

ST. MIRREN FOOTBALL CLUB

COMMERCIAL DIRECTORY
2015-16



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Braehead

WEST COLLEGE
SCOTLAND

Welcome to St. Mirren Park



At St. Mirren Football Club we pride ourselves in providing a great service whatever the occasion. Whether you choose to host a table for important clients or reserve places for a group of friends or family, St. Mirren Park is a must-do venue.

We welcome our members and 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, Everyone departs feeling that they have been part of the match day experience- and that's guaranteed ! We also have several sponsorship and advertising packages that I am sure will meet with your approval and can be tailored to suit your budget.



We at St. Mirren Football Club are a family orientated and community based club and because of that we know the importance of looking after our guests.

Campbell Kennedy
Commercial Manager



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

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 & B Four 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.
- 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)



The Hospitality Suite Packages

Seasonal Hospitality Package

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

£1,700 + VAT

Ten Match Package (2A,3B,5C) £975 + VAT

Six Match Package (1A,2B,3C) £ 575 + VAT

Three Match Package (1A,1B,1C) £ 300 + VAT

Individual Match Prices

Inclusive Drinks

Category "A" Rangers

£140 + VAT

Category "B" Morton and Hibernian

£110 + VAT

Category "C" All other clubs

£85 + VAT

Cash Bar

N/A

£90 + 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

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 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.saintmirren.net
- Pictures of presentations will be published in next home match magazine.
- Sponsors Company name acknowledged on Jumbo Screen.

Category "A" Rangers £2,100 + VAT

Category "B" Morton and Hibernian

£1,700 + VAT

Category "C" All other clubs £1,500 + VAT



For more information please contact St. Mirren Commercial on 0141 840 1337 or Email commercial@saintmirren.net

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 squad signed shirt 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.saintmirren.net
- Pictures of presentations will be published in next home match magazine.
- Sponsors Company name acknowledged on Jumbo Screen

Grade A: Rangers £1,700 + VAT

Grade B: Morton and Hibernian £1,400 + VAT

Grade C: All other clubs £1,200 + 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 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
- 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.saintmirren.net
- Pictures of presentations will be published in next home match magazine.
- Sponsors Company name acknowledged on new Jumbo Screen

Grade A: Rangers £1,300 + VAT

Grade B: Hibernian and Morton £1,100 + VAT

Grade C: All other clubs £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

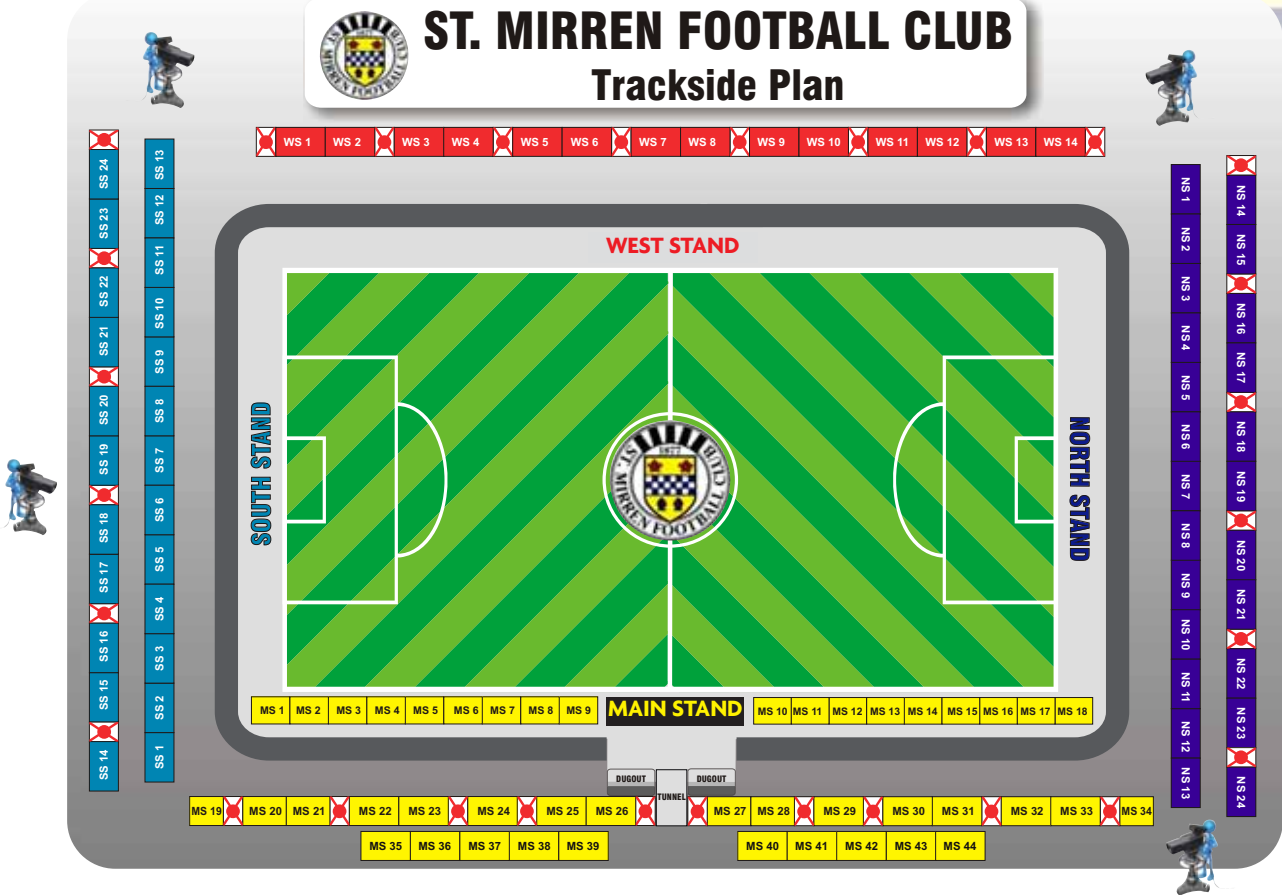
Main Stand

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
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ST. MIRREN FOOTBALL CLUB Trackside Plan



Advertising Opportunities on St. Mirren's Big Screen For Season 2015 – 2016



Goal Sponsor: £995 + VAT

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

Corner Kick Sponsor: £1200 + VAT

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

Substitution Sponsor: £700 + VAT

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

Penalty Sponsor: £500 + VAT

Every penalty awarded have you 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

Some Facts

Last Season 2014/15 At St. Mirren Park A Total Of:
55 Goals were Scored £950 = £17.27 per Goal
92 Subs were used £750 = £8.15 per Sub
283 Corners Kicks £1200 = £4.24 per Corner
Average Annual Attendance is 120,265.

Viewing Figures:

SKY Sports: 438,000 3 matches

BBC Sportscience 208,000 A Week

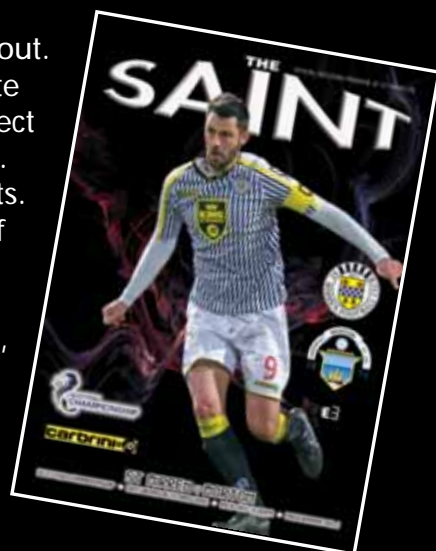
BT Sports 67,900 1 Match

Total 713,900

Almost ¾ of a million people have to potential to see your advert, whoever St Mirren cannot guarantee that your advert will be seen on TV, as the individual TV companies have total control of what is broadcasted.

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 KIT SPONSORSHIP

This is a terrific opportunity to be associated with the Club. Branding your name or business alongside the player of your choice will give you or your business an impressive profile throughout the entire season in every edition of the Match Magazine.

You will also be presented with the players match worn shirt at the end of the season.

Home shirt £350 + VAT

Change shirt £300 + VAT





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DESIGNED AND PRINTED BY GARTH LAND DESIGN AND PRINT 0141 445 5360