



St. Mirren FC.

Commercial Brochure 2023/24



MAIN SPONSOR



TECHNICAL KIT PARTNER



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)	£2,100 + VAT
Ten Match Package (2A,3B,5C)	£1,200 + VAT
Six Match Package (1A,2B,3C)	£700 + VAT
Three Match Package (1A,1B,1C)	£375 + VAT

Individual Match Prices

	Cash Bar	Inclusive Bar
Grade A Celtic & Rangers	N/A	£165 + VAT
Grade B Aberdeen , Hibernian, Hearts & Kilmarnock	N/A	£125+ VAT
Grade C All other clubs	£85 + VAT	£110 + 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 match magazine.
- Sponsors Company name acknowledged on Jumbo Screen
- Promotion through club's social media channels pre & post match.



Category "A" Celtic & Rangers	£2,400 + VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£2,000 + VAT
Grade C: All other clubs	£1,800 + 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
- Presentation of a framed signed shirt 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	£2,250+ VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£1,950 + VAT
Grade C: All other clubs	£1,800 + 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	£1,850+ VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£1,600 + VAT
Grade C: All other clubs	£1,400 + 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



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	£1,850+ VAT
Category "B" Aberdeen, Hibernian, Hearts & Kilmarnock	£1,600 + VAT
Grade C: All other clubs	£1,400 + 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.

New for 2023/24 season, we are installing a state of the art LED system on the Main Stand perimeter wall. Seasonal package per 60 seconds £2,500 + VAT

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-M19 £2,600 + VAT
M20-M23 £1,600 + VAT

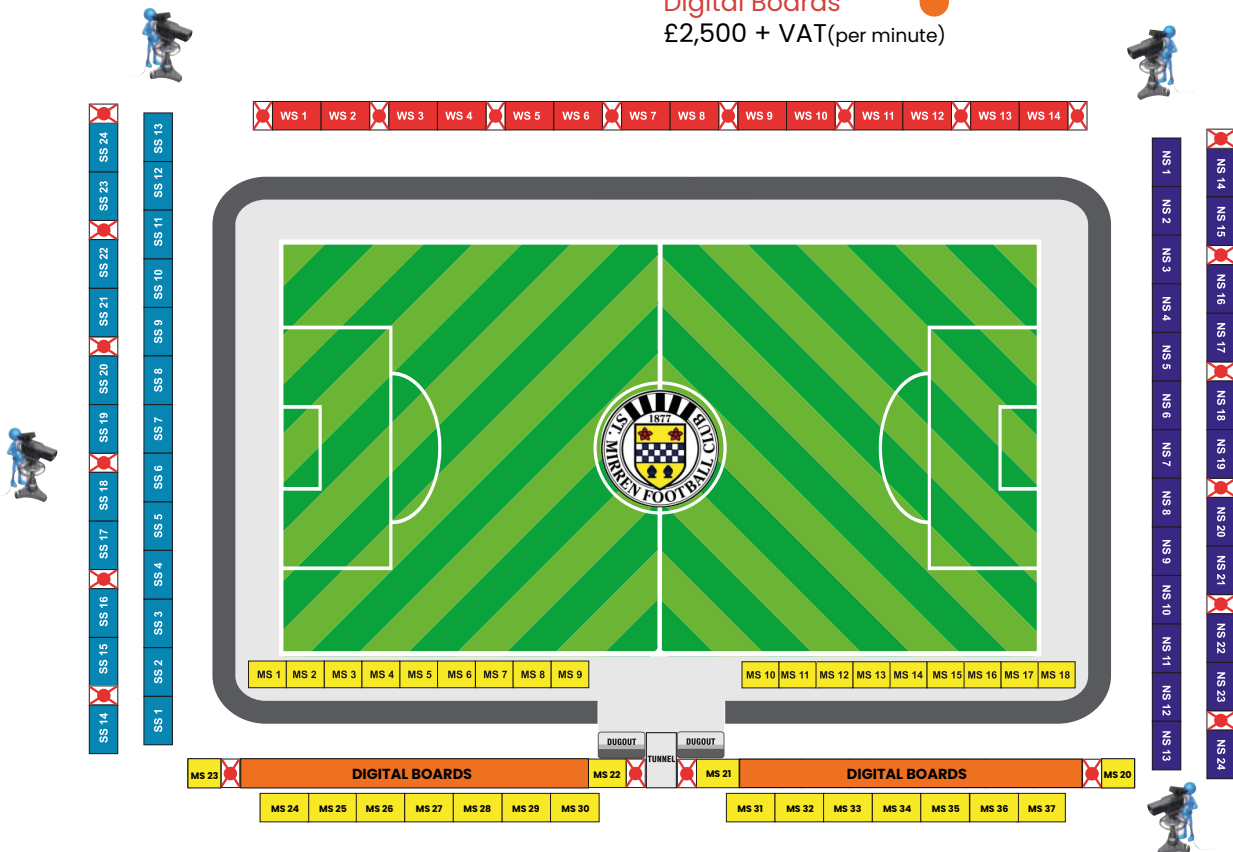
Back of Main Stand
M24-M37 £2,100 + VAT

Crowd Facing Board
£600 + VAT

Digital Boards
£2,500 + VAT (per minute)

West Stand
W1-W14 £1,100 + VAT

Stadium Exit signs
£850 + VAT



MATCH PROGRAMME

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.

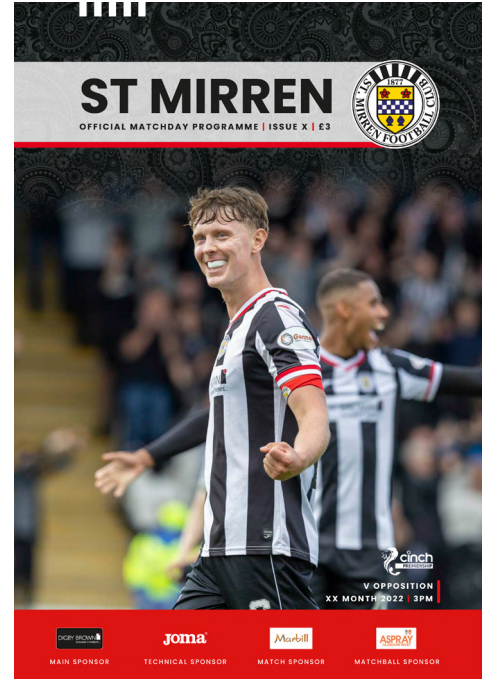
All adverts are sold on a seasonal basis in a variety of formats. Local and National businesses purchase space on a full, half and quarter page basis while others local businesses continue to show their support on the popular Business Behind Saints pages.

We have also have our 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 every game over the course of the season if required should you wish to change your message.

All packages can be specifically tailored to your budget.

Price Structure (per season)



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

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 website www.stmirren.com
- Player sponsorship provides fantastic exposure to individuals and business large and small.
- At the end of the season , you receive your sponsored players match worn shirt



Home Shirt is £375 + VAT

Change Shirt is £325 + VAT

Goalkeeper Gloves £ 150 + 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

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 cinch SPFL, all home Scottish Cup ties, all home Scottish League Cup ties and all home friendly matches played at The SMiSA Stadium.

Full Season Advertising Packages:

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

4 Advert slots per match: £1500+ VAT

- 1 pre match
- 1 first half
- 1 half time
- 1 second 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.

Advert at half time £750 + 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**.



FUNCTION ROOM HIRE AT ST. MIRREN PARK

CELEBRATE A PARTY!

There's always a reason to party at St Mirren Park...

If you are looking for an evening only wedding party or private celebration then we have the perfect package for you!

COSTS

- The costs of your event is calculated as follows:
- Buffet option x total number of guests + cost £280 which includes room rental , linen and Event Staff and Security.
- We can provide a DJ for the event at a additional cost if required.

St Mirren Park is licensed premises under the conditions of our license and the safety and well-being of your patrons we require to have a minimum of two event security stewards for the duration of the event for parties minimum of 70 adults up to 150.



GUIDELINE TIME SCHEDULE:

- 17:00 Access to the suite for decorating
- 18:30 Event security on site
- 19:00 Guests arrive to chosen suite
- 19:30 Disco commences
- 21:00 Buffet served
- 23:30 Last orders
- 00:00 Event closes

SPORTSMANS DINNERS

St Mirren Park hosts a number of fundraising dinners for local football clubs and organisations. The Westmarch Suite can hold up to 200 for such dinners where guests will enjoy a three course meal and waitress table service throughout the evening.

We can organise the entire event for you including after dinner speakers and a MC for the night as well as help with fundraising ideas for you to gain maximum income.

SAMPLE MENU

Lentil Soup Served with petit pan bread

Slow Cooked Sirloin of Beef

With creamy mash, honey glazed baton carrots

Yorkshire pudding with a red wine reduction

Chocolate Tartlet, Dairy clotted ice cream, fresh cream and dark chocolate pencil

Tea or Coffee



FURTHER INFORMATION

Please contact The Commercial Department at the Stadium Sales Office on phone: **(0141) 889-2558** or e-mail: **commercial@stmirren.com**

FUNERAL RECEPTION AT ST. MIRREN PARK



St Mirren Park has many years' experience in providing funeral receptions and will sympathetically attend to your requirements at this difficult time.

Accommodating any size of gathering up to 170 guests, we can offer quality food served in comfortable surroundings, coupled with attentive service – all the things you require to ensure that this important day runs smoothly. Private bars or specific reception drinks can also be arranged.

Our standard Funeral Reception tea consists of a selection of freshly made sandwiches, sausage rolls and a selection of cakes & pastries and tea and coffee. However, that can be augmented by soup and we are always pleased to provide any other specific catering that is required.

The stadium is only a five minute drive from Woodside Crematorium and Hawkhead Cemetery and we have a large, free car park for all guests.

COSTS

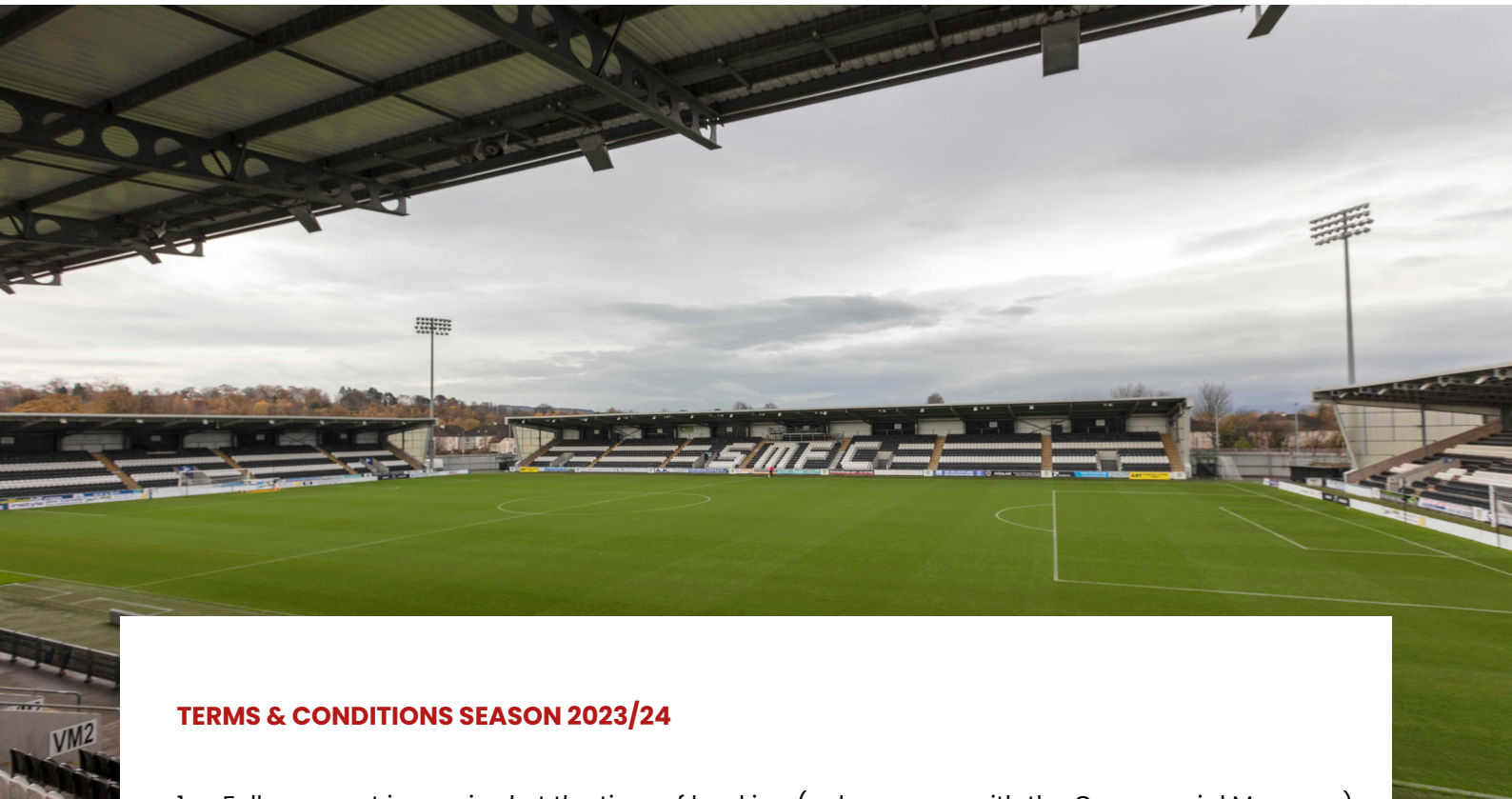
Per person

£12.50

Per head, based on a
minimum number of
50 guests

FURTHER INFORMATION

Please contact The Commercial Department at the Stadium
on phone: **(0141) 889-2558** or
e-mail: **commercial@stmirren.com**



TERMS & CONDITIONS SEASON 2023/24

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