



St. Mirren FC.

Commercial Brochure
2022/23

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)	£2,000 + VAT
Ten Match Package (2A,3B,5C)	£1,100 + VAT
Six Match Package (1A,2B,3C)	£650 + VAT
Three Match Package (1A,1B,1C)	£350 + VAT

Individual Match Prices

	Cash Bar	Inclusive Bar
Grade A Celtic & Rangers	N/A	£150 + VAT
Grade B Aberdeen , Hibernian, Hearts & Kilmarnock	N/A	£115+ VAT
Grade C All other clubs	£75 + VAT	£100 + 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



Category "A" Celtic & Rangers	£2,300 + VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£1,900 + VAT
Grade C: All other clubs	£1,700 + 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	£2,150+ VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£1,850 + VAT
Grade C: All other clubs	£1,700 + 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	£1,800+ VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£1,500 + VAT
Grade C: All other clubs	£1,350 + 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 Scree

Category "A" Celtic & Rangers	£1,800+ VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£1,500 + VAT
Grade C: All other clubs	£1,300 + 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 £2,600 + VAT
S14-S24 £1,600 + VAT
CROWD FACING BOARD
£600 + VAT

North Stand

N1-N13 £2,600 + VAT
N14-N24 £1,600 + VAT

Main Stand

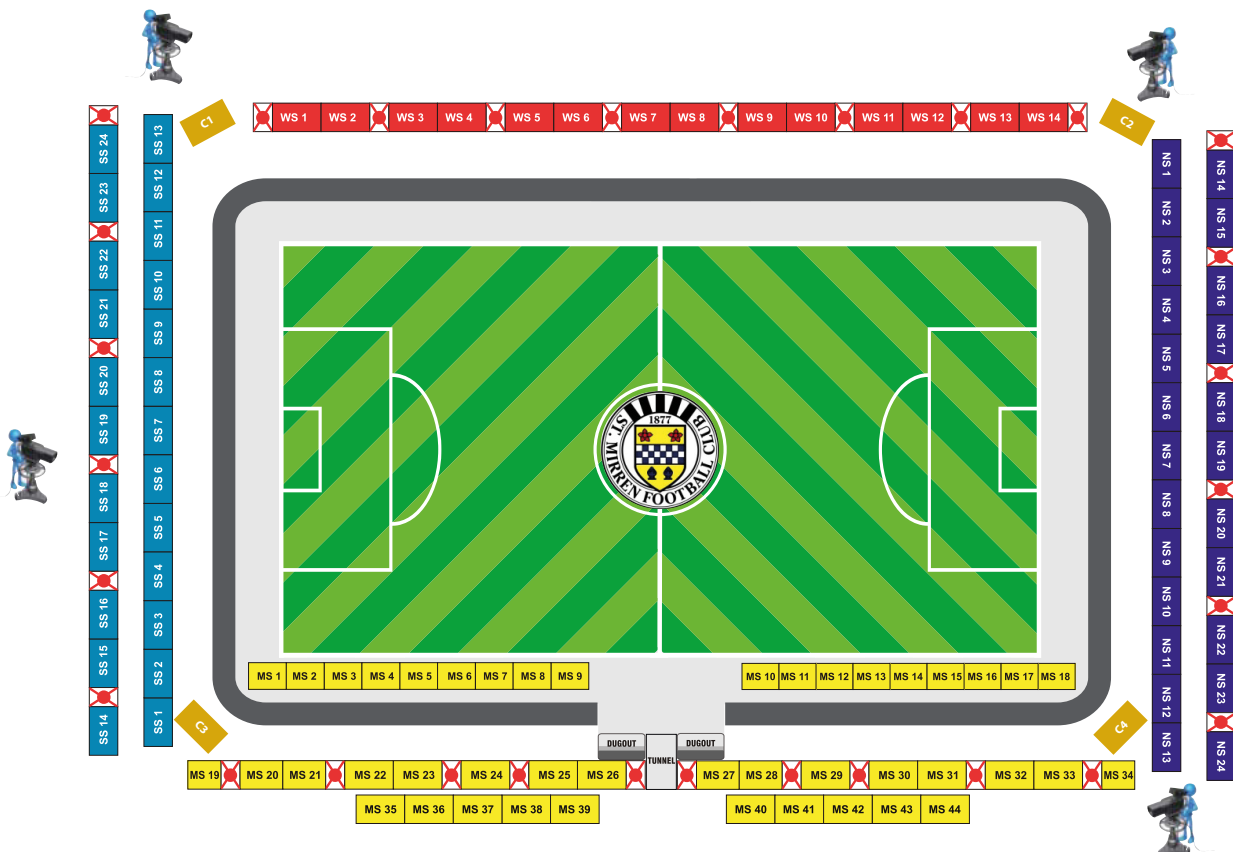
M1-M18 £2,600 + VAT
M19-M34 £1,600 + VAT
M35-M45 £2,100 + VAT
CROWD FACING BOARD
£600 + VAT

West Stand

W1-W14 £1,100 + VAT
Corners
£2,100 + VAT

Stadium Exit signs

£850 + VAT



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)

Full Page £1,500	1/2 Page £1,000	1/4 Page £600
Page Sponsor Strip £500	Business Card Box Advert £350	Business Behind Saints - 1/12th of a page £200

SPONSOR A PLAYER

Player kit 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 squads home and change kits are available to sponsor.
- As a sponsor your name or company name/logo will be listed in every match day magazine and players profile page on the player profile on the official web site www.stmorren.com
- Player sponsorship provides fantastic exposure to individuals and business large and small.
- At the end of the season, you will be invited along to the stadium where you will be able to mix and mingle with fellow shirt sponsors.
- Sponsors and a guest will enjoy a finger buffer and refreshments followed by a presentation of your sponsored players match worn shirt.

Home Shirt is £375 + VAT
Change Shirt is £325 + VAT



GET FRAMED

If you wish for your match worn shirt to be framed you contact our Commercial Department to arrange for an extra £100.

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

Terms: 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.

ADVERTISING OPPORTUNITIES ON ST. MIRREN'S BIG SCREEN

Goal Sponsor: **£1000 + VAT**

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

Corner Kick Sponsor: **£1300 + VAT**

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

Substitution Sponsor: **£750 + VAT**

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

Physio Sponsor: **£700 + VAT**

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

Penalty Sponsor: **£600 + VAT**

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

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.

Full Season Advertising Packages:

For the 2022/23 season we have installed brand new software into the Jumbo screen to give our advertisers a higher profile branding opportunities

This new package is limited to fifteen companies who's advert will be on a rotating slot at the top of the screen with 3 minutes viewing time in each half.

The package is based on 19 home matches per season in the SPFL, all home William Hill Scottish Cup ties, all home Bet Fred Cup ties and all home friendly matches played at St Mirren Park.

6 Advert slots per match: (3 in each half): **£1300+ VAT**

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.

Advert at half time **£700 + VAT**



ST. MIRREN BUSINESS CLUB



The St.Mirren Business Club, offers the chance for our sponsors and business partners the opportunity to network in unique surroundings. Events will be held frequently, taking different formats and with a selection of quality guest speakers covering a wide range of themes.

The Business Club is completely FREE to join with members receiving invites to a series of exclusive events throughout the year .

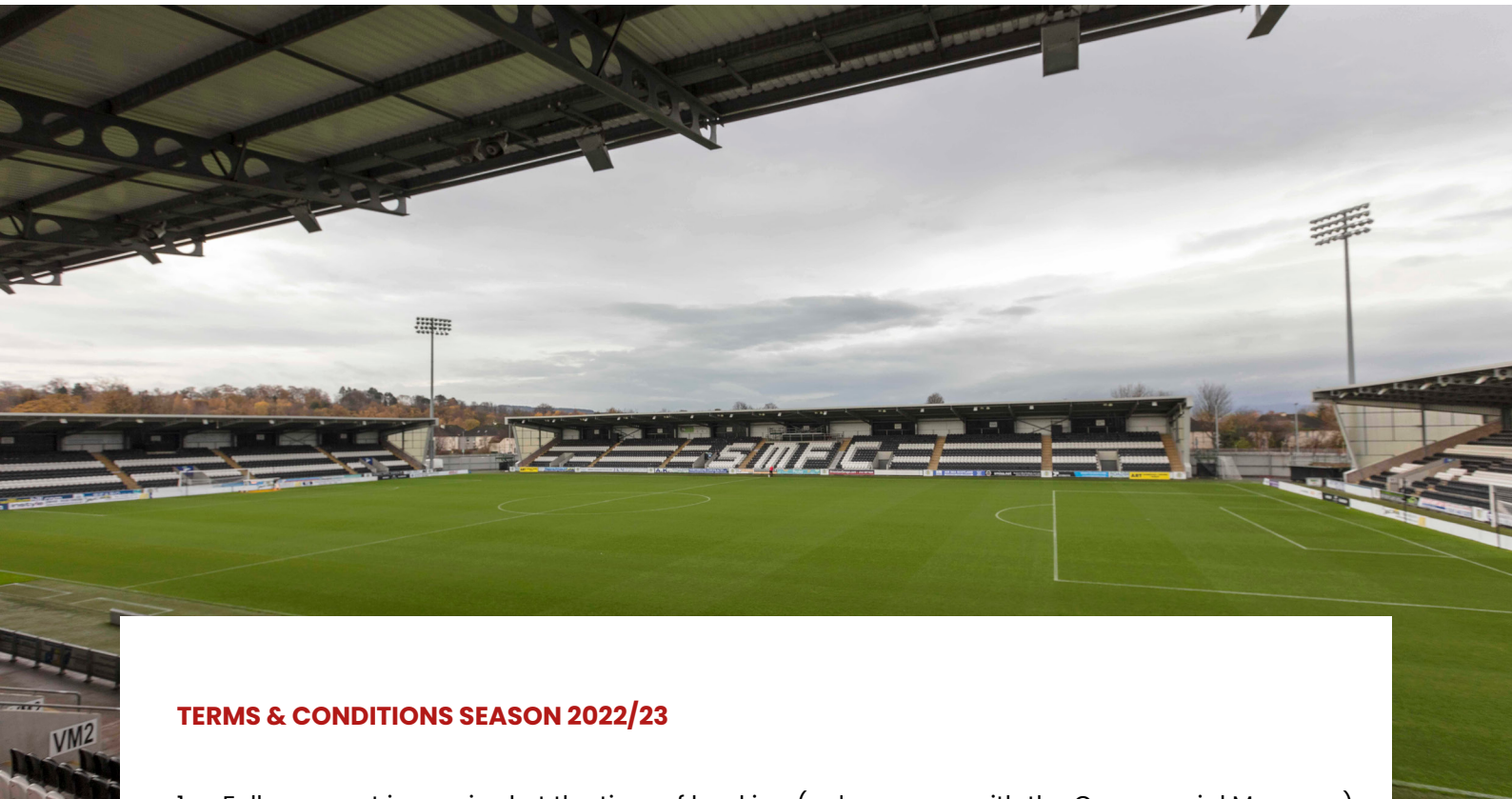
St.Mirren Commercial Manager, Campbell Kennedy said:

“The St.Mirren Business Club is a unique and exciting opportunity to get like-minded local and national businesses together and gives our sponsors and business partners the opportunity to promote their businesses and services to each other .

Interested in attending the event or looking for more details.

Please forward your full name and company details to commercial@stmirren.com or phone Commercial Manager Campbell Kennedy (direct) on **0141 840 1337**.





TERMS & CONDITIONS SEASON 2022/23

1. Full payment is required at the time of booking (unless agree with the Commercial Manager).
2. Any cancellations must be communicated in writing by the organiser.
3. In the event of a booking cancellation, refund details are as follows
 - a. 3 working days prior to the event – no refund
 - b. More than 14 working days prior to the event –100% refund
4. Hospitality Invites will be posted out in advance with Match Tickets issued on the of the match.
5. For all inclusive packages, all bottled and draught lager, beers, cider & Guinness, wine/ prosecco by the glass, spirits and mixers are included (single measures only) . (bottles of Prosecco are not included in the package and can be purchased separately on the day)
6. For all inclusive packages, one drink per person can be ordered at a time (no doubles).
7. Your match day invite is also your parking permit. Hospitality guests park in car park 3.
8. Dress code for hospitality is smart – please note denims and trainers are not permitted.
9. St.Mirren FC reserves the right to refuse admission.
10. St.Mirren FC reserves the right to remove any person whose behaviour is deemed unacceptable or are believed to be intoxicated.
11. Should the match be cancelled prior to commencement, guests can attend the rearranged match, an alternative match or will be issued a full refund.
12. Should the match be cancelled prior to kick off but after food service, St.Mirren FC will advise alternative arrangements.
13. Clients must comply with the statutory laws regarding licensing (Scottish licensing Act 2005).

Registered Office & Ground: St.Mirren Football Club, 75 Greenhill Road, Paisley , PA3 1RU

Tel: **0141 840 1337**

E-mail: **commercial@stmirren.com**

Website: **www.stmirren.com**

Registration No. 5773 Scotland VAT