



CORPORATE HOSPITALITY, SPONSORSHIP AND ADVERTISING

SEASON 26/27



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WELCOME TO ST MIRREN FOOTBALL CLUB

St Mirren Football Club is on a mission to become the best community centred development football club in Scotland.

Our vision for St Mirren FC is to inspire, inform and engage our community; to empower our people to perform to the best of their ability; and deliver positive outcomes for the future of the club, both on and off the pitch.

A season of highs and lows in 2025/26 ended in Premiership survival and silverware in the trophy cabinet in the shape of the Premier Sports Cup.

Our club showed **Faith Over Fear** at Hampden Park when we defeated Celtic in December to secure our fifth major honour in our history. Supporters and partners were with us all the way as we concluded season 2025/26 by securing our status as a top-flight club with a Play-Off victory over Partick Thistle.

None of what we achieve can be done without your incredible support. You continue to back us home and away and it's that unity that drives everyone at the club on.

Together we are stronger. Continue to give us that magnificent support and **Be Our Strength** with a 2026/27 commercial package.

There are many promotional options to choose from. Advertise directly to highly-engaged football fans, sponsor us and experience first-class hospitality. The possibilities have expanded hugely as a result of the club's growth and evolution.

Become the commercial partner of an ambitious club focused on being the best in the country at putting the community first. You'll share our passion for innovation, customer service and performance. Let's make even more memorable moments.

Be Our Strength

CONTACT US

There are sponsorship, advertising and hospitality opportunities to suit you.

Call: 0141 840 1337

Email: commercial@stmirren.com

WHY ST MIRREN?

St Mirren has the vision to deliver results on and off the pitch. Our fast-paced club is constantly evolving as we are set on growth, revenue and club development.

We are more than a football team who play a match for 90 minutes, instead St Mirren acts as an entire support network to those living within the surrounding areas. With a large and fiercely loyal fanbase and a robust business structure, it is our intention to use our influence to empower people, Paisley and the performance of all business operations to ensure longevity and secure the future of St Mirren.

St Mirren is majority fan-owned with St Mirren Independent Supports Association (SMISA) and Kibble, one of the UK's largest children's charities. All organisations believe in the model of community ownership and economic incline by providing jobs, training and business opportunities. By being part of St Mirren, you are investing in the growth of the town.



ADVERTISE WITH US

Promote your business with a Scottish Premiership football club and massively increase visibility among potential customers.

Strengthen your profile alongside our ambitious club and growing audience, which continues to achieve record-breaking numbers.

4.2K+
SEASON TICKET
HOLDERS

8K
FOOTBALL FANS HELD
AT SMISA STADIUM

378K+
WEBSITE
VISITS

54M+
SOCIAL MEDIA
VIEWS

170K+
SOCIAL MEDIA
FOLLOWERS

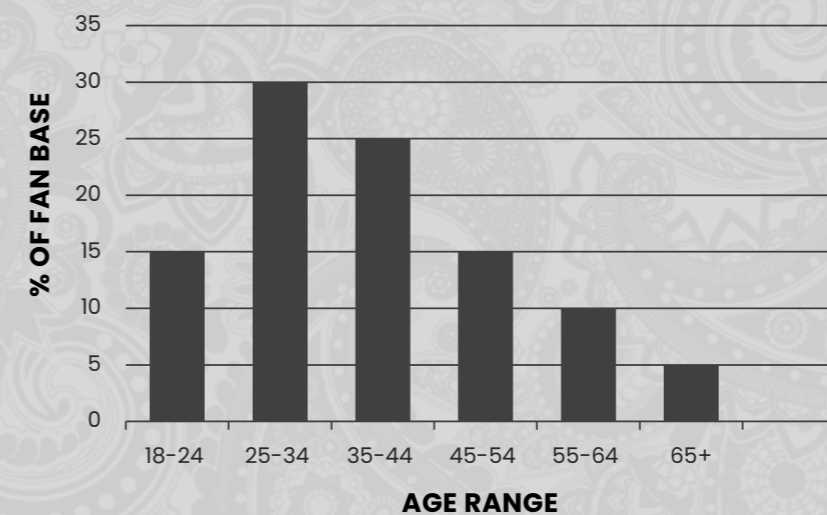
LIVE
MATCHES SHOWN
ON SKY SPORTS
& BBC SPORT

10%
ENGAGEMENT RATE
MAINTAINED,
OUTPERFORMING
3.5% AVG.

60% MALE | **40%** FEMALE

TOP 5
LOCATIONS

- PAISLEY
- GLASGOW
- JOHNSTONE
- RENFREW
- BARRHEAD





HOSPITALITY EXPERIENCES

Immerse yourself in the match day excitement from the exclusive hospitality suite or within one of the three private Executive Boxes. From the vantage viewpoint overlooking the stadium with dining, drinks and good company, you will have an absolute ball.

HOSPITALITY CATEGORIES

Category A | Celtic and Rangers

Category B | Aberdeen, Hibernian, Hearts and Kilmarnock

Category C | All other clubs

PRIVATE HOSPITALITY

As anticipation builds for the match day ahead, immerse yourself in exclusive comfort and indulgent luxury within an Executive Box. Bestowed in tradition and class, each suite is named after a St Mirren legend.

Introducing the James Dunlop Suite, David Lapsley Suite and Gerry Baker Suite. All host up to ten guests, serve a three-course meal before kick-off and a buffet during half-time with large screen TVs showing SKY Sports. Two of the suites can combine, offering you the flexible opportunity to host up to 20 guests. Watch the action of the match from a vantage viewpoint in the stadium's padded seats in front of the main stand Directors Box.

Book now to welcome your customers, clients, staff, family and friends in the prestigious St Mirren Executive Boxes.



EXECUTIVE BOX HOSPITALITY PACKAGE

Exclusive access to one of the three private boxes

Private car parking

Private dining

Exclusive host to serve drinks from fully-stocked fridge

Tennent's lager on draught

Glass of bubbly on arrival

Complimentary Match Programme and Team Sheets

Opportunity to meet St Mirren legend (subject to availability)

Half-page advert for your business in our match day programme

Direct link from our own website to yours

Please note: should your sponsored player depart the club during the transfer window either by transfer or loan deal, a new sponsored player will be allocated by the club.

SEASONAL PRICE _____ **£35,000**
Per box.

INDIVIDUAL PREMIERSHIP MATCH PRICES

CATEGORY A | Celtic and Rangers _____ **£2,500**

CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock _____ **£2,000**

CATEGORY C | All other clubs _____ **£1,900**

All prices excluding VAT.

HOSPITALITY SUITE

St Mirren welcomes you to experience a thrilling match from the comfort of the club's hospitality suite. Enter through the dedicated entrance way to arrival drinks. Enjoy fine dining before taking a padded seat in the Main Stand and having a half-time buffet with tea and coffee. Select hospitality to reward colleagues, entertain clients or celebrate a family occasion.



HOSPITALITY PACKAGE | WESTMARCH SUITE

- Private car parking
- Enter through the exclusive Hospitality Suite entrance
- Glass of Champagne on arrival
- Hostess table service
- Four course meal complemented by fine wines for Category A
- Three course meal complemented by fine wines for Category B and C
- Match day programme with accreditation and corporate team sheets and exclusive competitions
- Executive padded seating in Main Stand
- Half-time buffet served with fair-trade tea or coffee
- Post-match presentations by the Match Sponsors Man of the Match

Please note: should your sponsored player depart the club during the transfer window either by transfer or loan deal, a new sponsored player will be allocated by the club.

PACKAGE PRICES

- SEASONAL HOSPITALITY PACKAGE** | (Includes all home William Hill Premiership fixtures and home Scottish Cup ties) _____ **£2,600**
- 10 MATCH PACKAGE** | 2A, 3B, 5C _____ **£1,550**
- 6 MATCH PACKAGE** | 1A, 3B, 3C _____ **£1,050**

INDIVIDUAL MATCH PRICES

- CATEGORY A** | Inclusive drinks _____ **£200**
- CATEGORY B** | Inclusive drinks _____ **£150**
- CATEGORY C** | Inclusive drinks _____ **£135**

*All prices quoted are per person and are excluding VAT
Note when booking online an additional £1.50 booking fee per ticket applies.*



SPONSORSHIP OPPORTUNITIES

Select one of our elite sponsorship packages for maximum brand exposure. All sponsorship, except player sponsorship, includes access to the Hospitality Suite for you and your chosen guests to immerse yourself in an exclusive match day experience.

SPONSORSHIP CATEGORIES

Category A | Celtic and Rangers

Category B | Aberdeen, Hibernian, Hearts and Kilmarnock

Category C | All other clubs

Winners 2025/26

PRINCIPAL MATCH SPONSOR TWELVE GUESTS | FROM £2.1K +VAT

PROMOTIONAL PLACEMENTS

Match day programme: logo on front cover, full page advert and accredited within Stadium announcement of sponsorship

Large pitchside screen feature of company name

Iconic photos taken in Boardroom and Home Dugout and shared across all online channels and in the next home match day programme

Corporate endorsements: logo featured on menu and team sheet, promotional material included on each table and option to select a match mascot



HOSPITALITY PACKAGE

Private car parking

Enter through exclusive main entrance

Welcome by Commercial Manager

Champagne reception in the Boardroom on arrival

Optional tour of dressing room

Hostess table service throughout the day

Three or four course meal complemented by fine wines

Inclusive drinks package pre-and-post match

Match day programme and corporate team sheets and exclusive competitions

Executive Match Sponsor padded seating in Main Stand

Half-time buffet with tea and coffee

Personalised Match Sponsors corporate gift for each guest

Select and present man of the match award

Presentation to the Sponsor from St Mirren by the Man of the Match

PRICES

CATEGORY A | Celtic and Rangers _____ **£2,900**

CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock _____ **£2,400**

CATEGORY C | All other clubs _____ **£2,100**

All prices excluding VAT.

ASSOCIATE MATCH SPONSOR TWELVE GUESTS | FROM £2K +VAT

PROMOTIONAL PLACEMENTS

Match day programme: logo on front cover, half page advert and accredited within Stadium announcement of sponsorship

Large pitchside screen feature of company name

Photos shared on the website and in the next home match day programme

Corporate endorsements: logo featured on menu and team sheet



HOSPITALITY PACKAGE

Private car parking

Enter through exclusive Hospitality Suite entrance

Champagne on arrival

Hostess table service

Three or four course meal complemented by fine wines

Inclusive drinks package pre-and-post match

Match day programme and corporate team sheets and exclusive competitions

Executive seating in Main Stand

Half-time buffet with tea and coffee

Corporate gift for each guest

Receive a signed framed shirt presented by St Mirren Man of the Match

PRICES

CATEGORY A | Celtic and Rangers _____ **£2,750**

CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock _____ **£2,300**

CATEGORY C | All other clubs _____ **£2,000**

All prices excluding VAT.

MATCH BALL SPONSOR TEN GUESTS | FROM £1.85K +VAT

PROMOTIONAL PLACEMENTS

Match day programme: logo on front cover and accredited within

Stadium announcement of sponsorship

Large pitchside screen feature of company name

Photos shared on the website and in the next home match day programme

Corporate endorsements: logo featured on menu and team sheet



HOSPITALITY PACKAGE

Private car parking

Enter through exclusive Hospitality Suite entrance

Glass of champagne on arrival (Category A and B)

Hostess table service

Three or four course meal complemented by fine wines

Inclusive drinks package pre-and-post match

Match day programme and corporate team sheets and exclusive competitions

Question-and-Answer session with former players

Executive padded seating in Main Stand

Half-time buffet with tea and coffee

Corporate gift for each guest

Receive a signed match ball presented by St Mirren Man of the Match

PRICES

CATEGORY A | Celtic and Rangers _____ **£2,300**

CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock _____ **£2,050**

CATEGORY C | All other clubs _____ **£1,850**

All prices excluding VAT.

CAPTAINS ARMBAND SPONSOR TEN GUESTS | FROM £1.85K +VAT

PROMOTIONAL PLACEMENTS

Match day programme: logo on front cover and accredited within

Stadium announcement of sponsorship

Large pitchside screen feature of company name

Photos shared on the website and in the next home match day programme

Corporate endorsements: logo featured on menu and team sheet



HOSPITALITY PACKAGE

Private car parking

Enter through exclusive Hospitality Suite entrance

Glass of champagne on arrival (Category A and B)

Hostess table service

Three or four course meal complemented by fine wines

Inclusive drinks package pre-and-post match

Match day programme and corporate team sheets and exclusive competitions

Question-and-Answer session with former players

Executive seating in Main Stand

Half-time buffet with tea and coffee

Corporate gift for each guest

Receive framed and signed captains armband presented by St Mirren Man of the Match

PRICES

CATEGORY A | Celtic and Rangers _____ **£2,300**

CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock _____ **£2,050**

CATEGORY C | All other clubs _____ **£1,850**

All prices excluding VAT.

MATCHDAY PENNANT SPONSOR | FROM £1.85K + VAT

PROMOTIONAL PLACEMENTS

Match day programme: Logo on front cover and accredited within

Stadium announcement of sponsorship

Large pitchside screen feature of company name

Photos shared on the website and in the next home match day programme

Corporate endorsements: logo featured on hospitality menu

HOSPITALITY PACKAGE

Private car parking

Enter through exclusive Hospitality Suite entrance

Glass of champagne on arrival (Category A and B)

Hostess table service

Three or four course meal complemented by fine wines

Inclusive drinks package pre-and-post match

Match day programme and corporate team sheets and exclusive competitions

Question-and-Answer session with former players

Executive padded seating in Main Stand

Half-time buffet with tea and coffee

Corporate gift for each guest

Receive a Match Pennant from the St Mirren Man of the Match



PRICES

CATEGORY A | Celtic and Rangers _____ **£2,300**

CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock _____ **£2,050**

CATEGORY C | All other clubs _____ **£1,850**

All prices excluding VAT.

SPONSOR A PLAYER PROMOTIONAL PLACEMENT ONLY

PROMOTIONAL PLACEMENTS

Sponsor a member of the squad's home or away kit

Name/company name/logo listed in match day programme, players profile page on the official St Mirren website

Receive sponsored players match worn shirt at the end of the season

Option to frame shirt for an additional £100

Please note: should your sponsored player depart the club during the transfer window either by transfer or loan deal, a new sponsored player will be allocated by the club.

PRICES

HOME SHIRT _____ **£450**

AWAY SHIRT _____ **£400**

All prices excluding VAT.





ADVERTISING PACKAGES

Promote your business through a historic football club. Discover the full range of high-profile advertising placements available at St Mirren. You have the opportunity to be seen across official online channels or physically in the grounds of the SMISA stadium and on television during live matches.

Advertise with St Mirren and completely amplify your brand presence with our wide-spread local and national reach.

STADIUM DIGITAL ADVERTISING

PITCHSIDE SCREENS

1 MINUTE (per match) **£3,200**

GREENHILL ROAD | LED SCREENS

MONTHLY PACKAGE **£300**

3 x MONTHLY PACKAGE **£500**

Includes 2 x external road facing screens



All prices excluding VAT. with costs based on advertising per game for league matches and domestic cup ties. For digital pitchside advertising, additional minutes are pro-rata.

SCOREBOARD SCREEN

GOAL SPONSOR **£1,000**

Includes listing in match day programme

CORNER KICK SPONSOR **£1,500**

Includes listing in match day programme

SUBSTITUTION SPONSOR **£1,000**

Includes listing in match day programme

PENALTY SPONSOR **£750**

Includes listing in match day programme

ADDED TIME SPONSOR **£850**

ONE HALF-TIME ADVERT **£750**

All prices excluding VAT. with costs based on advertising per game for league matches and domestic cup ties. For digital pitchside advertising, additional minutes are pro-rata.





STADIUM NON-DIGITAL ADVERTISING

SOUTH STAND

BEHIND THE GOAL (S1-S13)	£2,900
BEHIND THE GOAL (S14-S24)	£1,900
INWARD STAND-FACING BOARD	£650



NORTH STAND

BEHIND THE GOAL (N1-N13)	£2,900
BEHIND THE GOAL (S14-S24)	£1,900
INWARD STAND-FACING BOARD	£650



MAIN STAND

BEHIND MAIN STAND (M24-M37)	£2,400
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WEST STAND

OPPOSITE OF DUGOUTS (W1-W14)	£1,400
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STADIUM EXIT SIGNS

SIGN AT POINT OF EXIT	£900
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All prices excluding VAT. Stadium non-digital advertising pricing based on season-long packages.

MATCH DAY PROGRAMME

ADVERTS

FULL PAGE	£1,500
HALF PAGE	£1,000
1/4 PAGE	£600
PAGE SPONSOR STRIP	£500
BUSINESS CARD BOX ADVERT	£350

1.3K
PROGRAMMES SOLD
PER MATCH

All prices excluding VAT. Match day programme prices are based on season long packages.



ST MIRREN BUSINESS CLUB

The St Mirren Business Club offers businesses the opportunity to build valuable connections, hear insights from a variety of guest speakers, and engage with stadium sponsors alongside local and national organisations.

Our bi-monthly networking events are free to attend and are designed to be welcoming and inclusive, with interactive activities helping to break the ice and ease the pressure often associated with networking.

Whether you're a stadium sponsor, a local business or a national organisation, we'd be delighted to welcome you!

For more information, or to find out when the next Business Club event is taking place, please contact events@stmirren.com.



VENUE HIRE AT THE SMISA STADIUM

The SMiSA Stadium is a standout venue with versatile event spaces and exceptional service. There is a range of unique settings for you to host your bespoke function. We pride ourselves on offering a high-quality, professional event experience that can be tailored and customised to you.

Our location is well-known and widely recognised. Set in the historic town of Paisley, minutes from Glasgow airport, guests can use the car park or various transport links and be ready for a warm and welcoming arrival.

A Ground Like No Other

- Exclusive access to a modern Scottish Premiership stadium.
- Convenient location with access to excellent transport links, stadium parking, and Paisley St James station right across the road - including direct connections to Glasgow.
- Flexible catering options available, from relaxed buffet style to formal three-course meal.
- Complimentary use of screens, Wi-Fi, and microphones.
- A Premium bar area with professional bar staff available.
- A dedicated Events & Sales Coordinator to support your plans.

For more information, or a quote for your event, please contact: events@stmirren.com.





CONTACT US

To chat through any of St Mirren's commercial opportunities, please do not hesitate to get in touch with us. We are more than happy to discuss your requirements and are extremely grateful to have you support our ambitious club.

Call: 0141 840 1337

Email: commercial@stmirren.com | events@stmirren.com

ST MIRREN FOOTBALL CLUB

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