



St Mirren FC

Commercial Brochure

2021/22

WESTMARCH HOSPITALITY SUITE

WESTMARCH SUITE

Available for groups of two upwards (at shared tables) available for the season and individual match packages 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 Westmarch Suite entrance.
- Glass of chilled Bubbly on arrival.
- (Inclusive Drinks Package Grade A&B)
- Hostess table service throughout the day.
- Grade A Four Course meal complemented by fine wines.
- Grade B Three Course meal complemented by fine wines
- Grade C Three Course meal complemented by fine wines
- Accreditation in the match day magazine.
- Exclusive Match day competitions.
- Match day magazine & corporate team sheets.
- Listing in the match magazine
- Exclusive Q&A with matchday Ambassadors
- Executive padded seating in Main Stand.
- Half-time hot & cold snacks served with fair-trade tea or coffee.
- Post Match presentations by the Match Sponsors Man of the Match
- Inclusive drinks package both pre & post match. (inclusive drinks package only)

Westmarch Suite Packages.

Seasonal Hospitality Package (Includes all home Premiership fixtures & home Scottish Cup ties)	£1,900 + VAT
Ten Match Package (2A,3B,5C)	£1,000 + VAT
Six Match Package (1A,2B,3C)	£600 + VAT
Three Match Package (1A,1B,1C)	£320 + VAT

Individual Match Prices

	Cash Bar	Inclusive Bar
Grade A Celtic & Rangers	£140 + VAT	N/A
Grade B Aberdeen , Hibernian & Hearts	£110 + VAT	£85 + VAT
Grade C All other clubs	£95 + VAT	£70 + VAT

All prices are per person and subject to VAT

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

PRINCIPAL MATCH SPONSOR

A Sponsorship Package for Twelve Guests

As principal Match Sponsor, your guests will enjoy a superb day at St.Mirren Park, 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 Main Entrance.
- Welcome by the Commercial Manager.
- Champagne reception in the Boardroom on arrival
- Optional tour of the dressing room.
- Hostess table service throughout the day
- 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 padded seating in Main Stand
- Half-time hot and cold snacks accompanied by tea & coffee
- Exclusive personalised 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(weather permitting).
- 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
- Promotion through club's social media channels pre & post match.

Category "A" Celtic & Rangers	£2,200 + VAT
Category "B" Aberdeen, Hibernian & Hearts	£1,800 + VAT
Grade C: All other clubs	£1,600 + VAT

ASSOCIATE MATCH SPONSOR

A SPONSORSHIP PACKAGE FOR TWELVE 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
- Present the "Social Media" Man of the Match with his bottle of bubbly.
- Presentation of a commemorative gift to the Sponsor by the Man of the Match.

Branding/Benefits

- 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" Celtic & Rangers	£2,000+ VAT
Category "B" Aberdeen, Hibernian & Hearts	£1,750 + VAT
Grade C: All other clubs	£1,600 + VAT

MATCH BALL SPONSOR

A SPONSORSHIP PACKAGE FOR TEN GUESTS

Hospitality

- Private car parking
- Enter through the exclusive Hospitality Suite entrance.
- Glass of Chilled Champagne on arrival (A & B Grade)
- Hostess table service throughout the day.
- Three or Four Course meal complemented by fine wines.
- Inclusive drinks package pre & post match
- Match magazine and corporate team sheets
- Exclusive corporate competitions
- Q&A with former players
- Executive padded 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 Match Ball in presentation case by the Man of the Match.

Branding/Benefits

- 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

Category "A" Celtic & Rangers	£1,700+ VAT
Category "B" Aberdeen, Hibernian & Hearts	£1,400 + VAT
Grade C: All other clubs	£1,250 + VAT

CAPTAINS ARMBAND SPONSOR

A SPONSORSHIP PACKAGE FOR TEN GUESTS

Hospitality

- Private car parking
- Enter through the exclusive Hospitality Suite entrance.
- Glass of Chilled Champagne on arrival (A & B Grade)
- 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
- Q&A with former players
- 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 Club Captain.

Branding/Benefits

- 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

Category "A" Celtic & Rangers	£1,700+ VAT
Category "B" Aberdeen, Hibernian & Hearts	£1,450 + VAT
Grade C: All other clubs	£1,250 + 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 YouTube.

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

NI-NI3 £2,500 + VAT
NI4-N24 £1,500 + VAT

M19-M34 £1,500 + VAT
M35-M45 £2,000 + VAT
CROWD FACING BOARD
£500 + VAT

West Stand

W1-W14 £1,000 + VAT
Corners
£2,000 + VAT

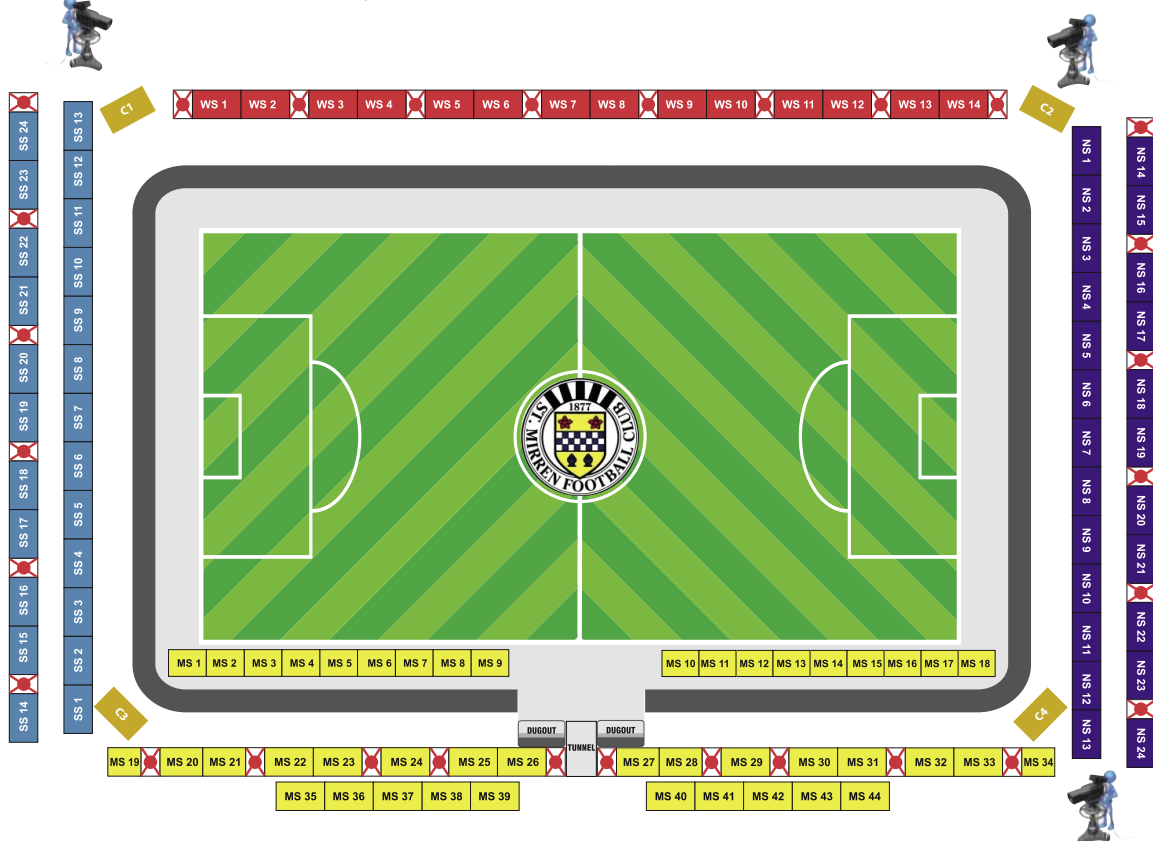
Stadium Exit signs

£750 + VAT

Main Stand

M1-M18 £2,500 + VAT

North Stand



MATCH PROGRAMME

The St.Mirren Matchday Magazine is very popular with minimum of 1000 printed for each game it is a regular sell-out. Purchased by spectators and on-line subscribers it is 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 page and quarter basis and business card format while other local businesses continue to show their support on the popular Business Behind Saints page.

-Adverts can be changed every game over the course of the season if required should you wish to change your message.

-All packages can be specifically tailored to suit your budget.

Price Structure (per season)

<p>Full Page</p> <p>£1,500</p>	<p>1/2 Page</p> <p>£1,000</p>	<p>1/4 Page</p> <p>£600</p>
<p>Page Sponsor Strip</p> <p>£500</p>	<p>Business Card Box Advert</p> <p>£350</p>	<p>Business Behind Saints - 1/12th of a page</p> <p>£150</p>