



albioncommercial



Guaranteed promotion with the Albion. 0809

Harness the passion: marketing opportunities from Albion Commercial

THE FRONT PAGE FOOTBALL CLUB

Brighton & Hove Albion's extraordinary history means that it generates more publicity and passion than any other leisure attraction in Sussex.

Promotions against all odds, national press publicity, fantastic youth teams, shining visions of a spectacular new stadium now on the way... the Albion is the perfect partner for any business looking for extra profile.



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EXPLORE THE POSSIBILITIES

■ Seven ways of becoming an Albion commercial partner

Sponsorship Sponsor the team or the ball... how to have an afternoon's fun for enjoyment and profit.

Hospitality packages For business guests, staff, family and friends... a civilised way of watching Sussex's only league club.

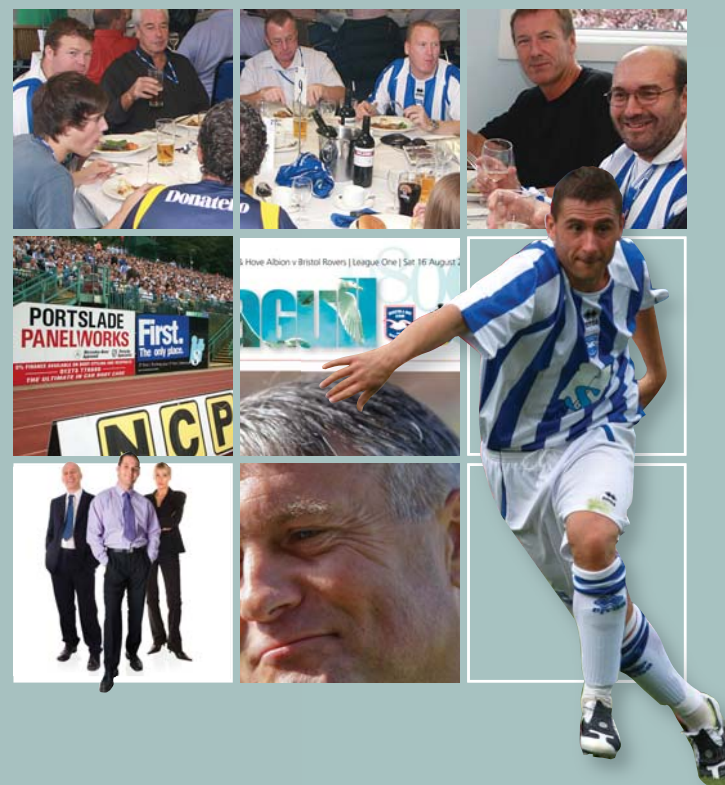
Stadium advertising Surrounded by trees and smart houses, there isn't another stadium like Withdean in the whole of the Football League. Be part of it, and reach a committed, captive audience.

Programme advertising Our programme keeps winning awards. It is the official voice of the Albion. Be part of it.

Website advertising Link your company in to the most popular and official Albion website.

Shirt sponsorship Connect to a player for the whole season through, and receive a special thank you at the end.

Friends of the Albion We all need friends... join an exclusive group of 150 local companies who do added business with each other and with the Albion's army of supporters.





TAKING THE CIVILISED APPROACH



“ More relaxed and personal than being at the Emirates... Our clients had a top day and were very impressed with the new facility... My colleagues and customers all had a great time - my regional manager says we will repeat it next year... A very enjoyable afternoon... ”

REWARDING ENTERTAINING

■ Outstanding match and ball sponsorship packages... also see Hospitality choices on next page

Match and ball sponsors and their guests get closer to the players than almost anyone else at an Albion match.

The former even get to choose the official man of the match.

As a one-off event a sponsorship package is enjoyable, involving and memorable. It is a perfect incentive for staff; entertainment for business guests.



Match sponsorship

An outstanding hospitality opportunity. 16-person package includes:

- Match tickets in front of the Directors' box
- 3 course meal with wine plus post-match sandwiches and tea & coffee throughout
- Selection of man of the match and presentation of a signed framed shirt by the man of the match
- Framed photograph of the presentation
- Photograph in next matchday programme
- Listing in the register of sponsors in every programme
- Corporate gift
- Logo on cover of programme

£2,750 - £3,500 + VAT



Ball sponsorship

A match ball sponsorship is for six people and includes:

- North stand match tickets
- 3 course meal with wine, post-match sandwiches and tea & coffee throughout
- Autographed ball presented by player
- Framed photograph of the presentation
- Photograph in next programme
- Listing in the register of sponsors in every programme

£850 - £1,000 + VAT

Hospitality choices

■ Packages available

We offer hospitality packages but are always pleased to create bespoke arrangements to meet individual needs such as birthdays and anniversaries.



Full hospitality in Legends Lounge

Tables for 6 include

- Match tickets ■ 3 course meal, plus wine
- Post-match sandwiches; tea & coffee
- Match programmes

£600 - £700 + VAT



Bar membership in Withdean Lounge

Members have access to the pay bars before and after the game, free tea and coffee at half-time plus Sky Sports big screen and complimentary programme.

£200 for the season + VAT

In association with





ON THE EDGE... GROUND ADVERTISING

- Rates, sizes and specifications



South Stand Permanent

16 x 8ft pitchside hoarding £2000 *plus VAT*

Pitchside Perimeter

10 x 2ft 6ins pitchside A-board £1750 *plus VAT*

North Stand Permanent

30 x 3ft £3500 *plus VAT*

FULL TV VIEW

Board advertising is like normal poster advertising but much more highly targeted. It's an arrow not a blunderbuss. And your potential customers associate your company with their favourite football club. Prices include production.

Will Brighton & Hove Albion be the place Colin Hawkins can finally call home?



BIG
interview
RICHARD WALKER

BEING ABLE TO LEVITATE AT WILL IS AN IMPORTANT CHARACTERISTIC FOR ANY DEFENDER. COLIN GETS SOME PRACTICE IN, LEFT



Colin Hawkins absolutely loves it here already...

Great to know that for us fans, really. We don't ask that a new player pledges their undying love for the Albion upon arrival, just a sense they're about to give it everything and show the kind of passion and character that's taken us to promotion before is most welcomed.

Here are those emotions personified.



"It already feels like I've been here a year or two, never mind a couple of months or so"

and through my agent. It's really impressive, the plans for the club, and why wouldn't I want to be involved right now?

"I want to play my part in getting the side promoted back to the Championship. I wish I'd have come here a few years ago, if I'm honest."

It's clear Hawkins is relishing the challenge ahead with the Seagulls. Surplus to requirements at

end to prove my Achilles was okay again. They were worse emotions than not being selected as a teenager, fresh from Ireland and with plenty to learn."

The big defender readily notes there's a lot of quality competition for places at Withdean, and that it's going to be a long old season – nothing new there at the coal-face of the gruelling Football League schedule.

"But I've got to say I've been really, really impressed with some of the ex-youth team boys here. There's some seriously talented young lads at Brighton. The club should be proud of themselves for bringing them through. At Coventry, there were very few local boys making it to pro, let alone into the side.

"Talk about the future of the place. Too many clubs go on about

JOIN THE BEST PROGRAMME IN THE DIVISION

Last season, *The Football League* shortlisted *Seagull* in its nominations for the best programme in the league - the only League One programme to receive the honour. Previously, Championship clubs had voted it one of the top three matchday magazines in the league. If clubs got promoted by their programmes we'd be in the Premiership. The proportion of spectators buying *Seagull* is consistently above the national average. It is also sold at the club shop. Advertising is limited.

Rates, sizes and specifications

We offer two promotion possibilities: full and half page advertisements plus page sponsorship. We are also pleased to discuss any bespoke sizes you may require.

All advertisements are guaranteed to be next to editorial and are printed in full colour.



Full page

- 1 Single insertion
£500
- 2 Series of six
£1800 (*£300 per insertion*)
- 3 All-season
£3000 (*Approx. £120 per insertion*)



Page sponsorship

Page sponsorship allows you to associate your organisation with six of the magazine's most popular regular features, including the manager's page, away team profiles and match reports. It's incredibly effective, because the whole feature is associated with your company. Prices from:

All-season £1000 (*approx. £40 per insertion*)

A GUARANTEED HIT

■ Website advertising



Albion's official website offers a variety of different advertising opportunities. Reach over 50,000 monthly unique visitors with a choice of buttons, banners or skyscrapers, or sponsor the club's weekly newsletter and newsflashes which are sent to 40,000 email registrants. Sponsorship opportunities also exist on Albion's online TV station, Seagulls World.



Rates

Newsletter sponsorship	£400 <i>per month</i>
Skyscraper advertising	£300 <i>per month</i>



KIT SPONSORSHIP

- A whole-season relationship and a heartfelt thank-you at the end

Kit sponsorship can be bought for players and staff this season, subject to availability.

Your company name or dedication will be shown next to your chosen player in every matchday programme and you will be invited to the exclusive kit sponsorship dinner where you can enjoy a meal with your chosen player.

During the evening you will be presented with a signed shirt and a professional photograph of you and your player will be taken.

Full kit £750
Home kit £425
Away kit £425





**FRIENDS
OF THE ALBION**

BUSINESS-BUILDING BY ASSOCIATION

■ Business-building affinity group

With 150 members, our lively business network has a key advantage: as well as promoting business between members it also promotes member companies to the Albion's supporter base; a supporter base that will grow as our new stadium comes closer.

Members get monthly breakfast meetings, plus listings in every matchday programme and on the *friendsofthealbion.co.uk* website.

Annual membership £500 + VAT

Regular programme advertising will promote members among supporters



For supporters, Friends of the Albion means a supplier they can trust.

For businesses it means more business, and the chance to belong to the most interesting, enjoyable and rewarding affinity group around.

www.friendsofthealbion.co.uk

Need a telecomms expert?

Just remember you've got a mate in the trade...



**FRIENDS
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www.friendsofthealbion.co.uk or this programme page 54

Got a legal issue?

Just remember you've got a mate in the trade...



**FRIENDS
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Plumber required?

Just remember you've got a mate in the trade...



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LET'S ALL WIN



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