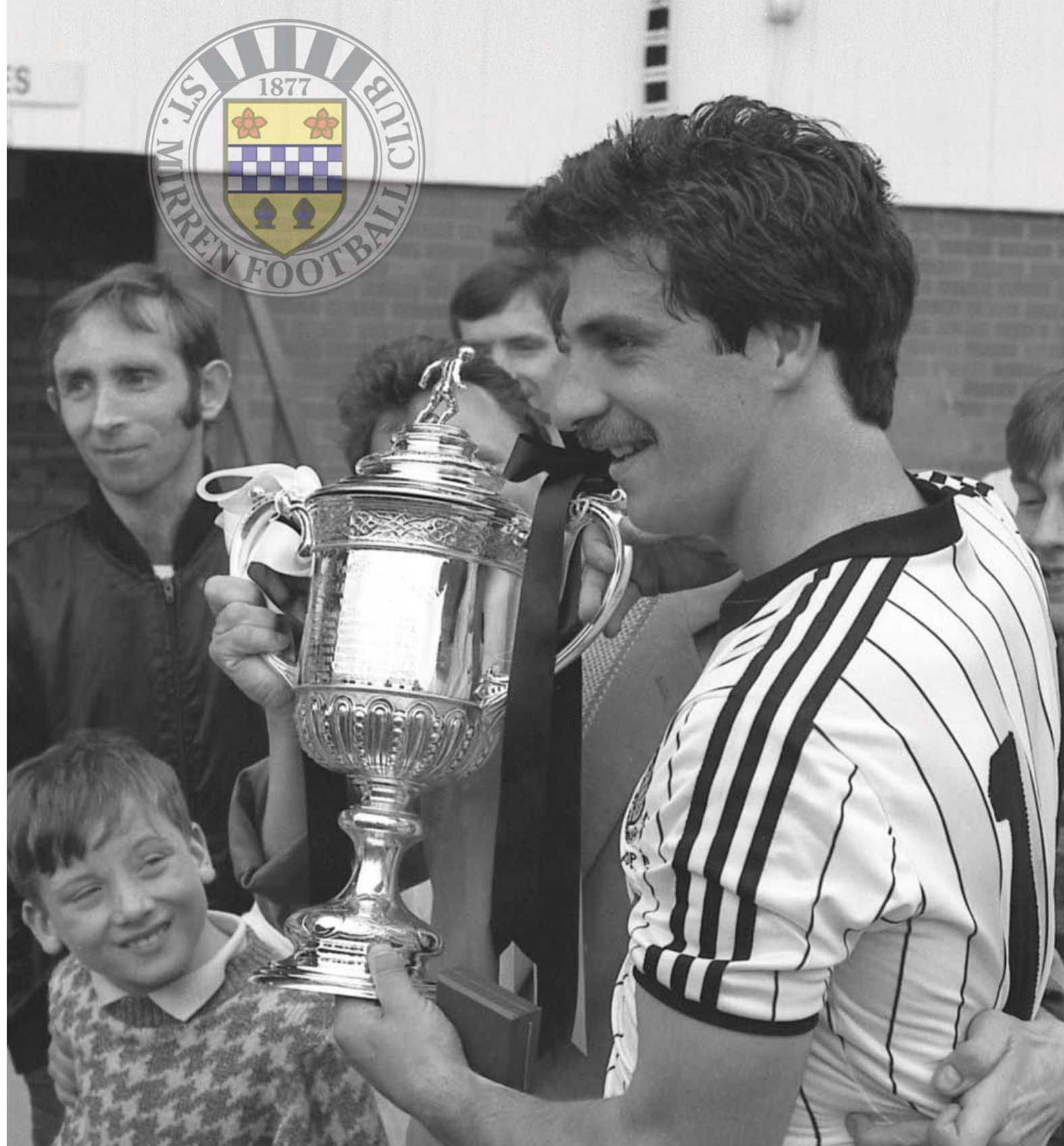


ST. MIRREN F.C.

COMMERCIAL DIRECTORY 2016-17



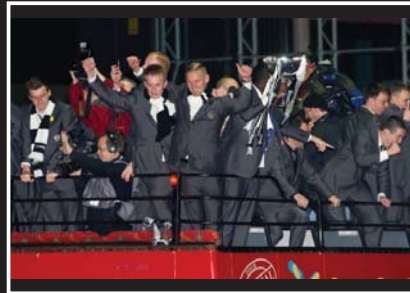
Welcome to St. Mirren and the 2021 Stadium



St Mirren Football Club, established in 1877, have a long and proud history. The new season 2016-17 is again significant, as it is the 40th Anniversary of Fergie's League Championship winning team and also the 30th Anniversary of the 1987 Scottish Cup winning team. With 140 years experience in Scottish football St Mirren take pride in providing a great service whatever the occasion. Whether you choose to host a table for important clients or reserve



1926 Cup Winners



2013 League Cup Winners



1959 Cup Winners



1987 Cup Final

places for a group of friends or family, make St.Mirren your first choice.

We welcome our members and supporters, together with visiting fans in a convivial atmosphere. 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 St Mirren experience - and that's guaranteed!

We also have many different sponsorship and advertising packages that can be tailored to suit your budget. I'm sure there will be something in the following pages that interests you, so take a look then give me a call.

Campbell Kennedy
Commercial Manager



ALL PACKAGES AT THE PAISLEY 2021 STADIUM 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 Four Course meal complemented by fine wines.
- Grade B & 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)

£1,600 + VAT

Ten Match Package (2A,3B,5C) £900 + VAT

Six Match Package (1A,2B,3C) £550 + VAT

Three Match Package (1A,1B,1C) £280 + VAT

Individual Match Prices

Inclusive Drinks

Category "A" Morton & Hibernian

£110 + VAT

Cash Bar

£90 + VAT

Category "B" Falkirk & Dundee United

£95 + VAT

£75 + VAT

Category "C" All other clubs

£85 + 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

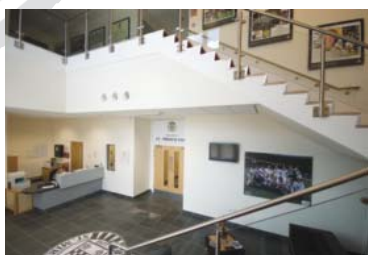
As principal Match Sponsor, your guests will enjoy a superb day at The Paisley 2021 Stadium, while your business benefits from maximum brand promotion throughout every channel of the Clubs matchday media.

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 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" Hibernian & Morton £1,700 + VAT

Category "B" Dundee Utd & Falkirk £1,600 + VAT

Category "C" All other clubs £1,400 + VAT



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 commemorative gift 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: Hibernian & Morton £1,400 + VAT

Grade B: Dundee United & Falkirk £1,250 + VAT

Grade C: All other clubs £1,150 + VAT



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

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 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 Jumbo Screen

Grade A: Hibernian & Morton	£1,100 + VAT
Grade B: Dundee United & Falkirk	£1,000 + VAT
Grade C: All other clubs	£900 + VAT



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

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

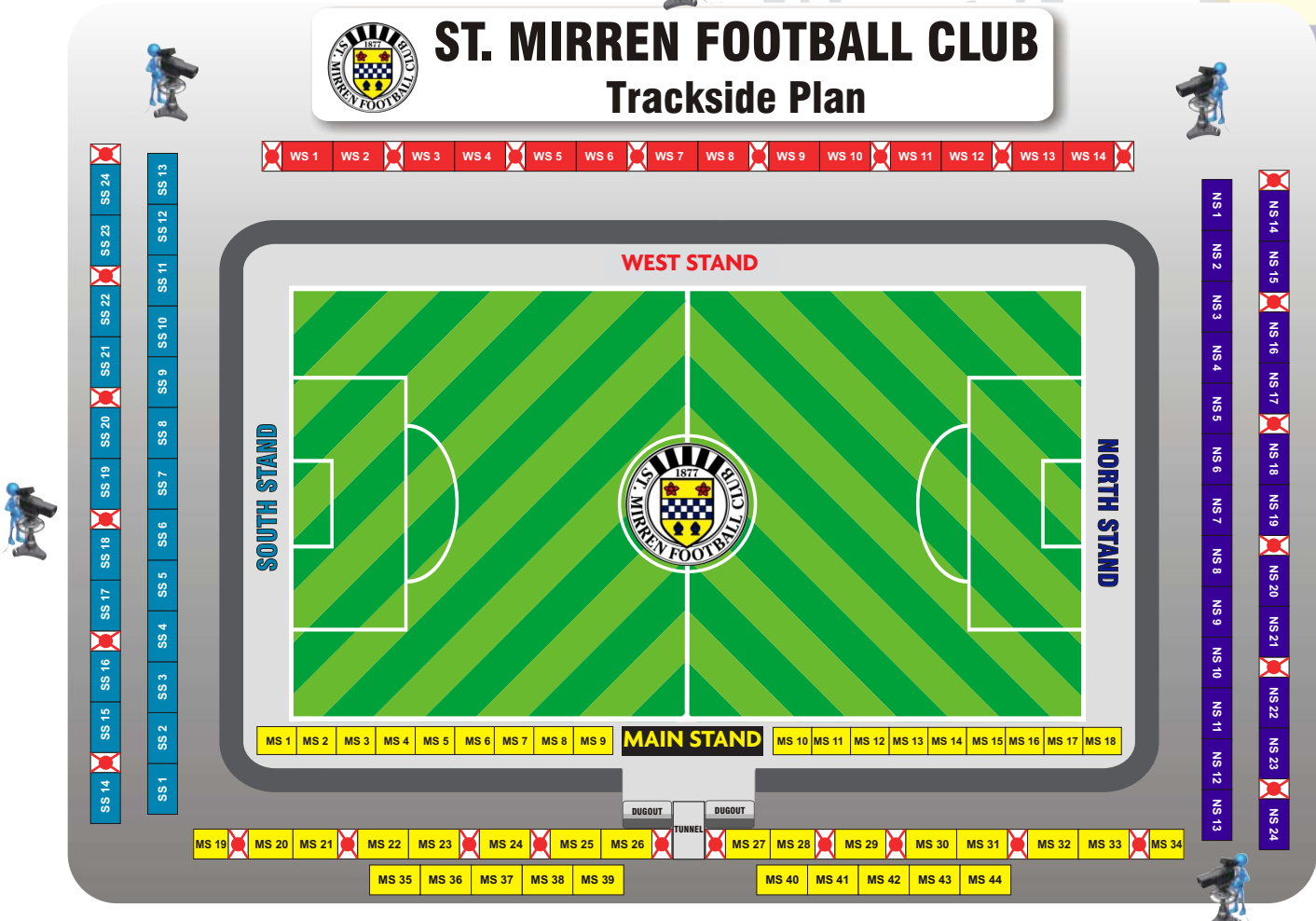
M1-M18	£2,500 + VAT
M19-M34	£1,500 + VAT
M35-M45	£2,000 + VAT
CROWD FACING BOARD	£500 + VAT

West Stand

W1-W14	£750.00 + VAT
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ST. MIRREN FOOTBALL CLUB Trackside Plan



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

Advertising Opportunities on St. Mirren's Big Screen For Season 2016 – 2017



Goal Sponsor: £995 + VAT
Every St Mirren goal scored, have your company logo/advert shown on the LED + Listing in Match Day Programme

Corner Kick Sponsor: £1200 + VAT
For every corner kick awarded, have your company logo shown on the LED + Listing in Match Day Programme

Substitution Sponsor: £700 + VAT
For every substitution have your 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 your company logo shown on the LED + Listing in Match Day Programme

Penalty Sponsor: £500 + VAT
Every penalty awarded have your 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

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