



**BY OFFICIAL
APPOINTMENT**

WHAT IS BOA

By Official Appointment (BOA) is an exciting initiative from Aberdeen FC aimed at bringing together local businesses, the football club and our loyal fans.

BOA will enable local businesses to increase their customer base and in return, Aberdeen FC fans will receive exclusive special offers and discounts across a broad range of products and services from the best businesses in town.





Affinity Partnerships – such as BOA – are proven and powerful marketing tools.

Companies in Aberdeen and the wider Aberdeenshire region will benefit significantly by becoming “By Official Appointment” partners with the Club and its supporters.

The BOA programme can offer a far more receptive audience than traditional local media in terms of impact, relevance and engagement as well as offering exceptional value for money.

HOW THE BOA PROGRAMME WORKS

Partnering businesses create incentives and special offers which the Club then invests significant marketing support into; on and off-line promotion by the Club of partners and offers to a worldwide Red Army.

Businesses pay an annual subscription fee to secure a Club licence entitling them to “By Official Appointment” partnership status, together with a series of valuable features and benefits, including use of the BOA Club logo.

Participating businesses benefit further from increased credibility through direct association with the Club including support with matchday awareness and access to matchday tickets and hospitality benefits.

NETWORKING OPPORTUNITIES

The BOA programme brings together a family of businesses under one common banner; not only providing a channel to a large and engaged audience, but it also provides opportunity to network regularly with BOA partners.

TAPPING INTO ABERDEEN FC'S ENVIABLE FAN BASE

Most importantly, BOA partners have access to the purchasing power of Aberdeen FC fans, clients and staff.

- Up to **10,000** Season Ticket Holders
- Up to **10,000** Match Day Fans
- **100,000+** Stakeholders
- More than **6,000** AberDNA Members
- More than **300** Corporate Clients
- More than **350** Aberdeen FC Employees, Volunteers, Management Team and Community Trust.



BOA PARTNERSHIP OPTIONS

PREMIER PARTNER (EXCLUSIVE)

BOA Premier Partner Exclusive; you are the only partner of your sector* included in the initiative; reserving your space to the market exclusive of your direct competition, plus you receive an additional 2 hospitality spaces for use within the season.

PREMIER PARTNER (NON-EXCLUSIVE)

BOA Premier Partner enhances your exposure from a standard BOA Partner; with the ability to promote offers to the market monthly; twice as many matchday tickets and hospitality spaces and a half-page matchday programme advert per season.

PARTNER

A BOA Partner is the ideal way to align your brand with that of Aberdeen FC; utilise the prestige of the BOA logo, provide quarterly special offers to a large and engaged audience and receive 2 inclusive networking spaces to our bi-monthly events.

AFFILIATE

B2B partners or those in non-consumer industries that seek to align their brand with Aberdeen FC; to support a family and community led club at the heart of the north-east of Scotland.

All partners are encouraged to gain **further exposure** through matchday activations; partners will be limited to additional exposure opportunities dependant on availability and partnership level.

BENEFITS TABLE	PREMIER PARTNER (EXCLUSIVE) £6,000 P/A	PREMIER PARTNER (NON-EXCLUSIVE) £4,200 P/A	PARTNER £2,100 P/A	AFFILIATE £1,400 P/A
Logo on website	✓	✓	✓	✓
Logo in concourse	✓	✓	✓	✓
Use of BOA logo	✓	✓	✓	✓
Ability to provide special offers to the club database/fanbase	Up to 12 offers per annum	Up to 12 offers per annum	Up to 4 offers per annum	Up to 4 offers per annum
Networking events (bi-monthly)	2 inclusive delegate spaces	2 inclusive delegate spaces	2 inclusive delegate spaces	1 inclusive delegate space
Preferential rates for matchday hospitality, merchandise	15%	15%	10%	10%
Programme listing	✓	✓	✓	✓
Half page programme ad	✓			
Matchday tickets	Auto-sent 4 tickets per home league match	Auto-sent 4 tickets per home league match	Auto-sent 2 tickets per home league match	10 tickets on request – max 4 per game OR 2 hospitality places
Hospitality	6 places	4 places	2 places	
Stadium welcome photo (annual)	✓	✓	✓	✓
ALL PRICES INCLUSIVE OF VAT	£500 PER MONTH	£350 PER MONTH	£175 PER MONTH	£120 PER MONTH

Tickets redeemable against home league matches only – **cup and away games excluded**

Premier Partner Exclusive – exclusivity applies to one industry sector, it may be possible to add further sectors for an additional fee, subject to availability

	PARTNER £2,100 P/A	MEMBER* £720 P/A
Logo on website	✓	✓
Logo in concourse	✓	✓
Use of BOA logo	✓	✓
Ability to provide special offers to the club database/fanbase	Up to 4 offers per annum	Up to 2 offers per annum
Networking events (bi-monthly)	2 inclusive delegate spaces	1 inclusive delegate space
Preferential rates for matchday hospitality, merchandise	10%	10%
Programme listing	✓	
Half page programme ad		
Matchday tickets	Auto-sent 2 tickets per home league match	10 tickets
Hospitality	2 places	
Stadium welcome photo (annual)	✓	✓
ALL PRICES INCLUSIVE OF VAT	£175 PER MONTH	£60 PER MONTH

***Member** - for **smaller businesses** there is a member option available with the opportunity to provide bi-annual special offers, 1 inclusive networking space and 10 matchday tickets for use through the season.

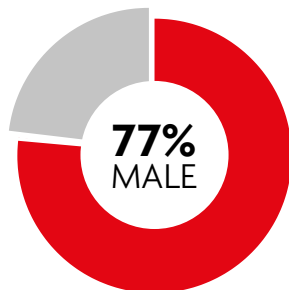
DEMOGRAPHICS

The Aberdeen fan base represents an affluent demographic. Around **70%** are classified within the top half of affluence in the UK meaning they have higher than normal levels of household income and higher levels of disposable income.



GENDER

- 23% FEMALE
- 77% MALE



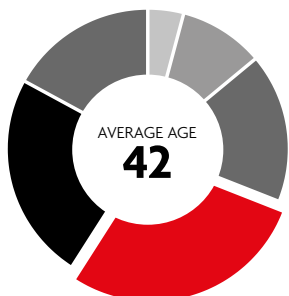
HOUSEHOLD INCOME

- 18% £0K - £30K
- 25% £31K - £60K
- 30% £61K - £100K
- 17% £100K +



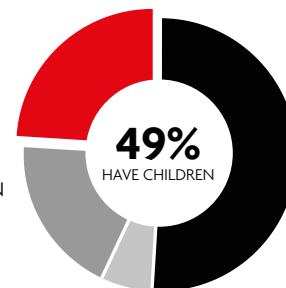
AGE BREAKDOWN

- 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





ABERDEEN FOOTBALL CLUB
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