



BLUEScommercial.

HOSPITALITY & SPONSORSHIP

2018/19





LET YOUR HEART
BEAT STRONG

BLUEScommercial.

08

MEET THE TEAM

We take pride in ensuring that we are delivering the highest quality of hospitality at the Football Club.

Over recent years the Club has been recognised as offering one of the best off-the-field catering and front of house operations in the UK. We are also one of the only establishments within sport hospitality that boasts an inhouse catering operation. This enables the Club to be extremely flexible and accommodating with our clients, plus the ability to source our own locally based suppliers.

The Commercial Sales Team are here to ensure that the build up to each matchday is seamless, and to be your main point of contact and support mechanism throughout the season. They will also be in contact on a regular basis to update you on new Advertising and Sponsorship opportunities and events that the Club may host.

Networking is extremely important to us as a Club, but also to those that work with the Club through the various commercial avenues. Your Account Manager will always be on hand to introduce and build relations with fellow Blues corporate clients in the hope to assist with varying business opportunities.

I'd like to personally take this opportunity to thank you for your time, and I look forward to seeing you at St. Andrew's Trillion Trophy Stadium throughout the season.

Yours sincerely,

Ian Dutton



IAN DUTTON

HEAD OF COMMERCIAL

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ASHLEIGH HEPBURN

SALES EXECUTIVE

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OVER THE YEARS THE CLUB HAS BEEN RECOGNISED AS OFFERING ONE OF THE BEST OFF-THE-FIELD CATERING AND FRONT OF HOUSE OPERATIONS IN THE UK.



JOSH DAVIS

SALES EXECUTIVE

✉ josh.davis@bcfc.com

☎ 0121 202 5245



Over the past five years, since the full catering operation across St. Andrew's Trillion Trophy Stadium was taken in house, Birmingham City Football Club has become synonymous with freshly made, locally sourced, top class cuisine served to over 1500 guests across the stadium on a matchday.

Regularly nominated at the Stadium Events and Hospitality Awards (the industries barometer of matchday service and quality) our operation is amongst the best in the UK and regularly receives glowing feedback from our guests, supporters and sponsors many of whom cite one of the main reasons for returning being the food on offer.

We employ only the most highly trained chefs who create the perfect dining experience for our guests through their unique flair for cooking complimented by their overriding passion for the Football Club.

Yours sincerely,

Andrew Redmond
Executive Head Chef



C O N T E N T S

HOSPITALITY

08

The Boardroom Club

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Jasper Carrott Suite

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Legends' Lounge

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The Wiseman Suite

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Kop Executive Box

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Gil Merrick Box

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Main Stand Box

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Stadium Plan & Directions





HOSPITALITY

BLUEScommercial.

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THE BOARDROOM CLUB

EXCLUSIVE FINE DINING IN A PICTURESQUE SETTING

Enjoy an unbeatable matchday experience in this premium suite as you indulge in a seven-course gourmet meal, reserved for just sixty members.

PACKAGE INCLUDES:

- Champagne reception upon arrival
- Seven-course gourmet experience
- Private dining table within The Boardroom Club
- Complimentary bar throughout the day*
- Personalised prime positioned Kop Directors' Box seating
- Post-match man of the match interview
- Exclusive waiter/waitress and host service throughout the day
- Matchday programme and team sheet for each guest
- Company logo on the Boardroom Club members board
- Pre-match BCFC Star of the Day interview
- Seasonal Kop car park space

**to be consumed in the designated suite only*



CAPACITY OF 60





PRICES

SEASONAL

£3,360^{+VAT}
PER PERSON

MATCH BY MATCH



GRADE A*
£400^{+VAT}

GRADE A
£220^{+VAT}

GRADE B
£170^{+VAT}

GRADE C
£145^{+VAT}

10

JASPER CARROT SUITE

LEGENDARY MATCHDAY ENTERTAINMENT & ATMOSPHERE

Enjoy fine dining in our most lively and entertaining suite with a stunning panoramic backdrop.

PACKAGE INCLUDES:

- Sparkling wine reception upon arrival
- Freshly prepared five-course set meal by our in-house chefs
- Full behind-the-scenes stadium tour
- Prime positioned Kop Directors' Box seating
- Half-time refreshments
- Complimentary bar throughout the day (beers, house wines and soft drinks)
- Man-of-the-match interview and Match Sponsor presentations
- Full waiter/waitress and host service throughout the day
- Pre-match BCFC Star of the Day interview
- Matchday programme and team sheet for each guest
- Kop car park space



CAPACITY OF 170





PRICES

SEASONAL

£2,750^{+VAT}
PER PERSON

MATCH BY MATCH

GRADE A*

£350^{+VAT}

GRADE A

£190^{+VAT}

GRADE B

£137.50^{+VAT}

GRADE C

£110^{+VAT}



12

THE LEGENDS' LOUNGE

SOAK UP THE TRADITIONAL MATCHDAY ATMOSPHERE

Enjoy mixing and networking with fellow Bluenoses in this extremely popular and lively suite for a memorable matchday experience.

PACKAGE INCLUDES:

- Two-course gastro menu created by our in-house chefs
- Personalised luxury padded seat within the Kop Directors' Box
- Access throughout the day to the Legends' Lounge
- Half-time tea and coffee
- Full waiter/waitress and host service throughout the day
- Matchday programme and team sheet for each guest
- Company name on the Legends' Lounge members board
- Seasonal Kop car park space



CAPACITY OF 220





PRICES

SEASONAL

£1,837.50_{+VAT}
PER PERSON

MATCH BY MATCH

GRADE A*

£200_{+VAT}

GRADE A

£105_{+VAT}

GRADE B

£94_{+VAT}

GRADE C

£82.50_{+VAT}



14

THE CAPTAIN'S CLUB

RELAX IN THE HEART OF THE EZE GROUP STAND WITH OUTSTANDING CUISINE

Make the most of your visit to St. Andrew's Trillion Trophy Stadium and enjoy a gourmet dining experience whilst unwinding amongst family and friends ahead of the game.

PACKAGE INCLUDES:

- Chef's six-course gourmet dining experience
- Private dining table
- Personalised padded executive seating within the old Directors' Box
- Members only access to the Captain's Club
- Full waiter/waitress and host service throughout the day
- Half-time tea and coffee
- Matchday programme and team sheet for each guest
- Cash bar facility throughout the day
- Pre-match BCFC Star of the Day interview
- Seasonal parking located on the Century car park



CAPACITY OF 45



PRICES

SEASONAL

£1,732.50^{+VAT}
PER PERSON

MATCH BY MATCH

GRADE A*
£200^{+VAT}

GRADE A
£105^{+VAT}

GRADE B
£94^{+VAT}

GRADE C
£82.50^{+VAT}

15

THE WISEMAN SUITE

ENJOY A MATCHDAY LACED IN BLUES HISTORY AND HERITAGE

Indulge in the Club's former boardroom where players such as Trevor Francis signed their contracts.

PACKAGE INCLUDES:

- Chef's freshly prepared one-course entree
- Personalised padded executive seating
- Members only access to the Wiseman Suite
- Half-time tea and coffee
- Matchday programme and team sheet for each guest
- Cash bar facility throughout the day
- Company name on the Wiseman Suite members board
- Seasonal parking located on the Century car park



CAPACITY OF 180



PRICES

SEASONAL

£945^{+VAT}
PER PERSON

MATCH BY MATCH

GRADE A*

£110^{+VAT}

GRADE A

£71.50^{+VAT}

GRADE B

£61^{+VAT}

GRADE C

£45^{+VAT}



B O X E S

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17

KOP EXECUTIVE BOX

INDULGE IN STYLE, EXCLUSIVITY & AWARD-WINNING CUISINE.

Entertain family and friends and enjoy the thrill and passion of matchday in the comfort of your own private executive box overlooking the hallowed St. Andrew's Trillion Trophy Stadium turf.

PACKAGE INCLUDES:

- Enjoy a freshly prepared two-course meal at your leisure or a seven-item finger buffet from the comfort of your own luxury facility
- Entertain up to ten guests
- Designated waiter/ waitress service and drinks direct to your box
- In-house live feed of the match and Sky TV
- Matchday programme and team sheet for each guest
- Exclusive betting service direct to your box
- Two car parking spaces on the Kop car park



CAPACITY OF 10



PRICES

SEASONAL

£21,000^{+VAT}
PRIME CENTRAL LOCATION

£19,425^{+VAT}
WING BOX

£36,750^{+VAT}
DOUBLE BOX

MATCH BY MATCH

GRADE A*
£2,500^{+VAT}

GRADE A
£1,100^{+VAT}

GRADE B
£1,000^{+VAT}

GRADE C
£900^{+VAT}

18

GIL MERRICK BOX

Entertain up to ten guests and enjoy a matchday experience like no other with this deluxe box situated in the heart of the Gil Merrick Stand.

PACKAGE INCLUDES:

- Enjoy a freshly prepared two-course meal at your leisure from the comfort of your own luxury facility
- Host on hand throughout the day
- Dedicated waiter/waitress service
- In-house live feed of the match and Sky TV
- Matchday programme and team sheet for each guest
- Exclusive betting service direct to your box
- Two car parking spaces on an official Club car park



CAPACITY OF 10



PRICES

SEASONAL

£9,450^{+VAT}
PER PERSON

MATCH BY MATCH

GRADE A*

£1,800^{+VAT}

GRADE A

£770^{+VAT}

GRADE B

£670^{+VAT}

GRADE C

£575^{+VAT}

19

MAIN STAND BOX

Enjoy a relaxed matchday atmosphere coupled with exquisite food in the privacy of your own traditional executive box.

PACKAGE INCLUDES:

- Enjoy a freshly prepared seven item finger buffet from the comfort of your own facility*
- Dedicated waiter/waitress service
- In-house live feed of the match and Sky TV
- Matchday programme and teamsheet for each guest
- Exclusive betting service direct to your box
- Two car parking spaces on an official Club car park

**with a minimum of 7 days notice a finger buffet can be ordered at £19.95 per head on a match to match basis.*

 **CAPACITY OF 10**



PRICES

SEASONAL

£14,850^{+VAT}
DOUBLE BOX

FROM

£9,975^{+VAT}
HALFWAY LOCATION

£8,925^{+VAT}
WING BOX

MATCH BY MATCH

GRADE A*
£1,800^{+VAT}

GRADE A
£770^{+VAT}

GRADE B
£670^{+VAT}

GRADE C
£575^{+VAT}

THE BLUES



BLUES NEWS

AVFC
SUN 29 OCT 2017
KO 12.00PM

ISSUE 10 | £3.00

adidas
888 sport

HEAD MATCH SPONSOR:
888 sport

MATCHBALL SPONSOR:
DIOR

PROGRAMME SPONSOR:
PURECLOUD

MANAGER'S SPONSOR:
magicalpraisels



SPONSORSHIP

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MAIN MATCH SPONSOR

GET THE ULTIMATE IN BRAND EXPOSURE

Enjoy our most prestigious and high profile matchday sponsorship coupled with first-class hospitality for up to 12 guests.

PACKAGE INCLUDES:

- Full Jasper Carrott suite experience for up to 12 guests
- One of your guests will lead out the teams and meet officials and captains in the centre circle
- Presentation of a signed framed shirt from the games man-of-the-match to your group
- Prime positioned table within the Jasper Carrott Suite
- Luxury padded seat located within the Kop Directors' Box
- Pre-match social media promotion
- Recognition on our stadium big screen
- Recognition on concourse and hospitality TV's
- Recognition of sponsorship within the Jasper Carrott Suite by the compère
- Three public address system announcements
- Prominent company logo on the front of the official programme
- Full-page programme advert
- Souvenir photograph with the man-of-the-match
- Opportunity to have matchday promotional staff
- Opportunity for product placement on corporate seats reaching over 1000 guests
- Stadium Tour for all guests pre-match



PRICES

MATCH BY MATCH

GRADE A*

£3,500 +VAT

GRADE A

£2,450 +VAT

GRADE B

£2,350 +VAT

GRADE C

£2,250 +VAT

25

MANAGER'S SPONSOR

MEET THE FIRST-TEAM MANAGER WITH THIS EXCLUSIVE PACKAGE

Enjoy our most sought after matchday sponsorship package.

PACKAGE INCLUDES:

- Full Jasper Carrott suite experience for up to eight guests
- Meet the first-team manager privately prior to kick-off and put your questions to him
- Luxury padded seat located in a prime position within the Kop Directors' Box
- Prime positioned table within the Jasper Carrott Suite
- Prominent company logo on the front of the official matchday programme
- Half-page programme advert
- Presentation of a signed framed manager's training top to commemorate your sponsorship
- Recognition on the stadium big screen
- Recognition on concourse and hospitality TV's
- Souvenir photograph with the man-of-the-match
- Stadium Tour for all guests pre-match



PRICES

MATCH BY MATCH

GRADE A*

£3,000_{+VAT}

GRADE A

£2,100_{+VAT}

GRADE B

£2,000_{+VAT}

GRADE C

£1,900_{+VAT}

MATCHBALL SPONSOR

LET YOUR BRAND TAKE CENTRE STAGE

Relax with family and friends and enjoy our premium hospitality service as you watch your brand get involved in the action on the hallowed turf.

PACKAGE INCLUDES:

- Full Jasper Carrott suite experience for up to eight guests
- Presentation of a signed, cased matchball by the man-of-the-match
- Prime positioned table within the Jasper Carrott Suite
- Luxury padded seat located in a prime position within the Kop Directors' Box
- Prominent company logo on the back of the official matchday programme
- Half-page programme advert
- Recognition on concourse and hospitality TV's
- Recognition on the stadium big screen
- Souvenir photograph with the man of the match
- Stadium Tour for all guests pre-match
- Half-time refreshments



PRICES

MATCH BY MATCH

GRADE A*

£3,000 +VAT

GRADE A

£2,000 +VAT

GRADE B

£1,900 +VAT

GRADE C

£1,800 +VAT

PROGRAMME SPONSOR

ENJOY PROMINENT BRAND EXPOSURE FOR YOUR BUSINESS

Let your business flourish from noticeable publicity with this exclusive sponsorship package.

PACKAGE INCLUDES:

- Full Jasper Carrott suite experience for up to eight guests
- Prominent company logo on the back of the official matchday programme
- Half-page advert within the matchday programme
- Prime positioned table within the Jasper Carrott Suite
- Presentation of a signed, framed matchday programme by the man-of-the-match to your guests
- Luxury padded seat located in a prime position within the Kop Directors' Box
- Recognition on concourse and hospitality TV's
- Recognition on the stadium big screen
- Half-time refreshments
- Souvenir photograph with the game's man-of-the-match
- Stadium Tour for all guests pre-match



PRICES

MATCH BY MATCH

GRADE A*

£3,000 +VAT

GRADE A

£1,600 +VAT

GRADE B

£1,500 +VAT

GRADE C

£1,400 +VAT

CONFERENCE & EVENTS

ST. ANDREW'S

HERE AT ST. ANDREW'S TRILLION TROPHY STADIUM WE PRIDE OURSELVES ON DELIVERING A FIRST-CLASS SERVICE FOR ALL OUR CLIENTS & UNDERSTAND THE IMPORTANCE OF PROVIDING YOUR UNIQUE CONFERENCES & EVENTS WITH THE SPECIAL THOUGHT, TIME & EFFORT THEY DESERVE.

TAILORED TO YOUR NEEDS

We offer a range of mouth-watering menus from finger buffets to four-course sit down dinners and all menus can be tailored to meet specific tastes and budgets. All our dishes are prepared by our award winning in-house catering team using the freshest, finest ingredients.

OUR COMMITMENT TO YOU

Planning an event isn't easy, so we will ensure that you receive the highest level of professional help and support. From your initial enquiry to the finer details on the day, your own exclusive event organiser will be on hand to take care of all your needs to guarantee the smooth running and success of your event.

ABOUT US

With nine suites and seventeen top-of-the-range executive boxes available for private hire, our dedicated team will find you the perfect setting to host your one-off event from an exhibition or conference to a personal interview or board meeting.

**For more information contact our
Conference and Events team:**

📞 0121 772 0101 (option 5)

✉ conferences@bcfc.com

BLUESnetwork

BUSINESS CLUB 18/19

The Blues Network Business Club, a brainchild of Ian Dutton, Head of Commercial, and Chris Brewerton, Business Development Manager at Birmingham City Football Club was a resounding success last season and has served to build on a vital part of the commercial operation at St. Andrew's Trillion Trophy Stadium - B2B networking.

At the start of 2017, with new owners at the helm of the club a conscious effort was made to look at ways of significantly increasing the breadth, reputation and essentially monetary value of the Blues Network brand - the Blues Network Business Club was born.

Launched in summer 2017 an increased annual calendar of events, from an initial four quarterly breakfasts to 12 standalone events including two matchday networking seminars, golf day, and four off site events taking the brand out of St. Andrew's Trillion Trophy Stadium and into the city it serves, also opened the opportunity to sell patron membership of the club.

This package includes brand awareness around St. Andrew's Trillion Trophy Stadium on matchday with company logos shown on the big screen, TV visible LED advertising and in the matchday programme also gives businesses the chance to sponsor an event, talk to delegates at said event about their company, be introduced to fellow patrons and align themselves with the exciting new arm of the Blues Network.

Despite only being twelve months old, the Business Club is already beginning to act as a beacon for positive coverage of BCFC's commercial department outreach plans moving into 2018 and beyond and with continued backing and passion from many areas within the Birmingham business community it's success can only grow exponentially.

For more information please contact the Club's Business Development Manager, Chris Brewerton:

📞 07817 358 516

✉ chris.brewerton@bcfc.com



CLUB EVENTS

THE COMMERCIAL DEPARTMENT HERE AT ST. ANDREW'S TRILLION TROPHY STADIUM IS ABOUT MORE THAN JUST A MATCHDAY

Of course, football hospitality packages are a massive part of what we do here but our outside events offer businesses and supporters the chance to get involved in some brilliant days out with clients, potential new contacts, directors, management and first-team players over the course of the season.

During the 2017/18 campaign we travelled to Puerto Banus near Marbella with a party of nearly 100 golfers for our corporate golf trip at La Quinta Resort where key commercial partners, box holders and supporters rubbed shoulders with former players for a fantastic three-day trip.

In addition, our annual end of season Player Awards dinner, held at the ICC in Birmingham was a great success with over 750 people in attendance. Numerous clients seized the opportunity to market their business to the mass crowd by sponsoring and then presenting awards to the winning players. Collectively, we raised £22,000 from the Player Awards Dinner, overseas golf and other events for Cure Leukaemia.

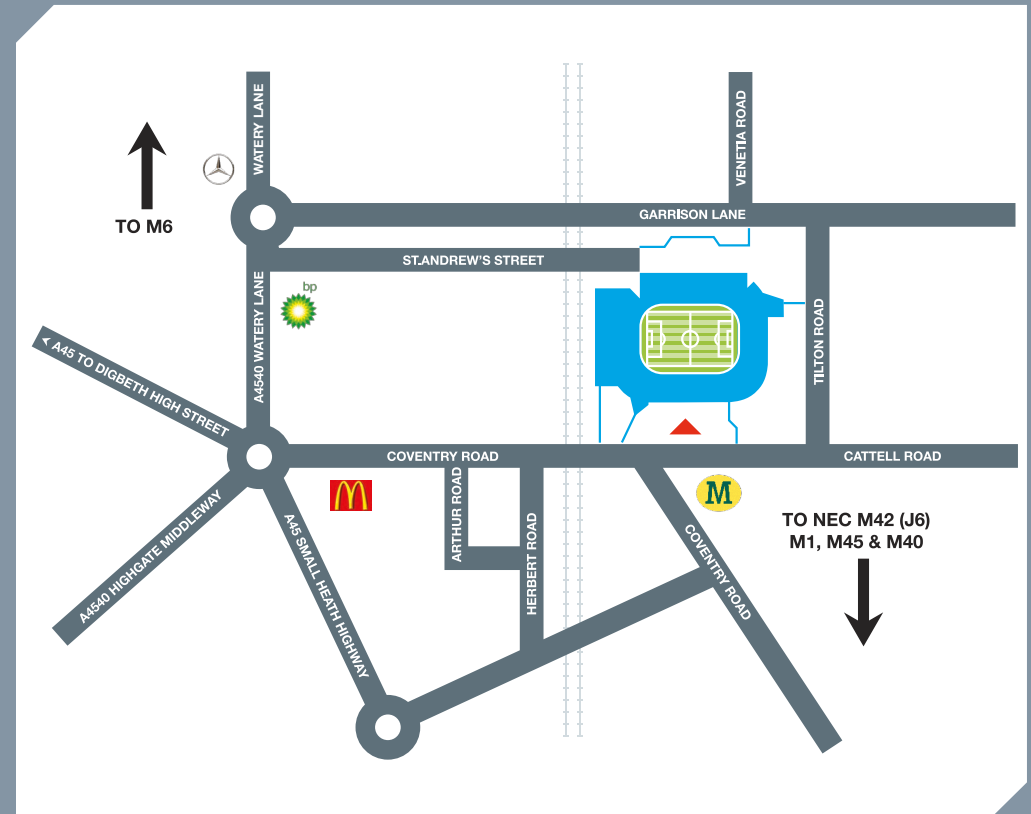
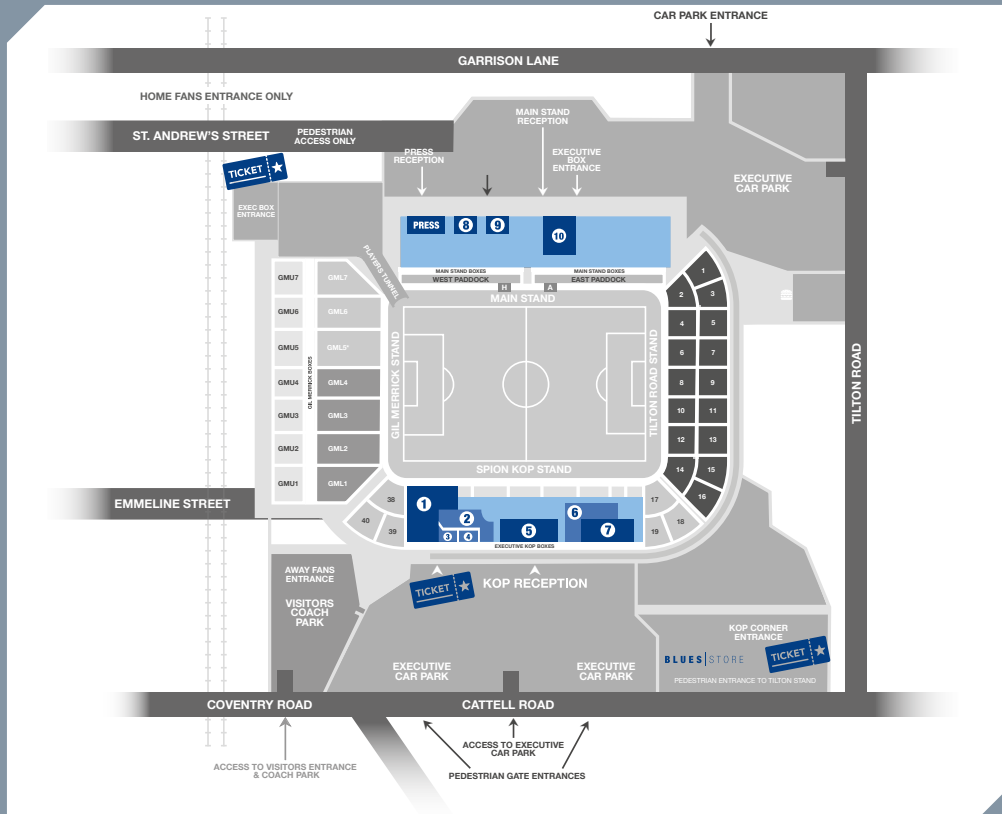
Other successes throughout the 2017/18 season included a 'Meet the Manager' night, a Cheltenham Preview Night organised by our Principal Partners 888sport, and two big screen events for England group games during the 2018 FIFA World Cup.

Never underestimate the networking opportunities for your business at these huge events. Each one brings together key business personnel from a range of sectors throughout the Birmingham region and afar to enjoy a day of hospitality and to grow their contact books.



INFORMATION


STADIUM PLAN & DIRECTIONS



- | | |
|---|--|
| 1 JASPER CARROTT SUITE (LEVEL 2) | 6 THE LEGENDS' LOUNGE (LEVEL 1) |
| 2 THE BOARDROOM CLUB (LEVEL 1) | 7 THE CITY ROOM (LEVEL 2) |
| 3 THE BOARDROOM (LEVEL 1) | 8 BAR 8 |
| 4 THE PRESIDENT'S SUITE | 9 THE WISEMAN SUITE |
| 5 INTERNATIONAL SUITE (LEVEL 2) | 10 CAPTAIN'S CLUB |

**WE HOPE YOU ENJOY YOUR
EXPERIENCE AT ST. ANDREW'S
TRILLION TROPHY STADIUM**





WE'LL BE THERE
WHERE?
AT THE END
OF THE ROAD
BIRMINGHAM!

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0121 772 0101 OPTION 3



COMMERCIAL@BCFC.COM

BIRMINGHAM CITY FOOTBALL CLUB PLC,
ST. ANDREW'S TRILLION TROPHY STADIUM, BIRMINGHAM, B9 4RL

