

The aim is promotion

ALBION MARKETING OPPORTUNITIES 10 | 11



albioncommercial

BRIGHTON & HOVE ALBION



WWW.SEAGULLS.CO.UK

6 WAYS TO BE AN ALBION COMMERCIAL PARTNER



- 1. Sponsorship** Sponsor the team or the ball: an afternoon's fun for enjoyment and profit. Page 4.
- 2. Hospitality** For business guests and staff, family and friends, a civilised way of watching Sussex's only league club. Page 6.
- 3. Stadium advertising** Surrounded by trees and smart houses, there isn't a stadium like Withdean in the whole Football League. Be part of it, and reach a committed, captive audience. Page 8.
- 4. Programme advertising** Our programme wins awards. It's an official voice of the Albion. And you can be in it. Page 9.
- 5. Kit sponsorship** Connect to a player the whole season through. And receive a very special thank-you at the end. Page 10.
- 6. Friends of the Albion** Perfect synergy... 100 local companies who do added business with each other and with the Albion's now growing army of supporters. Page 11.





Taking the civilised approach

/// More relaxed and personal than being at the Emirates... our clients had a top day and were very impressed with the facilities... the regional manager says we will repeat it next year... a very enjoyable afternoon. ///

OPTIONS

Outstanding match and ball sponsorship packages...

Match and ball sponsors and their guests get closer to the players than almost anyone else at an Albion match.

Match sponsors even get to choose the official man of the match.

As a one-off event a sponsorship package is enjoyable, involving and memorable. It is a perfect incentive for staff; entertainment for business guests.

Match sponsorship

An outstanding hospitality opportunity. 16-person package includes:

- Match tickets in front of the Directors' box
- Three-course meal with wine plus tea & coffee throughout
- Selection of man of the match and presentation of a signed framed shirt by the man of the match
- Framed photograph of the presentation
- Photograph in next matchday programme
- Listing in the register of sponsors in every programme
- Corporate gift
- Logo on cover of programme

£2,000 - £3,000 + VAT

Price dependent on opposition

Ball sponsorship

A match ball sponsorship is for six people and includes:

- North stand match tickets
- Autographed ball presented by player
- Three-course meal with wine, post-match sandwiches and tea & coffee throughout
- Framed photograph of the presentation
- Photograph in next programme
- Listing in the register of sponsors in every programme

£750 - £900 + VAT

Price dependent on opposition





Hospitality choices: packages available

We offer hospitality packages but are always pleased to create bespoke arrangements to meet individual needs such as birthdays and anniversaries.



Full hospitality in Legends Lounge (opposite)

Tables for six include

- Match tickets
- Three course meal, plus wine
- Post-match tea & coffee
- Match programmes

£500 - £600 + VAT



Bar membership in Withead Lounge (left)

Members have access to the pay bars before and after the game, free tea and coffee at half-time and Sky Sports big screen and complimentary programme.

£200 for the season + VAT

GROUND ADVERTISING



Board advertising is like normal poster advertising but much more highly targeted. And your potential customers associate your company with their favourite football club.



South Stand Permanent

16 x 8ft pitchside hoarding
£2000 plus VAT

Pitchside Perimeter

10 x 2ft6ins A-board
£1750 plus VAT

North Stand Permanent

30 x 3ft FULL TV VIEW
£3500 plus VAT

PROGRAMME ADVERTISING

The best Albion programme ever. The proportion of spectators buying Seagull is well above the national average. It is also sold at the club shop. Advertising and page sponsorship is limited.



Full page advertisement

- 1 Single insertion £500
- 2 Series of six £1800 (£300 per insertion)
- 3 All-season £3000 (c£120 per insertion)



Page sponsorship

Page sponsorship allows you to associate your organisation with six of the magazine's most popular regular features, including the manager's page and match reports. It's incredibly effective, because the whole feature is associated with your company. Prices from:

All-season £1000 (approx. £40 per insertion)



KIT SPONSORSHIP

Kit sponsorship can be bought for players and staff this season, subject to availability.

Your name and dedication will be shown next to your player in every matchday programme and you will be invited to join us at the exclusive Kit Sponsors Dinner - when you will be presented with a signed shirt and have a professional photograph taken of you and your player.

The dinner will be held at the end of the coming season, shortly before we move to our spectacular new home.

Full kit £750 Home kit £425 Away kit £425





AFFINITY GROUP

For supporters, Friends of the Albion means a supplier they can trust. For businesses it means more business, and the chance to belong to the most interesting, enjoyable and rewarding affinity group around.



Business-building by association. With 100 members, our lively business network has a key advantage: as well as promoting business between members it also promotes member companies to Albion supporters - whose numbers are growing by the week as our stadium comes closer.

Members get monthly breakfast meetings, plus listings on friendsofthealbion.co.uk and in every programme. Annual membership £500 + VAT



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