



BLUEScommercial.

ADVERTISING & SPONSORSHIP

2018/19

SPORT

WELCOME

Our advertising and sponsorship opportunities are focused on driving engagement with your target audience through a range of traditional matchday advertising, digital and sponsorship channels which put your business in front of the people you want to speak with.

With modern communications being driven by social and digital platforms, this season we'll work with your business to capitalise on the growing route to directly interact with your customers.

Our social media opportunities continue to be a way that we can put your brand at the centre of the conversation. Innovative channels like our popular club website, official Club app and BluesTV Player, will ensure your business is seen both nationally and globally.

We've also expanded our digital LED advertising range this season to create new ways for your business to benefit.

The Commercial Sales team along with the Advertising and Sponsorship Manager will work with you to ensure your business maximises the benefits of being associated with one of the Midlands biggest football clubs.

AKINOLA FASHOLA
ADVERTISING & SPONSORSHIP MANAGER

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LED & STATIC BOARD ADVERTISING

STATIC BOARD ADVERTISING

With an average attendance of 21,000 fans per game at St. Andrew's Trillion Trophy Stadium, get your business to stand out in the crowd through either our prominent pitch facing or crowd facing advertising opportunities.

FULL LED ADVERTISING

Advertise your business on our television camera facing LED boards. With increased TV coverage of the Sky Bet Championship, our LED boards not only reach the local audience in the stadium but also provide you with greater national and international brand exposure.

Full LED advert slots are split into 30 seconds blocks, so with a minimum of one minute LED advert space your advert would be played once in the first-half and once in the second-half.

SHARED LED ADVERTISING **NEW**

Shared LED advertising provides your business with the chance to gain access to a premium TV facing digital advertising tool at a price point which represents great value for money.

You would receive a dedicated 30 second advertising space which would be shared alongside no more than four other brands at every home fixture.





PRICES

FULL LED ADVERT

(Price based per minute at every home fixture)

£3,500 +VAT
PER MINUTE – SEASONAL

£650 +VAT
PER MINUTE (LIVE BROADCAST)

£450 +VAT
PER MINUTE (NON LIVE BROADCAST)

SHARED LED ADVERT NEW

£750 +VAT
PER 30 SECS – SEASONAL

STATIC BOARD

Board size: Approximately 18ft x 2ft (Design cost not included)

**MAIN STAND
PITCH FACING BOARDS**
(design cost not included)

£2,250 +VAT
PER SEASON

**MAIN STAND
CROWD FACING BOARDS**
(design cost not included)

£1,000 +VAT
PER SEASON



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LED BIG SCREEN ADVERTISING

Be a part of the action on matchdays and have all eyes on your brand through our vast range of innovative and engaging big screen advertising opportunities.



PRE-MATCH BIG SCREEN ADVERT

Advertise your business and services during the eagerly anticipated pre-match build-up and reach a captive audience as your advert is played from at least 15mins before kick-off.

30 second advert

Static or moving adverts compatible

**MATCH
BY MATCH**

£200^{+VAT}

**SEASONAL
PRICE**

£1,500^{+VAT}

HALF-TIME BIG SCREEN ADVERT

Our half-time advert will give you the chance to engage with our fanbase during the half-time interval.

30 second advert

Static or moving adverts compatible

**MATCH
BY MATCH**

£500^{+VAT}

**SEASONAL
PRICE**

£2,000^{+VAT}

OUT OF PLAY ADVERT

Have your business in the spotlight during breaks in the match. Whenever the ball goes out of play your advert will be routinely played on the big screen. This is a great way to raise awareness and consistently promote your business for the duration of the game.

10-20 second advert

Static or moving adverts compatible

**MATCH
BY MATCH**

£650^{+VAT}

**SEASONAL
PRICE**

£4,000^{+VAT}

REPLAY SPONSORSHIP

Have your brand associated with all the key moments of the game through our replay sponsorship. Every replay shown on the big screen will have your company logo presented before and after the replay.

Company logo to be played after every replay.

MATCH BY MATCH

£600 ^{+VAT}

SEASONAL PRICE

£6,000 ^{+VAT}

ADDED TIME SPONSORSHIP

Have your business associated with one of the key final decisions of a game, as your branding will be prominently displayed as the added time announcement is shown on the big screen.

Company branding to be displayed as the added time announcement is shown.

MATCH BY MATCH

£500 ^{+VAT}

SEASONAL PRICE

£2,000 ^{+VAT}

FULL-TIME HIGHLIGHTS SPONSORSHIP

Be the final business to advertise on the big screen as your branding will be displayed before and after the final match highlights are shown.

Company branding to be played after before and after the full-time match highlights are shown.

MATCH BY MATCH

£200 ^{+VAT}

SEASONAL PRICE

£1,350 ^{+VAT}

CORNER SPONSORSHIP

Whether it's an in or an out-swing into the middle of the box, through our corner sponsorship opportunity your business will be recognised and associated with every corner taken during the game.

Company logo to played at every corner awarded.

MATCH BY MATCH

£400 ^{+VAT}

SEASONAL PRICE

£5,000 ^{+VAT}

BIRTHDAY MESSAGES SPONSORSHIP

Have your branding prominently on display as the birthday messages are shown on the big screen.

Company branding prominently placed when all birthday messages are played.

MATCH BY MATCH

£100 ^{+VAT}

SEASONAL PRICE

£1,000 ^{+VAT}

ATTENDANCE SPONSORSHIP

Your company branding will be prominently displayed as the match attendance is shown on the big screen.

Company branding to be displayed as the match attendance is shown.

MATCH BY MATCH

£100 ^{+VAT}

SEASONAL PRICE

£1,000 ^{+VAT}

SUBSTITUTION SPONSORSHIP

Be recognised on our big screen with every Blues substitution made through our substitution sponsorship.

Company logo to be played at every Blues substitution.

MATCH BY MATCH

£300 ^{+VAT}

SEASONAL PRICE

£2,500 ^{+VAT}

HALF-TIME HIGHLIGHTS SPONSORSHIP

As fans recapture the highlights of the first-half, your business will be at the forefront of their attention as your branding will be displayed before and after the highlights are shown.

Company branding to be played before and after the half-time match highlights are shown.

MATCH BY MATCH

£300 ^{+VAT}

SEASONAL PRICE

£2,350 ^{+VAT}

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PROGRAMME ADVERTISING

Advertise your business in 'Blues News', the iconic BCFC matchday programme read by Blues fans and corporate clients; which sells on average 3,000 copies per game, with an estimated readership of 15,000.

FULL-PAGE



HALF-PAGE



PRICES

FULL PAGE

SEASONAL
£5,000_{+VAT}

PER FIXTURE
£600_{+VAT}

HALF PAGE

SEASONAL
£3,500_{+VAT}

PER FIXTURE
£350_{+VAT}

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PLAYER ADVERTISING

Sponsor a Blues First Team player and get close to your football heroes.

Enjoy great brand exposure in our matchday programme as well as an invite to an exclusive lunch event and an open training session at St. Andrew's Trillion Trophy Stadium.

PACKAGE INCLUDES:

- Name next to your sponsored player in the matchday programme
- Name/company logo next to your sponsored player for starting line-ups on the big screen
- Two invites to the official Kit Sponsors' event to watch the First Team train
- Signed framed shirt presented by your sponsored player at the Kit Sponsors' event
- Half-page advert in a matchday programme for an agreed fixture*
- Your company logo under your sponsored player on the players section of the Club website

PER PLAYER

£650 +VAT



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STADIUM TV ADVERTISING

Our Stadium TV platform offers your business another innovative and dynamic way to engage with our fans. With more than forty TVs located around the ground, your business is able to place advertisements which will reach tens of thousand of fans on a matchday.

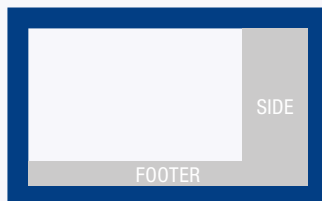
TOP TIER BANNER

Have your logo permanently placed on the top of the digital advertising banner of each TV in the ground



SIDE AND FOOTER BANNER

Have a digital advert which is played every twenty minutes on the side and bottom of each TV in the ground on matchdays



PRICES

TOP TIER BANNER

MATCH BY MATCH

FROM
£500_{+VAT}

SEASONAL

£10,000_{+VAT}

SIDE AND FOOTER BANNER

MATCH BY MATCH

FROM
£300_{+VAT}

SEASONAL

£2,000_{+VAT}

SOCIAL MEDIA ADVERTISING

Connect your business with our ever growing and popular social media fan base. You'll be given greater access to interact and be part of the conversation with our fans through our engaging Facebook, Instagram, LinkedIn and Twitter channels.

We are able to schedule your written messages or videos at a time that suits your promotion.

There is also opportunity to drive fans back to your own social channel to grow your audience.

Please speak with our Advertising & Sponsorship Manager or the Commercial Sales team for more details.



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WEBSITE AND MOBILE ADVERTISING

Our official Club website and mobile app is the perfect platform to stay connected with our fanbase both nationally and across the world.





WEBSITE

Our website is a great opportunity for your business to directly engage with our fanbase. Our goal is to ensure your advertising, messages and content are built in as part of our fans experience on the new site.

We aim to deliver this through the following opportunities:

- Website sponsorship
- Display advertising
- News advertorials

Please speak with our Advertising & Sponsorship Manager or the Commercial Sales team for more details.

MATCHDAY CENTRE

Our matchday centre is the central hub for Blues fans to keep up to date with what's going on at each game through live commentary social media feeds and live league tables.

The Match Centre will provide the unique opportunity to have your brand presence alongside the live feed commentary of each Blues game, reaching fans across the globe.

Opportunities include:

- Matchday centre sponsorship
- Matchday centre advertising
- Matchday centre social media engagement

Please speak with our Advertising & Sponsorship Manager or the Commercial Sales team for more details.

BLUESTV

BluesTV is Birmingham City FC's official video channel. It allows fans to access the latest features, match highlights, pre and post-match analysis and matchday live productions all in one place, on the move.

There are opportunities for your business to be linked and associated with the highly popular video content that will be made available on the platform through the following a range of our pre-roll advertising options channel sponsorship and sponsored video content.

Please speak with our Advertising & Sponsorship Manager or the Commercial Sales team for more details.

SUBSCRIPTIONS
UK & IRELAND
 MONTHLY **£5.49**
 SEASON PASS **£49.99**
(Save £15.89)

NEW & IMPROVED OFFICIAL APP

NEVER MISS A MOMENT.
 LATEST NEWS | MATCH CENTRE | INTERVIEWS | HIGHLIGHTS | FANSCORE + MUCH MORE

Download on the App Store
 GET IT ON Google Play

OFFICIAL CLUB MOBILE APP

The Official Birmingham City Football Club App is the go to app for Blues fans to receive latest news from the Club and get up to the minute updates and commentary on matchdays

With an ever-growing number of users there isn't a better way to interact with our fans on the move. Our mobile app advertising and sponsorship will put your business directly in the hands of your audience.

- Title sponsorship
- Section takeover
- Content integration

BLUESnetwork

BUSINESS CLUB 18/19

The Blues Network Business Club is an initiative that brings together more than 100 like-minded business delegates from across Birmingham and beyond.

Guests, who are linked by a passion for the football club, are able to forge long-lasting business relationships with fellow delegates at one of our monthly standalone events.

These events can include matchday networking seminars, golf days, and off-site events which take Blues Network Business Club out of St. Andrew's Trillion Trophy Stadium and into the city it serves.

Patrons of the Blues Network Business Club are offered brand awareness around St. Andrew's on a matchday with company logos shown on the big screen, TV visible LED advertising, and in the matchday programme.

Becoming a patron also gives your businesses the chance to sponsor an event, talk to delegates about your company, be introduced to fellow patrons, and align your business 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 our commercial department's outreach plans going forward.

With continued backing and passion from many areas within the Birmingham business community, the success of the Blues Network Business Club can only grow exponentially.

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

📞 07817 358 516

✉️ chris.brewerton@bcfc.com





MATCH SPONSORSHIP

At St. Andrew's Trillion Trophy Stadium we offer an infinite amount of publicity through our exceptional and brand rewarding match sponsorship opportunities. *Each of our sponsorship options includes the complete Jasper Carrott suite package *(please visit bluescommercial.com for package details)*

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MAIN MATCH SPONSOR

Get the ultimate in brand exposure and enjoy our most high profile matchday sponsorship coupled with 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 game's 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 TVs
- 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}

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MANAGER'S SPONSOR

Meet the mens team Manager with this exclusive package coupled with hospitality for up to eight guests.

PACKAGE INCLUDES:

- Full Jasper Carrott suite experience for up to eight guests
- Meet the mens 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 TVs
- 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}

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MATCHBALL SPONSOR

Let your brand take centre stage by sponsoring the matchball and relax with family and friends with our hospitality service for up to eight guests.

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 TVs
- 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 with this exclusive programme sponsorship package with our hospitality service for up to eight guests.

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 TVs
- 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}



BLUESCOMMERCIAL.COM



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**BIRMINGHAM CITY FOOTBALL CLUB PLC,
ST. ANDREW'S TRILLION TROPHY STADIUM STADIUM,
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