

COMMERCIAL SALES  
OPPORTUNITIES 2019/20

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Welcome!

It is a hugely exciting time for the club, with the opening of a £12 million state-of-the-art Community Hub, Professional Training Campus and Youth Academy planned for later this year. The facilities will help to entice players to come to Aberdeen and improve our ability to attract and develop youth players, as we strive to be successful on the pitch.

Quite rightly we are all looking forward to the future, but we are equally excited about our last few seasons at Pittodrie and making small changes to enhance your relationship with us. Whether it's increasing exposure for your brand as an advertiser, providing first class networking opportunities with one of our sponsorship packages or delivering an improved hospitality experience for friends, family, clients or staff in one of our lounges, we are looking to do more for you.

Our showpiece events, Player of the Year and Hall of Fame remain popular options for sponsors and supporters alike and we are excited to add another event to the calendar with the inaugural AFC Women's Lunch taking place later this year.

The recently launched 'By Official Appointment' (BOA) programme offers a new option for local businesses looking to engage with our enviable supporter base.

Uptake for BOA has so far been great, with many local businesses reporting increased footfall after delivering special offers to supporters and it's an initiative that we expect will grow extensively as more local businesses join the programme.

As you may be aware, a larger than usual amount of our fixtures were scheduled during midweek last season and to reflect that, our offering is changing at Pittodrie next season with an exciting new contemporary dining offering.

The new offering is largely based on feedback from clients and follows a general trend in the market towards a more relaxed and flexible experience for guests, especially on weeknights when time is limited.

Myself, Anna, Steven, Amy, Jill, Chloe, Laura, Hilary and Sarah look forward to welcoming you to Pittodrie next season, whether you are a returning client or a new customer, these are exciting times for our club and we want you to be a part of it.

Thanks for your continued support!

A handwritten signature in black ink, appearing to read 'Rob Wicks', with a long horizontal line extending to the right.

**Rob Wicks**  
Commercial Director



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# SPONSORSHIP PACKAGES

Our diverse sponsorship packages offer the perfect platform to showcase your brand whilst entertaining your guests. Select the package which best suits your needs, sit back, relax and enjoy a truly unique match-day environment at Pittodrie Stadium.

## SPFL CATEGORIES:

Gold	Celtic Rangers
Silver	Heart of Midlothian Hibernian
Bronze	All other teams



# MATCH SPONSORSHIP



## PACKAGE DETAILS:

- Boardroom welcome from AFC Directors (3.5 hours prior to kick off or 2.5 hours prior to kick off for Contemporary Dining Offering)
- Official Group photograph and presentation of double framed shirts\*\*
- Behind the scenes stadium tour\*
- Official Sponsors welcome in the Aberdeen Standard Investments Suite
- Company logo displayed in the award winning RedMatchday programme issued to over 2000 per game and on all internal corporate area television screens
- Full page colour advert in the RedMatchday programme
- AFC corporate gift for each of your guests
- Three course meal or Contemporary Dining Offering \*\*\*
- Team lines and official RedMatchday programme available
- Best padded seats outside in the Richard Donald Stand
- Half time tea, coffee and Pittodrie Pies
- Pre and post-match drinks included
- Man of the Match – chosen by your guests
- LED advertising slot
- Pre and post-match tannoy announcement
- Recognition as match sponsor in pre-match e-mail which goes out to all supporters have a ticket for the match
- Opportunity to promote your product or service to dining guests
- Social media exposure on matchday
- Car Parking

## THE FEEL: V-VIP

CHAMPAGNE  
ARRIVAL

DINING  
INCLUDED

DIRECTORS  
WELCOME

PRIME  
SEATING

## PRICES:

### 20 Guests

**Gold** £8,500

**Silver** £6,700

**Bronze/Contemporary** £5,060

### RECOMMENDED DRESS CODE:

Lounge Suit or equivalent  
No replica tops permitted

**\*3pm Kick off only**

**\*\*20 guests only**

**\*\*\* Please note midweek fixtures will include  
Contemporary Dining Offering with VIP reserved  
area in the Aberdeen Standard Investments Suite**

# PROGRAMME SPONSORSHIP



## PACKAGE DETAILS:

- Boardroom welcome from AFC Directors (3.5 hours prior to kick off or 2.5 hours prior to kick off for Contemporary Dining Offering)
- Official Group photograph and presentation of framed programme
- Company logo displayed in the award winning RedMatchday programme issued to over 2000 per game and on all internal corporate area television screens
- Behind the scenes stadium tour\*
- Official Sponsors welcome in the Aberdeen Standard Investments Suite
- Full page colour advert in the RedMatchday programme
- AFC corporate gift for each of your guests
- Three course meal or Contemporary Dining Offering \*\*
- Team lines and official RedMatchday programme available
- Padded seats outside in the Richard Donald Stand
- Half time tea, coffee and Pittodrie Pies
- Pre and post-match drinks included
- Pre and post-match tannoy announcement
- Car parking
- Recognition as programme sponsor in pre-match e-mail which goes out to all supporters have a ticket for the match
- Social media exposure on matchday

## THE FEEL: V-VIP

CHAMPAGNE  
ARRIVAL

DINING  
INCLUDED

DIRECTORS  
WELCOME

PRIME  
SEATING

## PRICES:

10 Guests

**Gold** £3,400

**Silver** £2,950

**Bronze/Contemporary** £1,980

### RECOMMENDED DRESS CODE:

Lounge Suit or equivalent  
No replica tops permitted

**\*3pm Kick off only**

**\*\* Please note midweek fixtures will include  
Contemporary Dining Offering with VIP reserved  
area in the Aberdeen Standard Investments Suite**





# MATCH BALL, IN SAFE HANDS AND BOOT SPONSORSHIP

## PACKAGE DETAILS:

- Boardroom welcome from AFC Directors (3.5 hours prior to kick off or 2.5 hours prior to kick off for Contemporary Dining Offering)
- Official Group photograph with presentation of exclusive signed gift
- Company logo displayed in the award winning RedMatchday programme issued to over 2000 per game and on all internal corporate area television screens
- Behind the scenes stadium tour\*
- Official Sponsors welcome in the Aberdeen Standard Investments Suite
- AFC corporate gift for each of your guests
- Three course meal or Contemporary Dining Offering \*\*
- Team lines and official RedMatchday programme available
- Padded seats outside in the Richard Donald Stand
- Half time tea, coffee and Pittodrie Pies
- Pre and post-match drinks included
- Pre and post-match tannoy announcement
- Social media exposure on matchday
- Car Parking

## THE FEEL: **VIP**

CHAMPAGNE  
ARRIVAL

DINING  
INCLUDED

DIRECTORS  
WELCOME

## PRICES:

6 Guests

**Gold** £1,890

**Silver** £1,500

**Bronze/Contemporary** £1,070

### RECOMMENDED DRESS CODE:

Lounge Suit or equivalent  
No replica tops permitted

**\*3pm Kick off only**

**\*\* Please note midweek fixtures will include**

**Contemporary Dining Offering with VIP reserved  
area in the Aberdeen Standard Investments Suite**



# SPONSOR A PLAYER

## PACKAGE DETAILS:

- Company logo displayed with your player's photograph online and in every RedMatchday programme
- Exposure on AFC media channels
- 2 complimentary Main Stand season tickets or 4 places in the Aberdeen Standard Investments Suite for a game of your choice\*
- Invitation to an exclusive Sponsor a Player Dinner for you and a guest
- Signed and personalised framed AFC shirt
- LED advert with logo at each game, if player is selected
- Opportunity to request one player appearance per season for promotional purposes\*\*

Should a sponsored player go on loan to another Club during the course of the season, AFC will continue to feature both the player and the logo of their sponsor in RedMatchday programme and on the AFC website

## PRICES:

First Team Player	£2,850
Youth Team Player	£1,850

**\*Subject to availability and excluding themed games**

**\*\*Subject to availability**





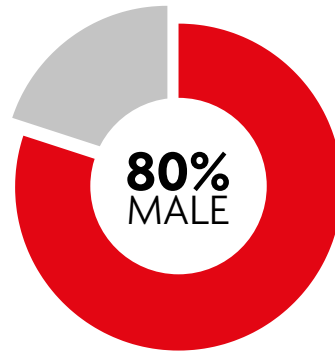
ADVERTISING



# OUR SUPPORTERS

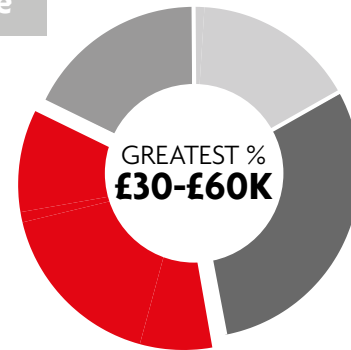
## Gender

20% FEMALE  
80% MALE



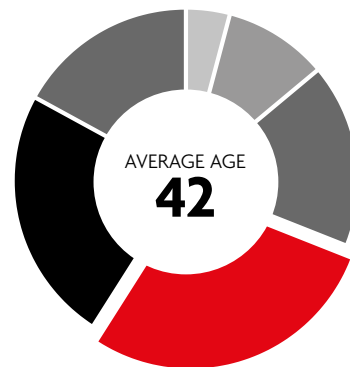
## Household Income

18% £0K - £30K  
25% £30K - £60K  
30% £61K - £100K  
17% £100K +



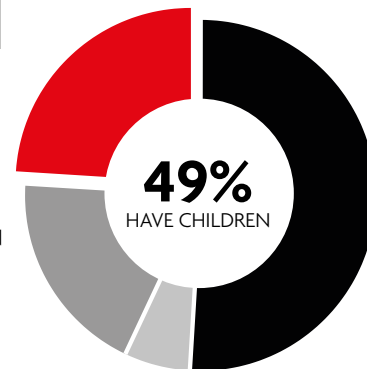
## Age Breakdown

17% UNDER 30  
24% 31 - 40  
28% 41 - 50  
17% 51 - 60  
10% 61 - 70  
4% OVER 70



## No. of Children

24% HAVE 1 CHILD  
19% HAVE 2 CHILDREN  
6% HAVE 2+ CHILDREN  
51% HAVE NO CHILDREN



**105,000+**  
LIKES

**42,000+**  
FOLLOWERS

**98,000+**  
FOLLOWERS

OVER  
**100,000**  
UNIQUE  
VISITORS  
TO AFC.CO.UK  
A MONTH

UP TO:  
**1,100**  
SUPPORTERS ENJOY  
HOSPITALITY AT  
PITTDORIE EVERY GAME

**REDTV**  
**4,000+**  
SUBSCRIBERS TO  
AFC'S ONLINE  
TV CHANNEL

@ DATABASE OF OVER  
**100,000**

**56** SUPPORTERS  
CLUBS  
WORLDWIDE

RECORD TURNOVER OF  
**£15.4million**  
IN SEASON 2017-18



ON AVERAGE  
**16,000**  
REPLICA KITS  
SOLD EACH  
SEASON

EXPOSURE THROUGH ONLINE MEDIA, TELEVISION,  
MAGAZINES AND TABLOID/BROADSHEET  
NEWSPAPERS CAN PROVIDE MORE THAN **£20.3million**  
TO A SPONSOR OVER A SINGLE SEASON

AFC LIVE MATCHES BROADCAST IN  
**124** TERRITORIES AROUND THE WORLD

**11,000+** SEASON TICKET HOLDERS





## TRACKSIDE ADVERTISING:

With our static trackside advertising boards, you can showcase your company's brand to a captive audience during the thrills and spills of 90 minutes at Pittodrie Stadium.

With **over 300,000 fans** passing through the turnstiles every season to watch Aberdeen FC home matches superb exposure is guaranteed. Furthermore, there is potential for international exposure with SPFL coverage televised in **199 countries around the world!**

## LED ADVERTISING:

Digital advertising offers all the benefits of trackside advertising in a modern, flexible and alternative way. This method provides your brand with the opportunity to tailor your advert on a game by game basis, maximising exposure and relevance throughout the season.

## PROGRAMME ADVERTISING:

Our award winning RedMatchday programme provides an excellent medium to promote your company to AFC fans and the corporate community alike and, with a variety of flexible packages available, we have something to suit everyone.

## PRICES:

### Trackside Advertising

Prices start from	£480
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### LED Advertising

Seasonal	£7,200
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Four Televised Games	£3,500
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One off Live Game	£995
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Non Televised Games	£700
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### Programme Advertising

Seasonal Full Page advert	£6,000
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Package of 9 adverts	£3,500
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Package of 6 adverts	£2,500
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Package of 3 adverts	£1,400
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1 advert	£495
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Other advertising opportunities are available and our Commercial Team will be pleased to discuss your individual requirements, so please give us a call on (01224) 650434 or email [commercial@afc.co.uk](mailto:commercial@afc.co.uk) and we'll do our very best to meet your specific needs.





# HOSPITALITY PACKAGES



## SPFL CATEGORIES:

Gold	Celtic Rangers
Silver	Heart of Midlothian Hibernian
Bronze	All other teams



# LEGENDS & TEDDY SCOTT LOUNGES

TEDDY SCOTT  
MR ABERDEEN



## ABOUT

As one of our most popular hospitality packages, the informal atmosphere in both our Legends and Teddy Scott Lounges provide a relaxed match day experience unlike any other. Enjoy refreshments and a warming dish with clients, friends or family before enjoying all the action from the padded seating area outside in the Richard Donald Stand.

## PACKAGE DETAILS:

- Arrival 1.5 hours prior to kick off
- Pre and post-match drinks included
- Pre-match hot dish
- Lounge visit from an AFC Ambassador
- Team lines and official RedMatchday programme available
- Padded seats outside in the Richard Donald Stand
- Half time tea, coffee and hot savouries
- Post-match snack
- Car parking for Golf Road Car Park (1 per 4 Guests)

## THE FEEL: **RELAXED**

GREAT SEATS

DRINKS INCLUDED

PRE MATCH MEAL

## PRICES:

### Seasonal Price

£1,899

Upgrade to dine in  
ASI Suite

£49 per  
person\*

### Individual price

Gold £157

Silver £132

Bronze £110

### RECOMMENDED DRESS CODE:

Casual  
No away colours

\* Tables who upgrade to dine to Aberdeen Standard Investments Suite will release their table in Legends or Teddy Scott Lounge for re-sale.



# ABERDEEN STANDARD INVESTMENTS SUITE



## ABOUT

The Aberdeen Standard Investments Suite hosts our largest number of guests on match days. The atmosphere creates an ideal platform to entertain, network and socialise before enjoying all the action from our executive padded seats outside in the Richard Donald Stand.

## PACKAGE DETAILS:

- Arrival 2.5 hours prior to kick off\*
- Welcome drink
- Three course meal or Contemporary Dining Offering\*\*
- Pre and post-match drinks included
- Lounge visit from an AFC Ambassador
- Teamlines and RedMatchday programme available
- Padded seats outside in the Richard Donald Stand
- Half time tea, coffee and Pittodrie Pies
- Opportunity to win a signed AFC football and AFC signed & framed shirt
- Man of the match presentation
- Car parking for Golf Road Car Park (1 per 4 guests)

## THE FEEL: **DELUXE**

FORMAL

3 COURSE  
MEAL

GREAT  
SEATS

## PRICES:

### Seasonal Price

**£2,250**

### Individual price

**Gold £225**

**Silver £170**

**Bronze £140**

**Contemporary £99**

### RECOMMENDED DRESS CODE:

Lounge suit or equivalent  
No denim, replica tops/trainers

**\*Arrival for mid week games from one hour 45 minutes  
prior to kick off**

**\*\* Please note midweek fixtures will  
include Contemporary Dining Offering**



# ABERDEEN STANDARD INVESTMENTS SUITE BOXES



## ABOUT

For an uninterrupted view of all the action on the pitch, the Aberdeen Standard Investments Suite boxes are unrivalled. Enjoy refreshments pre and post-match within the privacy of your box allowing you to entertain clients in an intimate setting.

## PACKAGE DETAILS:

- Arrival one hour prior to kick off
- Pre-match snack
- Pre and post-match drinks included\*
- Half time tea, coffee and hot savouries
- Opportunity to personalise your box
- Teamlines and RedMatchday programme available
- Car parking for Golf Road Car Park (3 per box)
- External advertising board – below your box

## THE FEEL: **EXCLUSIVE**

PRIVATE

GREAT  
VIEW

10  
GUESTS

## PRICES:

Seasonal Price (x10 Guests) £23,500

Seasonal Dining (x10 Guests) £14,500

### Upgrade to Dine

Per Person £84

### RECOMMENDED DRESS CODE:

Lounge suit or equivalent  
No denim, replica tops/trainers

**\*Enhanced drinks options available to purchase on request.**





# MAIN STAND BOXES



## ABOUT

With a traditional side on view of the action, our Main Stand boxes offer the ultimate spectator experience. Perfect for both formal and informal entertaining it is the complete match-day experience.

## PACKAGE DETAILS:

- Arrival 1 hour prior to kick off
- Pre and post-match drinks included \*
- Half time tea, coffee and Pittodrie Pies
- RedMatchday programme available
- Opportunity to personalise your box
- Car Parking for Pittodrie Street Car Park (2 per box)

## THE FEEL: HOME FROM HOME

INFORMAL

DRINKS  
INCLUDED

8  
GUESTS

## PRICES:

Seasonal Price (x8 Guests)	£14,500
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### Upgrade to Dine

Per Person	£84
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### Individual Price

Gold	£1,650
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Silver	£1,250
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Bronze	£995
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### RECOMMENDED DRESS CODE:

Casual  
Denim & Trainers allowed  
No away colours

**\*Enhanced drinks options available to purchase on request.**



# AFC 50 CLUB/ SIR ALEX FERGUSON LOUNGE



## ABOUT

As much of an institution as the Club itself, the Sir Alex Ferguson Lounge offers a very special match day experience. Steeped in tradition and with a name deriving from its original joining price of 50 Guineas, our AFC 50 Club members enjoy a private lounge experience and member's staircase accessing some of the best seats in the Stadium.

## PACKAGE DETAILS:

- Arrival 1 hour prior to kick off
- Pre and post-match drinks included
- Directors box seating (outside)
- Teamlines and RedMatchday programme available
- Lounge visit from an AFC Ambassador
- Pre-match soup & sandwiches
- Half time tea, coffee and hot savouries
- Post-match snack
- Car Parking for Pittodrie Street Car Park
- Official AFC 50 Club tie for gentlemen and an AFC scarf for ladies

## THE FEEL: **TRADITIONAL**

DRINKS  
INCLUDED

DIRECTORS  
BOX SEATS

## PRICES:

Seasonal Price (per person)	£2,479
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### RECOMMENDED DRESS CODE:

Lounge suit or equivalent  
No denim, replica tops/trainers



# CAPTAINS' CLUB

## ABOUT

Entertain your guests in the intimate surroundings as you reminisce about the players who have had the privilege to captain the famous Dons. With a four course meal and seats within our exclusive Directors' Box, a superb hospitality experience awaits you.

## PACKAGE DETAILS:

- Arrival 2.5 hours prior to kick off
- Champagne on arrival
- Four course meal
- Pre and post-match drinks included
- Lounge visit from the AFC Captain and an AFC Ambassador\*
- Directors box seating (outside)
- Team lines and official RedMatchday programme available
- Half time tea, coffee and Pittodrie Pies
- Car Parking for Pittodrie Street Car Park (1 per table of 4)

**THE FEEL:** PREMIUM

4 COURSE MEAL

DIRECTORS BOX SEATS

CHAMPAGNE WELCOME

**PRICES:**

Seasonal Price (Table of 4) £15,200

### RECOMMENDED DRESS CODE:

Lounge suit or equivalent  
No denim, replica tops/trainers

**\*Subject to availability**



# GOTHENBURG LOUNGE



## ABOUT

Step back in time and bask in the history of one of the Club's most famous victories. Immerse yourself in the Gothenburg story and savour this unforgettable match day experience in a unique setting.

## PACKAGE DETAILS:

- Arrival 2.5 hours prior to kick off
- Champagne on arrival
- Four course meal
- Pre and post-match drinks included
- Lounge visit from an AFC Ambassador\*
- Directors box seating (outside)
- Team lines and official RedMatchday programme available
- Half time tea, coffee and Pittodrie Pies
- Car parking

## THE FEEL: **HISTORIC**

CHAMPAGNE

4 COURSE MEAL

DIRECTORS BOX SUITE

## PRICES:

Seasonal Price (Table of 4) £15,200

### RECOMMENDED DRESS CODE:

Lounge suit or equivalent  
No denim, replica tops/trainers

**\*Subject to availability**



# BLACK & GOLD LOUNGE



## ABOUT

Take a trip down memory lane in the most intimate lounge at Pittodrie. Surrounded by historic memorabilia from the Dons early days, relax and enjoy a first-class personal service in a private lounge with a room capacity for up to 12 guests.

## PACKAGE DETAILS:

- Arrival 2.5 hours prior to kick off
- Champagne on arrival
- Four course meal
- Pre and post-match drinks included
- Lounge visit from an AFC Ambassador\*
- Directors box seating (outside)
- Team lines and official RedMatchday programme available
- Half time tea, coffee and Pittodrie Pies
- Car Parking for Pittodrie Street Car Park (1 per table of 4)

## THE FEEL: **INTIMATE**

CHAMPAGNE

4COURSE MEAL

DIRECTORS BOX SUITE

## PRICES:

Seasonal Price (Table of 4) £15,200

### RECOMMENDED DRESS CODE:

Lounge suit or equivalent  
No denim, replica tops/trainers

**\*Subject to availability**



# BY OFFICIAL APPOINTMENT (BOA)



## WHAT IS BOA?

By Official Appointment is an exciting new initiative aimed at bringing together local businesses, AFC and our loyal supporters. BOA enables local businesses to generate more business and increase their customer base.

In return, Aberdeen fans receive special offers and discounts across a broad range of products and services from the best businesses in the city.

Over 80 partners have already signed-up in the inaugural year and that number is growing all the time as more businesses see the benefit of being associated with AFC.

Join some of our current BOA partners...

*Jamieson & Carry*

JEWELLER

*Malmaison*

BOUTIQUE HOTEL



RECRUITMENT

TINTO

ARCHITECTURE / INTERIORS / YOU

ARCHITECT



Morrison Motors  
TURRIFF LIMITED  
Established 1983

CAR DEALERSHIP

**GW**  
GARY WALKER & CO  
WEALTH MANAGEMENT

WEALTH MANAGEMENT

  
**ARDENE HOUSE**  
VET PRACTICE LTD

VET PRACTICE

+ MANY,  
MANY MORE.

To find out more about getting involved with the By Official Appointment programme contact  
Laura Butler on 01224 650497 or e-mail [laura.butler@afc.co.uk](mailto:laura.butler@afc.co.uk)





# EVENTS

We host various events throughout the season and there's bound to be something that suits you and your budget. Whether it be a table at the annual Player of the Year or Hall of Fame Dinners, a team at our golf outing or a table at Ladies or Gentleman's Day, treat yourself, clients, colleagues, family or friends, as you join us for truly memorable experience.

- PLAYER OF THE YEAR DINNER
- HALL OF FAME DINNER
- GOLF DAY
- THEMED MATCH DAYS
- WOMEN'S PLAYER OF THE YEAR LUNCH







# GENERAL INFORMATION:

## Full terms and conditions are available on request.

- All prices shown are subject to VAT at the current rate.
- Each package is subject to the terms and conditions contained within the Licensing (Scotland) Act 2005. The Club reserves the right to refuse alcohol and/or to remove anyone in breach of the Licensing (Scotland) Act 2005 and/or who the Club considers is acting in an irresponsible manner.
- Clients and their guests are responsible for complying with the Aberdeen Football Club Stadium Code of Conduct – details of which are available at the Stadium and available on request.
- Where a seasonal client wishes to allocate their package to a local charity or other organisation for a specific match, the request should be made in writing at least 7 days prior with details of the nominated host and other guests. Attendance is at the discretion of AFC.
- AFC retains a Zero Tolerance Abuse Policy for any member of staff, including contractors engaged by AFC – full details of this policy are available at the Stadium.
- Seasonal Hospitality Packages include all home SPFL, Scottish Cup and League Cup matches. They do not include European or Testimonial/Friendly matches.
- Aberdeen Football Club reserve the right to amend any package if required.
- If you or your guests have any special dietary requirements, please contact us 7 days prior to the match.
- All hospitality packages are seated within the home support areas of the stadium. Demonstrating support for the away team will result in your full party being removed from the stadium with no recompense given.
- For certain games, AFC may require the lead booker to have a booking history with AFC before reservations can be accepted.
- Under 18's may attend hospitality events at AFC but only when accompanied by an adult. The attendance of under 5's is at the discretion of the Stadium Manager.
- Match dates and times are scheduled in compliance with SPFL fixture lists, and may be subject to change by the SPFL.
- Accordingly, arrival times and packages for hospitality may be subject to change for amended fixtures/early kick off times.
- Domestic cup games will include a reduced package.
- The lead booker is responsible for ensuring all members of their group adhere to the stadium rules and regulations.







# CONTACT

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**01224 650 434**

**[commercial@afc.co.uk](mailto:commercial@afc.co.uk)**

**[www.afc.co.uk](http://www.afc.co.uk)**

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