



# **CORPORATE HOSPITALITY, SPONSORSHIP AND ADVERTISING**

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SEASON 25/26





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## WELCOME TO ST MIRREN FOOTBALL CLUB

St Mirren is the Scottish Premiership football club you want to promote your business with. Last season was filled with sensational moments and the times ahead only look to be getting more and more exciting.

We overcame the odds to secure our place in the top six for a third consecutive season and became the only club outwith Celtic and Rangers to do so over the past three years.

We witnessed sell-out crowds at The SMiSA Stadium in August on our first European adventure since 1987. We hosted Icelandic side Valur FC and Norwegian outfit SK Brann – nights that will live long in the memory.

Together, we've experienced moments that were crucial, euphoric, heart-breaking, significant and historic. The continued progress – on and off the pitch – would not have been possible without your brilliant, unwavering support and we are truly grateful for your ongoing loyalty.

Now it's time to be there for the next one. Live The Moment at The SMiSA Stadium with a 2025/26 commercial package.

There are many promotional options to choose from. Advertise directly to 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.

*Live* **THE MOMENT**

### CONTACT US

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

**Call:** 0141 840 1337

**Email:** [commercial@stmirren.com](mailto: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**

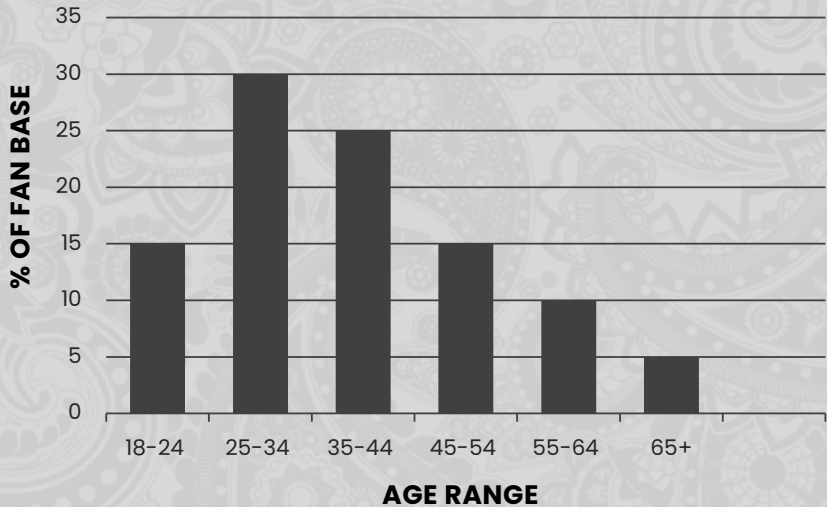
PAISLEY

GLASGOW

JOHNSTONE

RENFREW

BARRHEAD







## HOSPITALITY EXPERIENCES

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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.

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### 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** £33,000  
Per box.

## INDIVIDUAL PREMIERSHIP MATCH PRICES

<b>CATEGORY A</b>   Celtic and Rangers	£2,400
<b>CATEGORY B</b>   Aberdeen, Hibernian, Hearts and Kilmarnock	£1,900
<b>CATEGORY C</b>   All other clubs	£1,800

*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

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

<b>SEASONAL HOSPITALITY PACKAGE</b>   (Includes all home William Hill Premiership fixtures and home Scottish Cup ties)	<b>£2,400</b>
<b>10 MATCH PACKAGE</b>   2A, 3B, 5C	<b>£1,400</b>
<b>6 MATCH PACKAGE</b>   1A, 3B, 3C	<b>£950</b>
<b>3 MATCH PACKAGE</b>   1A, 1B, 1C	<b>£430</b>

## INDIVIDUAL MATCH PRICES

<b>CATEGORY A</b>   Inclusive drinks	<b>£190</b>
<b>CATEGORY B</b>   Inclusive drinks	<b>£140</b>
<b>CATEGORY C</b>   Inclusive drinks	<b>£125</b>
<b>CATEGORY C</b>   Cash bar	<b>£100</b>

*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

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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.

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### SPONSORSHIP CATEGORIES

**Category A** | Celtic and Rangers

**Category B** | Aberdeen, Hibernian, Hearts and Kilmarnock

**Category C** | All other clubs



# PRINCIPAL MATCH SPONSOR

## TWELVE GUESTS | FROM £1.95K +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 \_\_\_\_\_ **£2,650**

**CATEGORY B** | Aberdeen, Hibernian, Hearts and Kilmarnock \_\_\_\_\_ **£2,200**

**CATEGORY C** | All other clubs \_\_\_\_\_ **£1,950**

All prices excluding VAT.

# ASSOCIATE MATCH SPONSOR

## TWELVE GUESTS | FROM £1.9K +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 \_\_\_\_\_ **£2,500**

**CATEGORY B** | Aberdeen, Hibernian, Hearts and Kilmarnock \_\_\_\_\_ **£2,100**

**CATEGORY C** | All other clubs \_\_\_\_\_ **£1,900**

All prices excluding VAT.



# MATCH BALL SPONSOR

## TEN GUESTS | FROM £1.65K +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 £2,100
- CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock £1,850
- CATEGORY C | All other clubs £1,650

All prices excluding VAT.

# CAPTAINS ARMBAND SPONSOR

## TEN GUESTS | FROM £1.65K +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 £2,100
- CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock £1,850
- CATEGORY C | All other clubs £1,650

All prices excluding VAT.



# MATCHDAY PENNANT SPONSOR | FROM £1.6K + 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 £2,100
- CATEGORY B | Aberdeen, Hibernian, Hearts and Kilmarnock £1,850
- CATEGORY C | All other clubs £1,650

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 £400
- AWAY SHIRT £375
- WALK OUT SHIRT £300
- GOAL KEEPER GLOVES £150

All prices excluding VAT.







## ADVERTISING PACKAGES

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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.

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# STADIUM DIGITAL ADVERTISING

## PITCHSIDE SCREENS

1 MINUTE (per match)	£3,000
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## 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
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Includes listing in match day programme

CORNER KICK SPONSOR	£1,300
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Includes listing in match day programme

SUBSTITUTION SPONSOR	£750
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Includes listing in match day programme

PENALTY SPONSOR	£600
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Includes listing in match day programme

FOUR ADVERTS	£1,500
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(Pre-match, first half, half time and second half)

ADDED TIME SPONSOR	£750
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ONE HALF-TIME ADVERT	£750
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### SEASON LONG PACKAGE

All advertising packages are available for season long advertising with costs based on 19 home matches in the SPFL, all Scottish Cup ties, all home Scottish League Cup ties and all home friendly matches played at SMISA.

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)	£2,800
BEHIND THE GOAL (S14-S24)	£1,800
INWARD STAND-FACING BOARD	£600

### NORTH STAND

BEHIND THE GOAL (N1-N13)	£2,800
BEHIND THE GOAL (S14-S24)	£1,800
INWARD STAND-FACING BOARD	£600

### MAIN STAND

BEHIND MAIN STAND (M24-M37)	£2,300
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### WEST STAND

OPPOSITE OF DUGOUTS (W1-W14)	£1,300
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### STADIUM EXIT SIGNS

SIGN AT POINT OF EXIT	£850
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*All prices excluding VAT. Stadium non-digital advertising pricing based on season-long packages.*





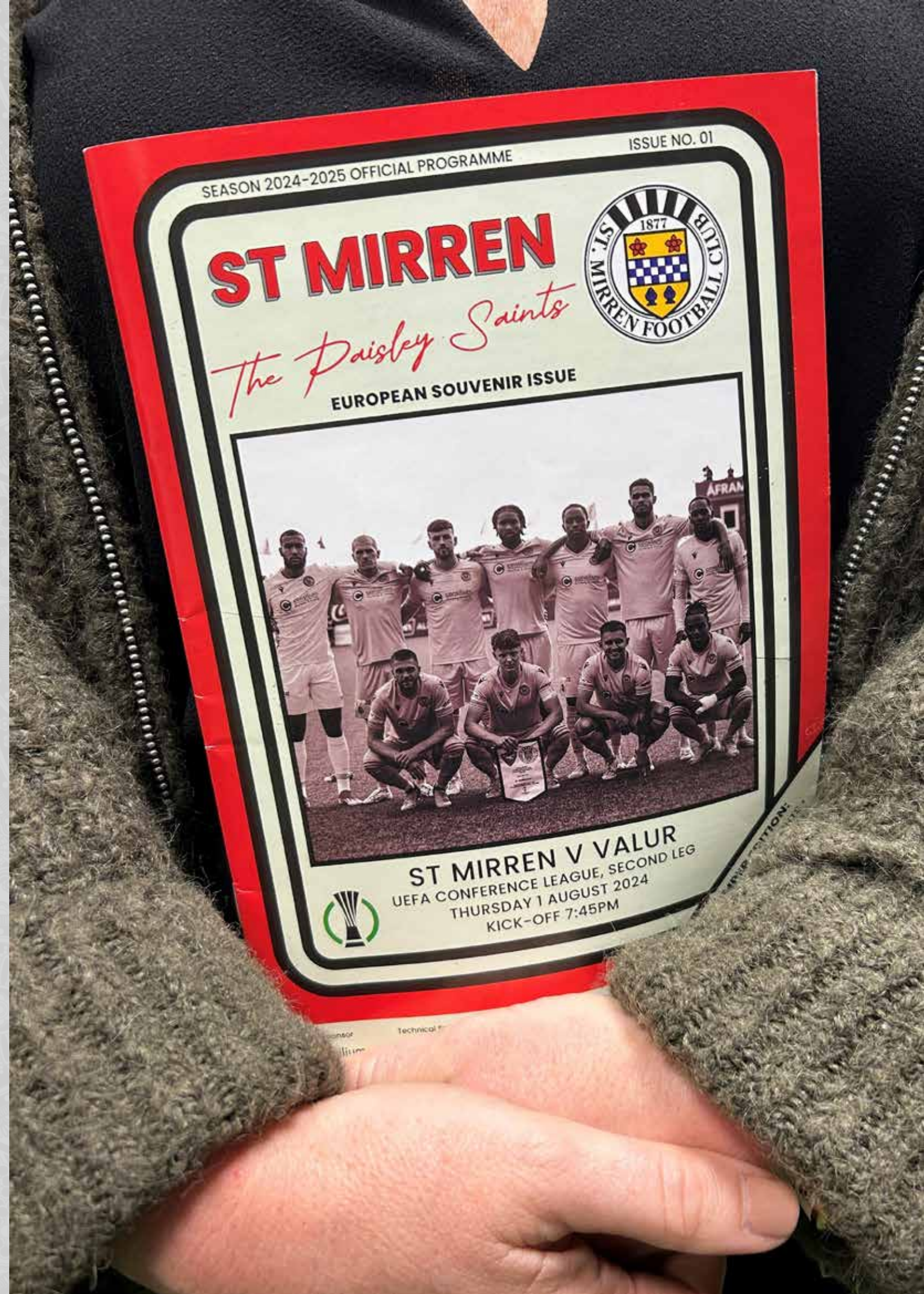
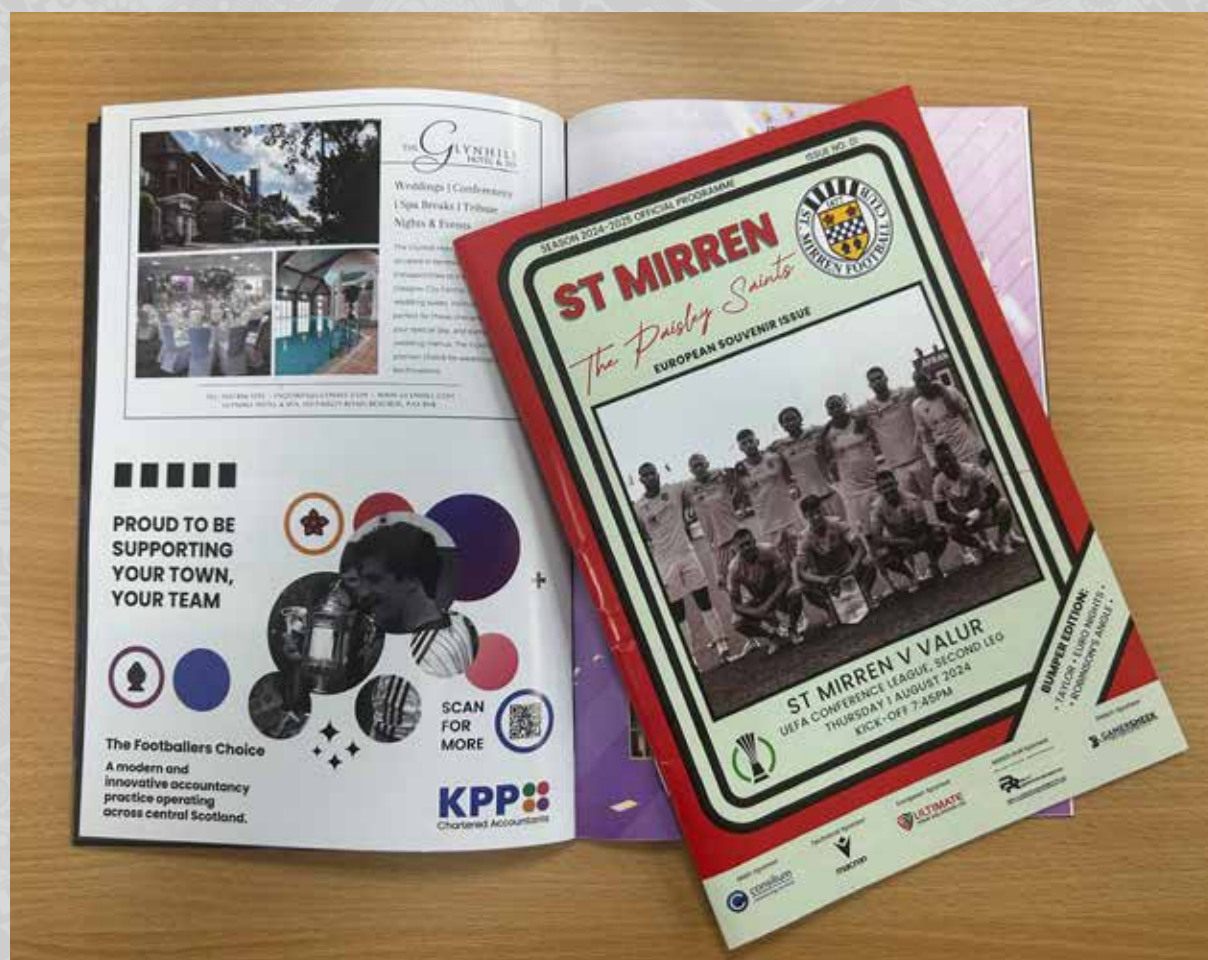
# MATCH DAY PROGRAMME

## 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.





## BUSINESS CLUB

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An exclusive members club which holds a series of networking events throughout the season at no charge for St Mirren sponsors and business partners.

This is an opportunity for like-minded local and national businesses to meet at regular corporate events with a selection of quality guest speakers and discussions around a wide range of themes and topics.

Contact the St Mirren Commercial Manager to register interest in joining the Business Club and receiving invites to each corporate event.



## FUNCTION HIRE

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Host your own private function at St Mirren's SMISA Stadium. Both intimate and large gatherings can be held at our licensed premises across our many function rooms. An iconic venue with flexible space and large windows for plenty of natural light as well as a car park and nearby train station, there is no other place that compares in style, location or price.

Event plan with us to give yourself peace of mind as we take care of all the extra details that make the whole experience seamless. St Mirren can take the responsibility of catering, servers, table linen, entertainment and security. Additional services can be discussed included fundraising opportunities for Sportsman Dinners or local football club and charitable events.

For all pricing enquiries please contact the Commercial Manager.

*Cost based on number of guests, buffet option plus room rental, table linen, event staff and security and an optional DJ. For dinners we can organise dinner speakers and an evening host.*

### PARTY

Minimum 70-150 guests

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### FUNDRAISING EVENTS AND DINNERS

Maximum 200 guests

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Three-course dinner

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### FUNERAL RECEPTION £12.50pp

*Based on 50 guests*

50-170 guests

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Buffet includes freshly made sandwiches, sausage rolls, a selection of cakes and pastries, tea and coffee. Options of soup, private bar and reception drinks.

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*Prices excluding VAT.*





## CONTACT US

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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.

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**Call:** 0141 840 1337

**Email:** [commercial@stmirren.com](mailto:commercial@stmirren.com)

### ST MIRREN FOOTBALL CLUB

The SMISA Stadium, St Mirren Park, Greenhill Road, Paisley PA3 1RU  
W: [www.stmirren.com](http://www.stmirren.com) E: [info@stmirren.com](mailto:info@stmirren.com)

 **St Mirren Football Club**  **@saintmirrenfc**  **stmirrenfc**

 **stmirrenfootballclub**  **@stmirrenfc**