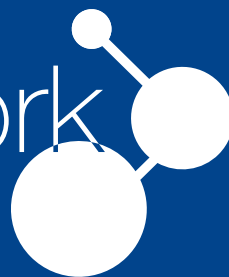




BLUESnetwork
BUSINESS CLUB 17/18





“ INTRODUCTION

Since launching the Blues Network in 2014 we had a clear aim of being a pillar of business growth and engagement within the Birmingham business community. We pride ourselves on what we do on the footballing side here at St. Andrew's but it was as important that we played a role in connecting businesses of all sizes to each other.

What started as a simple breakfast meeting has now grown to become one of the most popular and well attending networking events in the West Midlands, attracting businesses from a range of industries across the region.

Thanks to the fantastic support of many delegates, sponsors and our operations staff in building up the reputation of the Blues Network we now want to take it to the next level and provide businesses across Birmingham the chance to use patronage of the organisation as an extension of their marketing and networking arm.

The excitement around the Blues Network Business Club patronage package detailed in this brochure is tangible.

We are now able to give your business the chance to capitalise on the wide range of marketing and sales inventory available that will allow you to reach and engage with your target audience both on match and non-matchdays.

There is no better time to take your association with the Blues Network to the next step as we work to grow your business and bring you closer to your next new client/order.

CHRIS BREWERTON
BUSINESS DEVELOPMENT MANAGER

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HISTORY

OF BLUES NETWORK SINCE 2014



Quarterly events running since a rebrand of the event in April 2014 has seen well in excess of 1200 delegates attend 12 networking breakfasts throughout the past four seasons.

Guest speakers have included Georgie Moseley of Help Harry Help Others, inspirational philanthropist and marathon runner 'Blind Dave' Heeley, triple-amputee and Afghanistan War Veteran, Dave Watson, and business-led speakers including Professor Mark Gilman of Birmingham City University, Steve Dann of Fleet Street Communications and Paul Faulkner of Greater Birmingham Chambers of Commerce.

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

GROWTH

OF THE BLUES NETWORK INTO 2017/18



Creation of networking hub both on and off matchday has led to a fantastic opportunity for BCFC to further build on connection within the Birmingham business arena to increase the regularity and quality of networking events and meetings.

Opportunity for patron's to use the fantastic facilities at Birmingham City to further the brand awareness of your business regularly throughout the year including use of big screen, TV visible LED and matchday programme.

Networking breakfast's to continue but events in evening and on matchday at St. Andrew's, as well as off site at key locations across city with view to attract new contacts and businesses to the Football Club.

ADVERTISING & BRAND AWARENESS

INVENTORY AT ST. ANDREW'S



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 SkyBet 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.

TV LED MEDIA VALUATION KEY STATS

Our LED boards are the clubs most valuable media asset

An average one minute of LED will deliver £4,480 worth of media value per live match (including highlights).

Our LED boards are in view for an average of 64% of the time which is above the Premier League average (50%)

(Source: Stadia Solutions Rights Evaluation Report 2017)



LED BIG SCREEN ADVERTISING

Have your business in the spotlight during a break in play. 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 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



5300 FOLLOWERS
ON BCFC LINKEDIN PAGE



346,000 FOLLOWERS
ON BCFC FACEBOOK PAGE



201,000 FOLLOWERS
ON BCFC TWITTER PAGE



247,000 UNIQUE VISITORS ON BCFC
TO BCFC.COM ON A MONTHLY BASIS



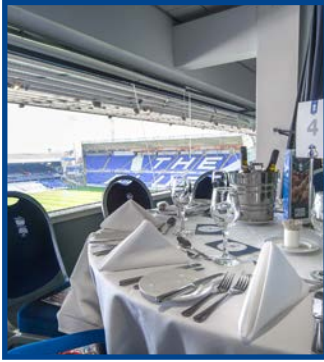
18,700 AVERAGE ATTENDANCE
AT ST. ANDREW'S IN 2017/18



10000+ CORPORATE EMAIL DATABASE

PACKAGES

WHAT WE CAN OFFER YOU & YOUR BUSINESS...



MAIN SPONSORSHIP

- Company logo on all marketing, email and social media collateral across entire Blues Network brand throughout 2017/18 season
- Sponsorship of Blues Network re-launch to include opportunity to present about business
- Sponsorship of Golf Day to include 2 teams of 4
- Sponsorship of Christmas Luncheon to include table of 10
- As part of event sponsorship opportunity to speak for up to 10 mins and present to delegates about your company
- Targeted intro's to members of Blues Network Business Club and associated businesses through course of sponsorship
- High visibility Logo on seasonal programme advert on Blues Network Business Club page
- Extensive presence on shared LED Blues Network Business Club pitchside advertisement during all home games
- Logo to form key part of seasonal big screen out of play advert
- Major launch across BCFC.COM, social media and other news outlets
- Guaranteed tickets to all Blues Network Business Club events through course of season
- 3 invites through season to BCFC Commercial Department hosted table in Jasper Carrott Suite on matchday with other key business contacts
- Extensive presence on dedicated BCFC.COM Blues Network Business Club page through 2017/18 season
- Use of Blues Network Business Club logo to publicise partnership to your client base on email signatures and your website etc

£7000^{+VAT}





CLUB PATRON SPONSORSHIP PACKAGE

- Sponsorship of 1 Blues Network event through course of 2017/18 season
- As part of event sponsorship opportunity to speak for up to 10 mins and present to delegates about your company
- Presence on shared LED Blues Business Club pitchside advertisement during all home games through 2017/18 season
- Logo on seasonal big screen out of play advert
- Presence on dedicated BCFC.COM Blues Network Business Club page through 2017/18 season
- Guaranteed 2 tickets to all 12 Blues Network events through 2017/18 season
- 1 invite per season to BCFC Commercial Department hosted table in Jasper Carrott Suite on matchday with other key business contacts
- Targeted intro's to other members of Business Club and related businesses through course of membership
- Use of Blues Network Business Club logo to publicise partnership to your client base on email signatures and your website etc

£3500+VAT



CONTACT

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