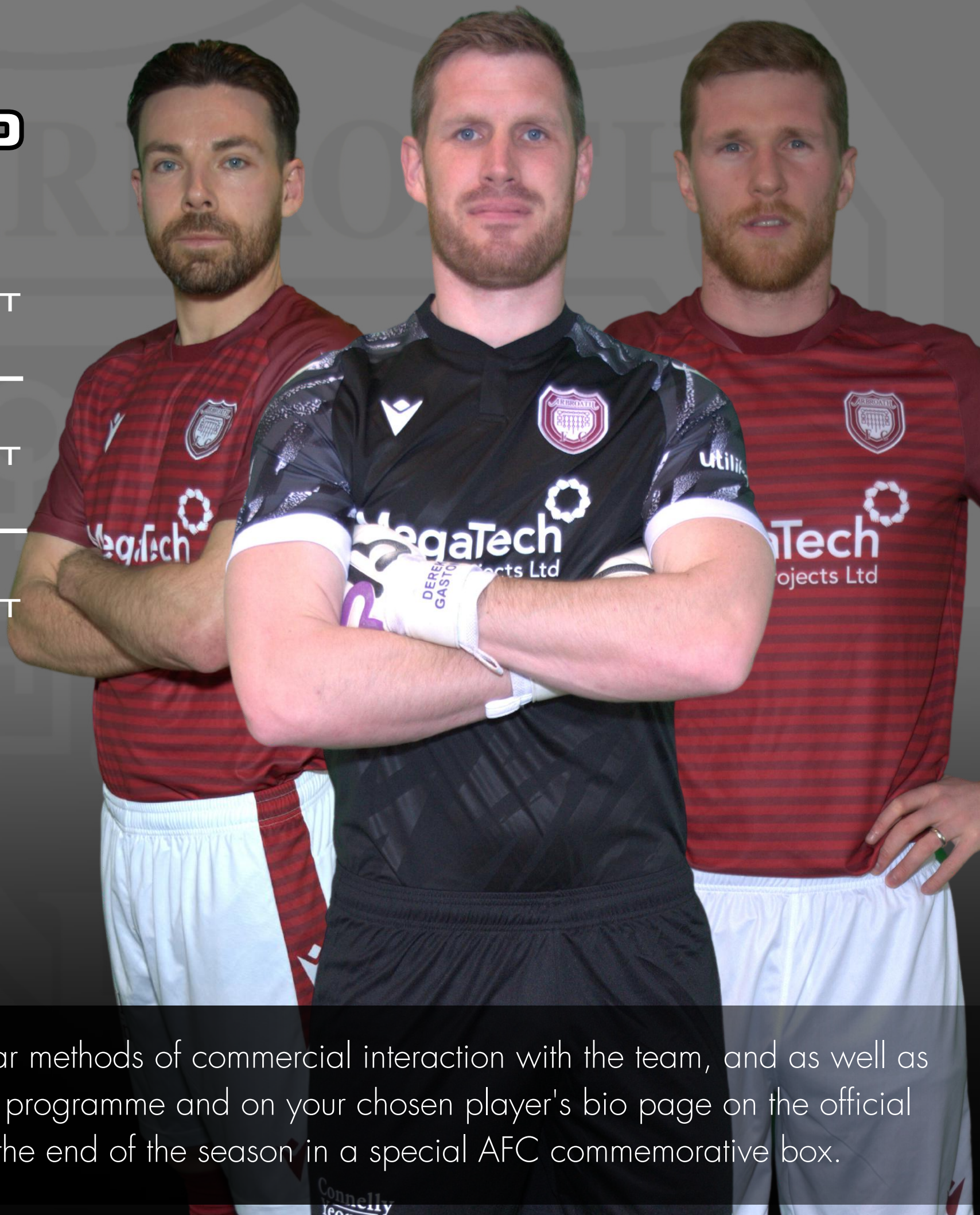
Coaching staff £250 + VAT

Player sponsorship + £400 + VAT
Includes two places at matchday hospitality (home & away only)



macron

Sponsoring a player or coach is one of the most popular methods of commercial interaction with the team, and as well as having your name/company name in each matchday programme and on your chosen player's bio page on the official website, you shall receive his matchworn shirt at the end of the season in a special AFC commemorative box.



SPONSOR OUR PLAYER'S 3RD SHIRT & support Guide Dogs Scotland

AFC Official Charity Partner 23/24

***Each of our players this season will join forces
with a guide dog so not only will you be
sponsoring your chosen player, but you'll also be
supporting the amazing work of our charity
partner with £50 from every sponsorship being
donated to Guide Dogs' life changing services***



We're supporting



*Promotion is for the benefit of The Guide Dogs for the blind association, registered charity no ..
209617 (England & Wales), SC038979 (Scotland) and 1334 (Isle of Man)*

DEREK GASTON 3RD & DEL



SPONSORED BY:

YOUR NAME

IN SUPPORT OF GUIDE DOGS SCOTLAND, REGISTERED CHARITY NO - SC038979)

OUR REACH...



WWW.ARBROATHFC.CO.UK



Users
250,000



Sessions
480,000



Page views
1,426,000

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



45,000



98,000



408,466

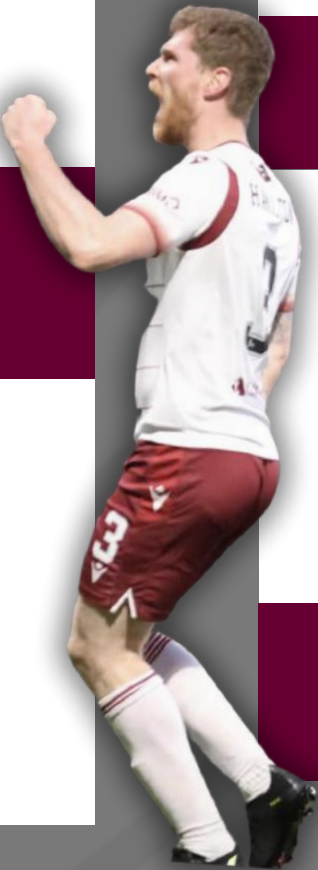
INTERNATIONAL REACH - TOP 10

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

Glasgow	4,522	Belfast	2,537
Edinburgh	4,212	Dunfermline	1,906
Unspecified	4,504	Glengormley, NI	1,650
Coleraine	2,662	Londonderry	1,131
Arbroath	2,559		

WWW.ARBROATHFC.TV



OUR PARTNERS



FOR FURTHER INFORMATION PLEASE CONTACT:

COMMERCIAL: paul@arbroathfc.co.uk

HOSPITALITY: hospitality@arbroathfc.co.uk

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