

BLUESnetwork

BUSINESS CLUB 18/19



MAIN SPONSORS

PURECLOUD

together with **CS Comms**

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JOIN OVER
100

LIKE-MINDED BUSINESS
PROFESSIONALS AT OUR
REGULAR BLUES
NETWORK EVENTS.

Raise awareness of your
business, create long-lasting
relationships with new business
contacts and share your expertise.

SIGN UP FOR FREE ON CONTACT
US ABOUT BECOMING A PARTNER

CONTACT:
edem.clar@blues.com
clara.brown@blues.com
0121 202 5384 / 07817 358 916

Birmingham City FC

BLUESnetwork
BUSINESS CLUB 17/18



'The Blues Network Business Club Logo'

*Show your business is part of the Business Club on communication material,
website and email signature*



INTRODUCTION

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 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 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:

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T: 07817 358 516

CHRIS BREWERTON
BUSINESS DEVELOPMENT MANAGER



HISTORY

OF BLUES NETWORK SINCE 2014



We have been running quarterly events since a rebrand in April 2014 which has seen well in excess of 1,600 delegates attend 16 networking breakfasts throughout the past four seasons, the breakfast events have gone from strength to strength.

Guests speakers have included, Stephen Goldstein, Deputy Lieutenant of the West Midlands Lieutenancy, Richard Brooks, Commercial Director of West Midlands Train, Carl Potter, Regional Senior Director at GVA Midlands, James Cliffe, Head of UK Business and Banking and Mark Berrisford-Smith, Chief Economist from HSBC.

Business who regularly attend have built long lasting relationships with fellow delegates seeing genuine orders and income from involvement.



GROWTH

OF THE BLUES NETWORK INTO 2018/19



After four seasons of continual growth of Birmingham City's ever popular Blues Network Breakfast, the football club was delighted to announce the birth of the Blues Network Business Club, starting from August 2017.

Its aim was to increase the number of networking events from four to twelve, including; quarterly off-site events at major landmarks throughout the city, match day networking opportunities, an end of season golf day, Christmas luncheon and charity fundraising initiatives the Blues Network Business Club aim was to be the place for companies to build more contacts, meet new clients and enjoy the opportunities across the region.

With the Business club being a great success with a total of 13 companies becoming patrons and a total of 1,000 delegates attending events across the twelve months.

The Business Club were rewarded for their hard work and efforts winning the best Sales and Marketing Initiative Award at the Stadium Experience Awards (picture above) and nominated for the Chamber of Commerce Best Sales and Marketing Initiative Award.

ADVERTISING & BRAND AWARENESS

INVENTORY AT ST. ANDREW'S TRILLION TROPHY STADIUM



BRAND AWARENESS LED ADVERTISING

Advertise your business on our TV facing LED boards on part of the shared 'Blues Network Business Club' advert. 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.

LED advert slots are split into 30 second blocks so the one minute of 'Blues Network Business Club' advert space will be played once in the first-half and once in the second-half.



LED BIG SCREEN ADVERTISING

Promote your business when the ball is off the pitch. Whenever the ball goes out of play your company logo will form part of the 'Blues Network Business Club' played routinely on the big screen. This is a great way to raise awareness and consistently promote your business for the duration of the game to the stadium bowl.

BLUES NETWORK EVENT SPONSORSHIP

- Company logo heavily featured on all launch material across social media, bcfc.com and a corporate database email
- Strong brand awareness at event with logo on all delegate lists and where possible logo shown in venue prior to, during and after presentation
- Opportunity to directly reach all delegates at event to tell them about your business

STATISTICS



6,300 FOLLOWERS
ON OUR LINKEDIN PAGE



336,000 FOLLOWERS
ON OUR FACEBOOK PAGE



265,000 FOLLOWERS
ON OUR TWITTER PAGE



220,000 UNIQUE VISITORS ON BCFC
TO BCFC.COM ON A MONTHLY BASIS



21,000 AVERAGE ATTENDANCE
AT ST. ANDREW'S TRILLION TROPHY STADIUM IN 2017/18



10,000+ CORPORATE EMAIL DATABASE

INTRODUCING OUR MAIN SPONSORS



together with CS Comms



After a successful first year being main sponsors of the Blues Network Business Club, we are delighted to be working with Pure Cloud Solutions as our main sponsor for another season.

Martin and Darren Lake, both directors of the Tamworth based communications business, have supplied St. Andrew's Trillion Trophy Stadium with our phone systems for over two decades and the Lake family have been huge supporters of the Club through those years.

Pure Cloud Solutions were winners of the Blues Network Award at the Player Awards 2018 thanks to their positive approach to networking throughout 2018/19.

Their business offers bespoke solutions across a wide range of communications areas including –

- Manage Print Solutions
- Voice Services
- Professional Services
- IT and Cyber Security
- Business Mobile Services
- Biometrics and Access Control
- Cloud Services
- Disaster Recovery and Business Continuity
- Internet Connectivity
- IP CCTV

Through the course of their sponsorship many of our patrons and delegates will learn more about Pure Cloud Solutions and the great packages they can offer. For further information please contact Jamie Lake on jamie@purecloudsolutions.com

PACKAGES

WHAT WE CAN OFFER YOU & YOUR BUSINESS...



CLUB PATRON SPONSORSHIP PACKAGE

- Sponsorship of one Blues Network event through course of 2018/19 season
- As part of event sponsorship opportunity to speak for up to 10 minutes and present to delegates about your company
- Presence on shared LED Blues Network Business Club pitchside advertisement during all home games throughout the 2018/19 season
- Logo on seasonal big screen out-of-play advert
- Presence on dedicated bcfc.com Blues Network Business Club page throughout the 2018/19 season
- Guaranteed two tickets to all 12 Blues Network events throughout the 2018/19 season
- One invite per season to a BCFC commercial department hosted table in the Jasper Carrott Suite on a matchday with other key business contacts
- Targeted introductions to other members of Business Club and related businesses through course of your membership
- Use of the Blues Network Business Club logo to publicise our partnership to your client base on your email signatures and website

£3,500^{+VAT}



CONTACT

Please contact Business Development Manager,
Chris Brewerton on

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T: **07817 358 516**

