



ST. MIRREN F.C

COMMERCIAL BROCHURE

2017/18





WELCOME TO ST. MIRREN FC AND THE PAISLEY 2021 STADIUM

At St. Mirren Football Club we pride ourselves on providing great service, whatever the occasion we host for you. Whether you are in business and entertaining a table of important clients or enjoying a day out with a group of friends or family, Paisley 2021 Stadium is a must-do venue.

We welcome our supporters, together with visiting fans in equal measure. Our policy is to approach the day in good humour, ensuring that, no matter the outcome of the match all our patrons enjoy their day. Everyone receives personal attention. Everyone feels involved in the proceedings and everyone departs feeling that they have been part of the St. Mirren match day experience - that's guaranteed!

St. Mirren Football Club are a family orientated and community based club. We know the importance of looking after our guests many of whom become regular visitors and part of the St. Mirren family.

We also have many different sponsorship and advertising packages that can be tailored to suit your budget. I'm sure there will be something in the following pages that may interest you, so take a look and give me a call.

I look forward to welcoming you to Paisley 2021 Stadium.

Campbell Kennedy
Commercial Manager





HOSPITALITY SUITE

Available for groups of two upwards (at shared tables) our corporate dining is an ideal way to reward staff, entertain clients or perhaps celebrate a special family occasion. A convivial atmosphere is assured, great food is a certainty

Guests will enjoy the following:

- Private car parking facility.
- Enter through the exclusive Hospitality Suite entrance.
- Glass of chilled Bubbly on arrival. (Inclusive Drinks Package Grade A&B)
- Hostess table service.
- Grade A Four Course meal complemented by fine wines.
- Grade B & C Three Course meal complemented by fine wines
- Accreditation in the match day magazine.
- Exclusive Match day competitions.
- Match day magazine & corporate team sheets.
- Executive padded seating in Main Stand.
- Half-time hot & cold snacks served with fairtradetea or coffee.
- Post Match presentations by the Match Sponsors
- Man of the Match
- Inclusive drinks package both pre & post match. (inclusive drinks package)

THE HOSPITALITY SUITE PACKAGES

Seasonal Hospitality Package

(Includes all home Ladbrokes Championship fixture & home Scottish Cup ties)

£1,600 + VAT

Ten Match Package (2A,3B,5C) **£900 + VAT**

Six Match Package (1A,2B,3C) **£550 + VAT**

Three Match Package (1A,1B,1C) **£280 + VAT**

Individual Match Prices

Inclusive Drinks	Cash Bar
Category "A" Greenock Morton £110 + VAT	£90 + VAT
Category "B" Falkirk & Dundee United £95 + VAT	£75 + VAT
Category "C" Inverness C.T, Dumbarton, Q.O.S, Dunfermline Ath, Livingston & Brechin City £85 + VAT	£65 + VAT

All prices are per person and are subject to VAT

Each package is subject to the terms of the Licensing Scotland Act 2005

ALL PACKAGES AT THE PAISLEY 2021 STADIUM OFFER OUTSTANDING VALUE. WHETHER FOR BUSINESS GUESTS OR PERSONAL CELEBRATION. WE OFFER POSSIBLY THE BEST VALUE HOSPITALITY PACKAGES IN THE SCOTTISH PROFESSIONAL FOOTBALL LEAGUE.





PRINCIPAL MATCH SPONSOR

A SPONSORSHIP PACKAGE FOR TWELVE GUESTS

As principal Match Sponsor, your guests will enjoy a superb day at The Paisley 2021 Stadium, while your business benefits from maximum brand promotion throughout every channel of the Clubs matchday media.

Our supporters awareness levels of our Principal Match Sponsors and their areas of business expertise is high. As such this hospitality package provides an ideal platform for promotion of your company's products and services.

Your party of twelve will enjoy a Champagne reception in the Boardroom (subject to kick off time) then proceed to enjoy their meal at the Match Sponsors table.

Hospitality

- Private car parking
- Enter through the exclusive Hospitality Suite entrance.
- Champagne reception in the Boardroom on arrival
- Optional tour of the dressing room.
- Hostess table service
- Three or Four Course meal complemented by fine wines.
- Inclusive drinks package pre & post match
- Match magazine and corporate team sheets
- Exclusive corporate competitions
- Executive Match Sponsors seating in Main Stand
- Half-time hot and cold snacks accompanied by tea & coffee
- Exclusive Match Sponsors corporate gift for each guest
- Select and present the Man of the Match Award
- Presentation to the Sponsor from St.Mirren Football Club by the Man of the Match

Branding/Benefits

- Logo on cover of match magazine
- Full Page advert in match magazine
- Opportunity to put promotional material on each table.
- Option to Select a Match Mascot
- Accreditation on the Marketing Page of the match magazine
- Accreditation on the Corporate Team Sheet
- Accreditation on the Corporate Menu
- Sponsorship acknowledgement over Stadium Public Address System.
- Group Picture in Boardroom
- Group Picture in Home Dugouts.
- Pictures of presentations will be published on the club web site www.stmirren.com
- Pictures of presentations will be published in next home match magazine.
- Sponsors Company name acknowledged on Jumbo Screen

Grade A: Greenock Morton **£1,700 + VAT**

Grade B: Dundee United & Falkirk **£1,600 + VAT**

Grade C: Inverness C.T, Dumbarton, Q.O.S, Dunfermline Ath, Livingston & Brechin City **£1400 + VAT**



ASSOCIATE MATCH SPONSOR

A SPONSORSHIP PACKAGE FOR TEN GUESTS

Our Associate sponsorship package places your company at the heart of the action and offers fantastic opportunities to promote your brand.

Hospitality

- Private car parking
- Enter through the exclusive Hospitality Suite entrance.
- Champagne on arrival
- Hostess table service
- Three or Four Course meal complemented by fine wines.
- Inclusive drinks package pre & post match
- Match magazine and corporate team sheets
- Exclusive corporate competitions
- Executive seating in Main Stand
- Half-time hot and cold snacks accompanied by tea & coffee
- Corporate gift for each guest
- Presentation of a commemorative gift to the Sponsor by the Man of the Match.

Branding

- Logo on cover of match magazine
- Half Page advert in match magazine
- Accreditation on the Marketing Page of the match magazine
- Accreditation on the Corporate Team Sheet
- Accreditation on the Corporate Menu
- Sponsorship acknowledgement over Stadium Public Address System.
- Pictures of presentations will be published on the club web site www.stmirren.com
- Pictures of presentations will be published in next home match magazine.
- Sponsors Company name acknowledged on Jumbo Screen

Category "A" Greenock Morton £1,400 + VAT

Category "B" Dundee Utd & Falkirk £1,250 + VAT

Category "C" Inverness C.T, Dumbarton, Q.O.S, Dunfermline Ath, Livingston & Brechin City £1,150 + VAT





MATCH BALL SPONSOR

A SPONSORSHIP PACKAGE FOR EIGHT GUESTS

Hospitality

- Private car parking
- Enter through the exclusive Hospitality Suite entrance.
- Glass of Chilled Champagne on arrival
- Hostess table service
- Three Course meal complemented by fine wines.
- Inclusive drinks package pre & post match
- Match magazine and corporate team sheets
- Exclusive corporate competitions
- Executive seating in Main Stand
- Half-time hot and cold snacks accompanied by tea & coffee
- Corporate gift for each guest
- Post match presentation of a signed ball in presentation case by the Man of the Match.

Branding

- Logo on cover of match magazine
- Half Page advert in match magazine
- Accreditation on the Marketing Page of the match magazine
- Accreditation on the Corporate Team Sheet
- Accreditation on the Corporate Menu
- Sponsorship acknowledgement over Stadium Public Address System.
- Pictures of presentations will be published on the club web site www.stmirren.com
- Pictures of presentations will be published in next home match magazine.
- Sponsors Company name acknowledged on Jumbo Screen

Grade A: Greenock Morton **£1,100 + VAT**

Grade B: Dundee United & Falkirk **£1,000 + VAT**

Grade C: Inverness C.T, Dumbarton, Q.O.S, Dunfermline Ath, Livingston & Brechin City **£900 + VAT**





CAPTAINS ARMBAND SPONSOR (NEW PACKAGE FOR 2017/18)

A SPONSORSHIP PACKAGE FOR EIGHT GUESTS

Hospitality

- Private car parking
- Enter through the exclusive Hospitality Suite entrance.
- Glass of Chilled Champagne on arrival
- Hostess table service
- Three Course meal complemented by fine wines.
- Inclusive drinks package pre & post match
- Match magazine and corporate team sheets
- Exclusive corporate competitions
- Executive seating in Main Stand
- Half-time hot and cold snacks accompanied by tea & coffee
- Corporate gift for each guest
- Post match presentation of a framed and Signed Captains Armband by the Man of the Match.

Branding

- Logo on cover of match magazine
- Accreditation on the Marketing Page of the match magazine
- Accreditation on the Corporate Team Sheet
- Accreditation on the Corporate Menu
- Sponsorship acknowledgement over Stadium Public Address System.
- Pictures of presentations will be published on the club web site www.stmirren.com
- Pictures of presentations will be published in next home match magazine.
- Sponsors Company name acknowledged on Jumbo Screen

Grade A: Greenock Morton **£1,100 + VAT**

Grade B: Dundee United & Falkirk **£1,000 + VAT**

Grade C: Inverness C.T, Dumbarton, Q.O.S, Dunfermline Ath, Livingston & Brechin City **£900 + VAT**





STADIUM ADVERTISING

Stadium advertising is a proven way of promoting your company to a captive audience and guaranteeing wide brand exposure.

Perimeter board advertising achieves extensive television coverage reaching worldwide audiences, as well as the fan base on match days.

The club have games covered by Sky Sports, BT Vision, BBC Sport & BBC Alba– all of which serve the UK and Ireland. Furthermore, SPFL games are also beamed to numerous countries all around the world as well as online at You Tube.

Slightly more price competitive but effective none the less, our crowd facing advertising signs present every company with the opportunity to maximise exposure to the live and attentive match crowd.

South Stand

S1-S13 **£2,500 + VAT**

S14-S24 **£1,500 + VAT**

CROWD FACING BOARD
£500 + VAT

North Stand

N1-N13 **£2,500 + VAT**

N14-N24 **£1,500 + VAT**

Main Stand

M1-M18 **£2,500 + VAT**

M19-M34 **£1,500 + VAT**

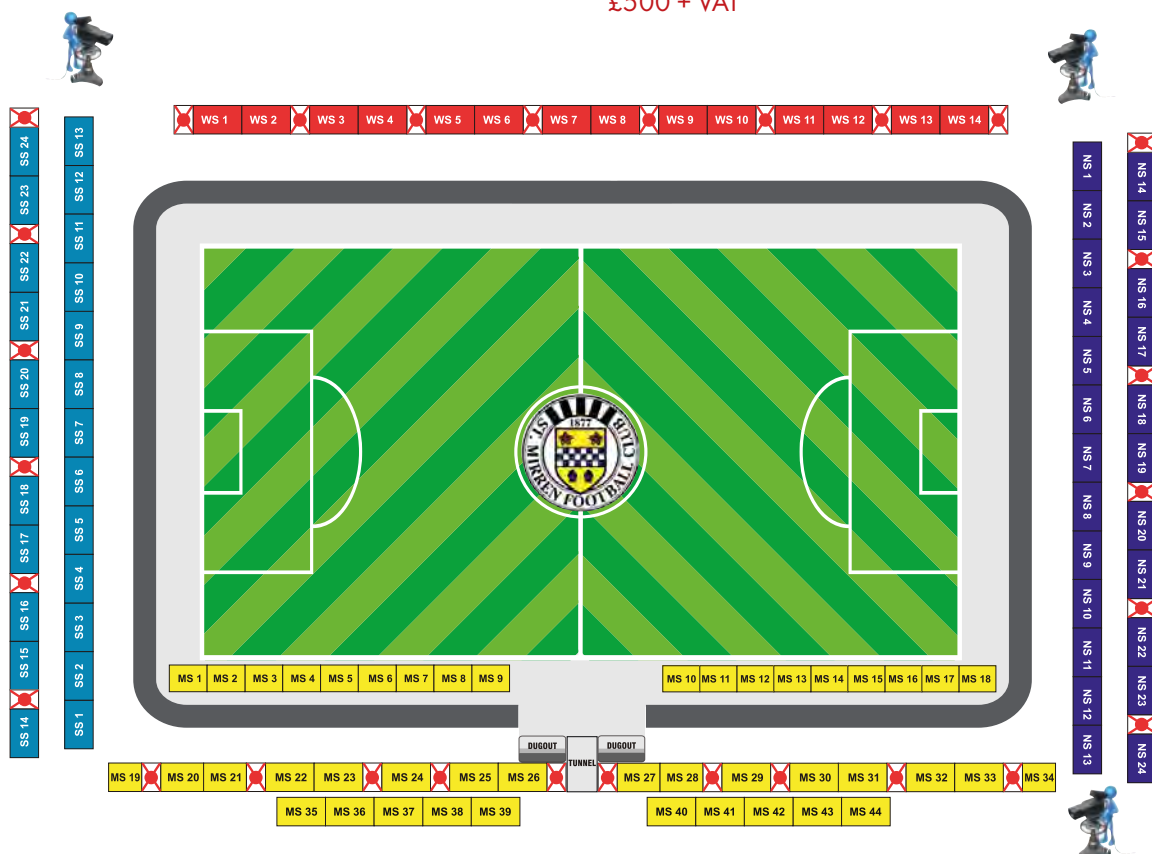
M35-M45 **£2,000 + VAT**



CROWD FACING BOARD
£500 + VAT

West Stand

W1-W14 **£750.00 + VAT**





ADVERTISING OPPORTUNITIES ON ST. MIRREN'S BIG SCREEN FOR SEASON 2017 – 2018

Goal Sponsor: **£995 + VAT**

Every St Mirren goal scored, have your company logo/advert shown on the LED + Listing in Match Day Programme

Corner Kick Sponsor: **£1200 + VAT**

For every corner kick awarded, have your company logo shown on the LED + Listing in Match Day Programme

Substitution Sponsor: **£700 + VAT**

For every substitution have your company logo shown on the LED + Listing in Match Day Programme

Physio Sponsor: **£700 + VAT**

Each time the physio comes onto the field of play have your company logo shown on the LED + Listing in Match Day Programme

Penalty Sponsor: **£500 + VAT**

Every penalty awarded have your company logo shown on the LED + Listing in Match Day Programme

These figures are based on 18 home matches per season in the SPFL, all home Scottish Cup ties, all home Scottish League Cup ties and all home friendly matches played at St Mirren Park.



Full Season Advertising Packages:

Special packages are available for season long advertising. These figures are based on 18 home matches per season in the SPFL, all home Scottish Cup ties, all home Scottish League Cup ties and all home friendly matches played at St Mirren Park. Please note that there are a limited number of slots for these adverts at each match and they will be sold on a first come first served basis.

Advert shown once per match before kick-off:

£550 + VAT

Advert shown once per match during the match: **£400 + VAT**

5 Advert package per match: **£1000 + VAT**

3 Pre-Match and 1 in each half.

Half Time Adverts:

These packages are available for season long advertising. These figures are based on 19 home matches per season in the SPFL, all home Scottish Cup ties, all home Scottish League Cup ties and all home friendly matches played at St Mirren Park. Please note that there are a limited number of slots for these adverts at each match and they will be sold on a first come first served basis.

First advert at half time £1100 + VAT

Advert at half time £750 + VAT

Personalised Messages:

For Birthdays, Anniversaries, Graduations, Weddings, etc.

£10 + VAT. No Photo

£20 + VAT with Photo



MATCH PROGRAMME ADVERTISING

The St.Mirren Matchday Magazine is very popular with a minimum of 1,000 printed for each game it is a regular sell-out. Purchased by spectators and distributed to over 300 corporate guests and sponsors on a match day, The Magazine is a perfect platform for any Business big or small to promote its services.

All adverts are sold on a seasonal basis in a variety of formats. Local and National businesses purchase space on a full, half and quarter page basis while others continue to show their support on the popular Business Behind Saints pages.

We have also introduced this season Page Sponsor packages, this is a strip advert along the bottom of high profile pages including the Managers notes and Commercial Pages .

Adverts can be changed at certain times over the course of the season should you wish to change your message.

All packages can be specifically tailored to your budget.

Price Structure (per season)

Full Page £1,500

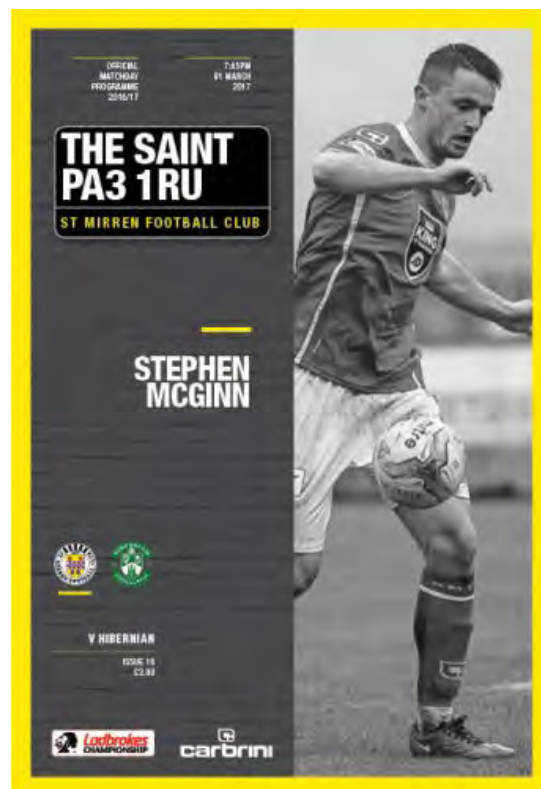
Half Page £1,000

Quarter Page £600

Page Sponsor £400

Business Card Box Advert £350

All prices are exclusive of VAT





SPONSOR A PLAYER

PLAYER SHIRT SPONSORSHIP

Player Sponsorship is a fantastic opportunity for you, your company, sports club or children to show their support for a particular first team player.

Each member of the squad has two shirts available for the 2017/18 season.

As a sponsor, your name or company name will be listed in every match-day programme and players profile page on official web site www.stmirren.com under your chosen players picture.

Your name will also be featured on the Jumbo Screen on a match-day when team is announced alongside that of your chosen player.

Player sponsorship provides fantastic exposure to individual and business large or small.



New for Season 2017-18

At the end of the season, you will be invited to the sponsors' evening where you'll be able mix and mingle with first team and fellow sponsors.

Sponsors and a guest will enjoy a finger buffet and refreshments followed by a presentation by your sponsored player of his match worn shirt.

Home shirt is **£350 + VAT**

Away shirt is **£300 + VAT**

For more information or to sponsor a player please contact Campbell Kennedy on **0141 840 1337** or email commercial@stmirren.com





ST. MIRREN PARK,
GREENHILL ROAD,
PAISLEY,
RENFREWSHIRE
PA3 1RU

Telephone: 0141 840 1337

Email: commercial@stmirren.com



Brochure designed by KP Kreative
www.kpkreative.co.uk