
everton optimum

2014/15 Matchday Hospitality, Sponsorship & Events

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WINNER

Chef Team of the Year

NOMINATED

Best Hospitality in the Premier League

Hospitality at Goodison Park is amongst the most outstanding in the Premier League, providing excellent value across eight premium lounges.

Hospitality membership is the only way to guarantee you see the best of the Blues at home all season in the optimum setting.

With packages and prices to suit every budget we offer pre-match dining from the 'Chef Team of the Year 2013', great atmosphere with fellow Evertonians and executive seating from which to watch all the action on the pitch.

It's the optimum Everton experience.



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At Everton we are a Club with an incredible history and tradition, a Club where the football values and the incredible passion of the fans are clear.

Since arriving at Everton, I have had the pleasure of meeting many Evertonians in the comfortable surroundings of our corporate lounges here at Goodison.

Our stadium is renowned throughout football for the atmosphere it can generate and for the passion and knowledge of our fans.

The areas for our corporate guests are excellent and manage to combine a modern feel about them with a real sense of our glorious history.

Names like Alex Young, Brian Labone and Dave Hickson are part of the DNA of our football club and I know that supporters are proud to visit our stadium and spend time in the lounges named after their heroes.

We have award-winning staff who look after every single guest and the feedback that the club has had suggests that watching our team from one of our lounges really is the optimum way to enjoy Everton Football Club.

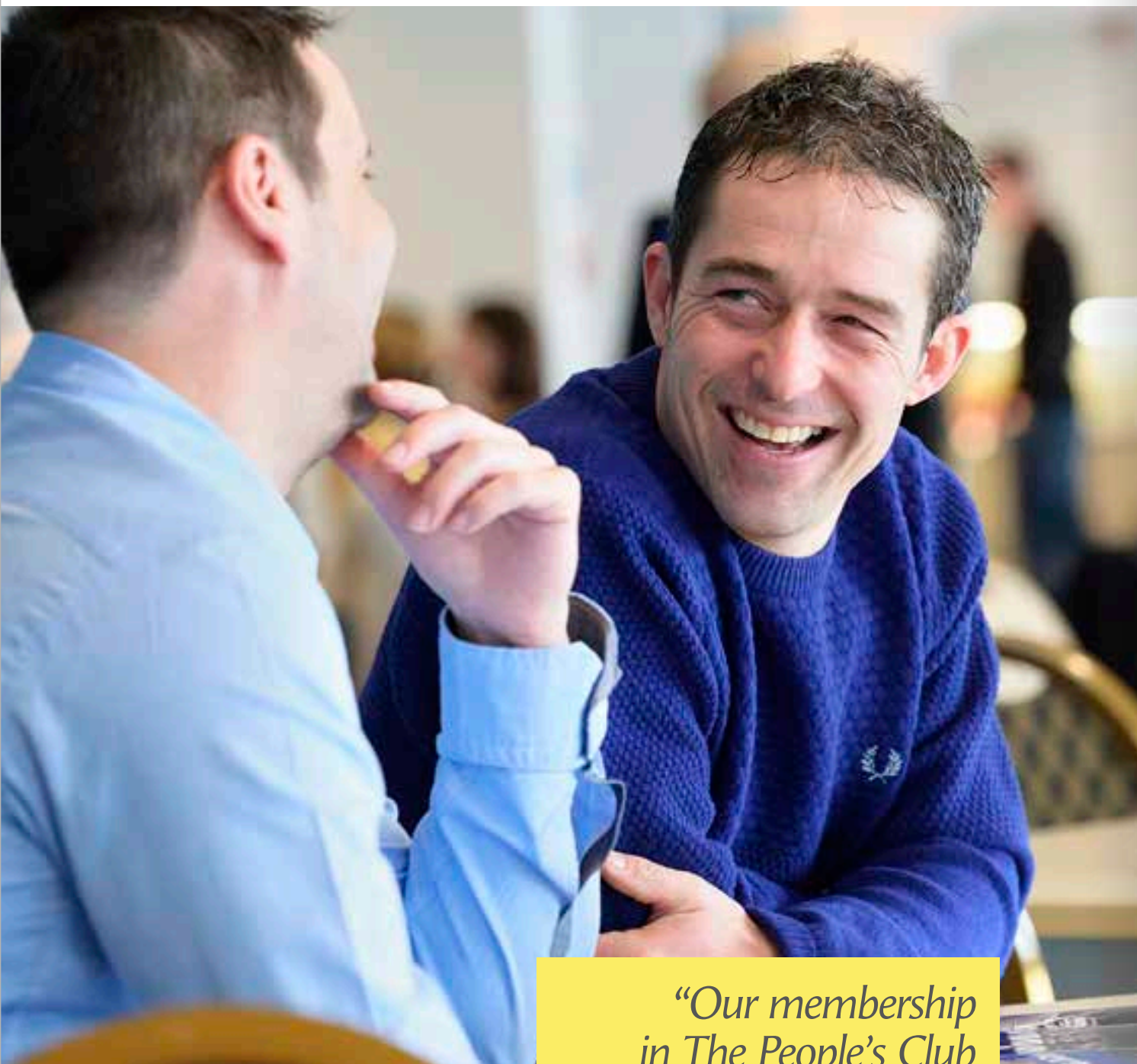
I look forward to seeing you at Goodison throughout the 2014/15 season.

Solo lo mejor.

MEMBERSHIP BENEFITS

As a 2014/15 Hospitality Member not only will you enjoy first-class matchdays in your lounge, you also receive the following benefits:

- All Barclays Premier League home games, home FA Cup and Football League Cup competitions (up to and including quarter finals)
- Complimentary match programme and teamsheet at each game
- Lounges playing Sky Sports/BT Sport and free Wi-fi so you can keep up to date with other games
- Dedicated former player host, MC and hostess in each lounge
- Resident magician
- Regular matchday guests and personalities (including our Everton greats) from the world of sport to visit each lounge
- Access to in-lounge betting
- Merchandise available to order and delivered to your lounge
- Priority access to purchase away tickets
- Dedicated account manager
- Members priority periods for End of Season Awards tickets and additional places for the home Liverpool derby match
- Discounts for kids' memberships:
11 and under: **50% off**
12-16: **25% off**



“Our membership in The People’s Club transforms a visit to Goodison, from simply ‘going the game’ to a complete day out.”

Good, honest, straightforward hospitality.




Put on your Club colours and join fellow Evertonians in the heart and soul of the Club for that pre-match pint we all love. Enjoy the warm up to kick-off with a meal, whilst hearing from our lounge guest of the day, before watching the game from your Park End seats.

The People’s Club represents excellent value for money, with a complimentary match programme and the freedom of no time constraints.

Dress code: Smart-casual; team shirts allowed.



THE PEOPLE’S CLUB

-  Casual dress code, team shirts allowed
-  Meal included
-  Pre- and post-match cash bar

Matchday Hospitality from **£70^{+VAT}**

2014/15 Lounge Membership from **£999^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.

Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.





“The warmth of welcome and the relaxed atmosphere are the perfect backdrop to our pre-match rituals.”






THE CAPTAINS' TABLE

Enjoy a three course carvery meal at your own private table and a cash bar with waitress service for your pre-match warm up.

A light, spacious, family-friendly lounge which celebrates the rich history of the men who have proudly led our famous Club; The Captains' Table offers great value for money with excellent unobstructed views behind the goal in the Park End stand.

Dress code: Smart-casual; no team shirts.

-  Pre- and post-match cash bar
-  Perfect for a gift or special occasion
-  Three-course meal



Matchday Hospitality from **£95^{+VAT}**

2014/15 Lounge Membership from **£1,299^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.
Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.



JOE MERCER SUITE

“We wanted more of a matchday experience and we definitely get that here. A brilliant way to watch the Blues!”

Experience going to the pub with fellow Evertonians before the game but right here at Goodison Park.

The relaxed atmosphere of this lounge has made it one of the most popular on a matchday.

Pub food and drinks are available to buy so you can have a pie and pint with your mates, and then catch all the action from much sought-after Directors' Box seats.

Dress code: Smart-casual; no team shirts.



 Pre- and post-match cash bar

 Food available to purchase

 Luxury Directors' Box seating

Matchday Hospitality from **£90^{+VAT}**

2014/15 Lounge Membership from **£1,600^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.

Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.





ALEX YOUNG SUITE

“The hospitality at Everton is awesome by comparison with other clubs. Everyone that goes from my company and our customers all say what a great experience they’ve had. It helps us win business each time we attend!”



Named after one of our most loved and respected legends this lounge is where Blues come together to experience all that matchday has to offer, in a great atmosphere.

Over a three course meal with wine, share the banter at your table with fellow Evertonians before taking to your Executive Main Stand seats with fantastic views.

The ‘Alex’ is exceptionally popular throughout the season so book now to secure your place.

Dress code: Smart-casual; no team shirts.



 Pre-match wine included

 Three-course meal

 Large shared tables

Matchday Hospitality from **£110^{+VAT}**

2014/15 Lounge Membership from **£2,250^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.

Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.





“The service and quality of the lounge is exceptional and provides strong value when compared to other Premier League clubs.”

The '85 Lounge is dedicated to our most successful ever team and boasts an intimate football atmosphere.

Enjoy an mouth-watering four course meal before taking your seats in the Directors' Box. A member of your party will also get the opportunity to meet the Man of the Match so don't forget your camera!

As a 2014/15 '85 Lounge Member you will receive one car park space per four memberships and a personalised table plaque at every game.

Dress code: Smart-casual; no team shirts.



 Cash bar

 Four-course meal

 Chance to meet the Man of the Match

Matchday Hospitality from **£135^{+VAT}**

2014/15 Lounge Membership from **£2,800^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.

Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.

'85 LOUNGE





1878 BRASSERIE



“The matchday hospitality experience strengthens the relationship with our clients and helps nurture the bond we have.”

 All-inclusive drinks package

 Three-course meal

 Private dining

Matchday Hospitality from **£175^{+VAT}**

2014/15 Lounge Membership from **£3,300^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.

Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.



The vibrant 1878 Brasserie is a contemporary lounge with a fantastic atmosphere.

Alongside your award-winning three-course meal at a private table, drinks will be served throughout the day as part of your all-inclusive package. Not only will you get to hear the post-match news and analysis from the Man of the Match himself, you will also be able to see our invited Club guests who will also dine in the room.

As a 2014/15 1878 Brasserie Member you will receive one car park space per four memberships and a personalised table plaque at every game.

Dress code: Smart-casual; no team shirts.





BRIAN LABONE SUITE



- All-inclusive drinks package
- Quality food and service
- Private dining

Matchday Hospitality from **£205^{+VAT}**

2014/15 Lounge Membership from **£3,575^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.
Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.



As one of our most popular and often sold-out lounges the Brian Labone Suite boasts excellent food and great service including an all-inclusive drinks package.

Enjoy matchdays in a relaxed atmosphere, then watch the game from outstanding Directors' Box stadium seats.

As a 2014/15 Brian Labone Member you will receive one car park space per four memberships and a personalised table plaque at every game.

Dress code: Smart-casual; no team shirts.



“Everton are at the top of the league for personal service. All of my customers commend the Club for being the best at what you do.”

DIXIE DEAN SUITE



The 'Dixie' is the embodiment of the legend and man himself in that nothing but the best is good enough.




Exceptional six course gourmet dining coupled with attentive, discerning service make the experience one of opulence combined with the passion of Premier League football. Experience the ultimate matchday with half-way line luxury Directors' Box seating, the best in the house!

As a 2014/15 Hospitality Member you will receive a personalised car park bay for every two memberships, personalised Directors' Box seating and a personalised table plaque at every game.

Dress code: Formal - Jacket, shirt and tie for all matches; no jeans or training shoes.

"Great food, great service and an overwhelming feeling of belonging. Even my guests feel part of the Everton family after a day in the Dixie Dean."



-  First class service
-  Fine dining and formal dress code
-  All-inclusive drinks

Matchday Hospitality from **£230^{+VAT}**

2014/15 Lounge Membership
from **£4,500^{+VAT*}**

*Early Bird discount price. See page 38 for full pricing table.

Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.



“The standard of service, food and the proximity to the pitch make for the most fantastic matchday experience. A winner every time!”



EXECUTIVE BOXES

 Fine dining and all-inclusive drinks

 Pitchside balcony seating

 Dedicated waitress service

This exclusive experience at Goodison Park provides the finest view of any ground in the Barclays Premier League from the private balcony seats that are so close to the pitch you can see every expression on the players' faces!

The hospitality on offer within the box is outstanding, with Champagne on arrival, a four course meal and complimentary drinks for 10 guests, all supplied by a dedicated waitress service.

An Executive Box is the perfect opportunity to experience the game in one of the most sought-after hospitality facilities in Goodison.

Dress code: Smart-casual; no team shirts.

Matchday Hospitality
from **£2050^{+VAT}** for 10 people

2014/15 Lounge Membership
from **£45,000^{+VAT*}** for 10 people

*Early Bird discount price. See page 38 for full pricing table.

Membership includes all home Barclays Premier League and domestic cup fixtures up to and including quarter-finals. Not including Capital One Cup Semi-Final.



2014/15 MATCHDAY SPONSORSHIP

A variety of sponsorship packages are available for 2014/15, giving you the chance to enjoy behind-the-scenes access and advertising opportunities on matchday.

Upon arriving at Goodison Park, matchday Sponsors and their guests are welcomed by our Hospitality Team before taking a tour of the dressing room with Everton Legends Graeme Sharp and Mark Higgins who are always on form with tales of Everton past and present.

Take photos next to your favourite player's shirt then you'll be led down the famous tunnel and out onto the hallowed turf for some pitch-side photographs which you'll get to take home with you at the end of the day on an Everton-branded memory stick.

Enjoy an excellent three-course meal prepared by our Football Hospitality Awards 'Chef Team of the Year 2013' plus complimentary drinks in the build-up to the match in one of two private dining areas. Then it's time to watch the Everton boys from your Directors' Box seats on the half-way line.

Everton Optimum offers a range of matchday sponsorship packages all including exposure for your brand in the matchday programme, on pitch-side LED and Jumbotron screens.

We have packages for every occasion starting from just £1,250^{+VAT} including Executive Lounge hospitality for you and your guests.

- Advertising/branding for your company
- Three-course meal
- All-inclusive drinks
- Directors box seating
- Tour of the dressing room and pitch-side photographs
- Photographs to take home on an Everton memory stick
- A special Everton gift for each guest



Main Match Sponsorship Package

From **£3,000**^{+VAT}

The optimum sponsorship at Goodison Park, this package offers full hospitality and complimentary drinks with a dedicated waitress for up to 20 people in the private Dave Hickson Sponsors Lounge.

Guests will receive a souvenir gift and an Everton branded memory stick with photographs from throughout the day to take home. After enjoying the match from luxury Directors' Box seating the Main Match sponsor will be presented with a shirt signed by the first-team and enjoy a personal visit from the Man of the Match himself.



Mascot Sponsorship Package

From **£2,250**^{+VAT}

The chance to be an Everton Mascot is every kid's dream and with our Corporate Mascot Sponsorship package the whole family can enjoy the day together with full hospitality for 6 people. The lucky mascot will get to meet the first-team players in the dressing room after changing into a full Everton kit ready for his or her Goodison debut. After a kick around on the famous pitch the mascot is lead out by the Club Captain to the sound of Z-Cars, a truly unique experience and something they will never forget.



Matchball Sponsorship Package

From **£1,750**^{+VAT}

Our Matchball Sponsor gets the unparalleled experience of standing on the centre spot to hand the official matchball to the referee in front of up to 40,000 Blues. After the game is over you will be presented with the official matchball signed by the first team to take home and display with pride.



Man of the Match Sponsorship Package

From **£1,500**^{+VAT}

After all the pre-match build up and enjoyment of watching the game it's your job to present the Man of the Match with his award. You'll be photographed presenting the player with a branded bottle of Champagne and then receive one of your own to take home. The Man of the Match sponsorship package includes full hospitality for six people and is the perfect way to treat loved ones or entertain clients.



Programme Sponsorship Package

From **£1,250**^{+VAT}

Enjoy full hospitality for six people with the Programme Sponsorship package. Along with all the sponsor privileges you will also receive a boxed matchday programme signed by the Everton first-team and have your photograph taken on the pitch in front of the gathering crowds at Goodison Park.

2014/15 Sponsorship Price List

	MAIN MATCH		MASCOT	MATCHBALL	MAN OF THE MATCH	PROGRAMME
	16 people	12 people	6 people	6 people	6 people	6 people
CATEGORY A	£12,000	£9,000	£4,250	£3,750	£3,500	£3,250
CATEGORY B	£10,000	£7,500	£3,750	£2,750	£2,500	£2,250
CATEGORY C	£6,500	£5,000	£3,250	£2,500	£2,250	£2,000
CATEGORY D	£5,250	£4,000	£2,750	£2,250	£2,000	£1,750
CATEGORY E	£4,500	£3,500	£2,500	£2,000	£1,750	£1,500
CATEGORY F	£4,000	£3,000	£2,250	£1,750	£1,500	£1,250

Opponents per category to be confirmed in June 2014.

10TH ANNUAL END OF SEASON AWARDS



Award sponsorship
from **£1,500^{+VAT}**

Tickets:

VVIP - **£199^{+VAT}**

VIP - **£179^{+VAT}**

Prices are inclusive of food and selected drinks.

Marking a decade of our most prestigious event, the 2014/15 End of Season Awards is an experience not to be missed.

One of the Club's most exclusive evenings - The Annual End of Season Awards is the pinnacle of the season culminating in the Player of the Year award presentation. The awards, now in their 10th year, will be held in May 2015 and promise to be an extravaganza of football and glamour.

You will enjoy an evening of celebration, fine dining from your award-winning Everton chef team amongst fellow Evertonians, first class entertainment and the opportunity to rub shoulders with the Club's elite past and present including the first team Manager, backroom staff and playing squad.

Tickets prices will be announced during the 2014/15 season. Tickets will be exclusive to 2014/15 members until 30 November 2014 before any remaining tickets are released on general sale.

Want to showcase your business on the night?

We have a wide range of award sponsorship opportunities available starting from just **£1,500^{+VAT}**, all of which include the honour of announcing and presenting the award to the winning player.



2014/15 EVERTON EVENTS



Everton Events are always popular and give you the chance to get closer to your favourite players, entertain clients and enjoy first class hospitality.

With a busy events calendar throughout the year an evening or a lunch with us is the perfect gift for any Evertonian.

During 2013/14 we hosted a series of events from Ladies Lunches with Phil Jagielka and Roberto Martinez and an Everton darts exhibition to An Audience with Roberto Martinez evening dinner and our sold out Player of the Month lunches.

We have many events in the pipeline for 2014/15 so follow us @**EvertonOptimum** or keep your eye on our website for more details.



EVERTON IN THE COMMUNITY

Everton Optimum is proud to support the Club's official charity Everton in the Community and specifically the Inside Right programme supporting military veterans and their adjustment back into the community.

From the start of the 2013/14 season Everton Optimum, with the help of members and lounge guests, has raised over £75,000 for Inside Right.

We're pledging to raise £100,000 during 2014/15 through fundraising in our lounges and at official Everton events. Your help, as always, is much appreciated.

Inside Right

The Inside Right project on Merseyside provides local veterans with an opportunity to participate in weekly football and exercise sessions at accessible community venues, regular competitions, as well as wider training, education and employment pathways.

The programme not only promotes physical activity but also offers veterans the chance to gain accredited sport qualifications in football and boxing, alongside a range of other training courses in subjects such as counselling, mentoring, gym instruction, diet and nutrition, mental health first aid and personal development.

Once ex-service personnel (ESP) return home they can often struggle to readjust and the stress of making a transition from such a structured, highly disciplined lifestyle to civilian life can lead to a myriad of interlinked problems including:

- Drug and Alcohol Misuse - as a form of self-medication
- Criminality and Homelessness - estimated to account for up to 10% of the prison and 25% homeless population
- Suicide and Mental Health problems - Young servicemen are three times more likely to kill themselves compared to their civilian counterparts. Between 2001 and 2011, 50 British troops committed suicide after tours to Iraq and Afghanistan. The second most common cause for medical discharge in the military is due to mental and behavioural disorders
- Unemployment - around 50,000 ex- service personnel are currently unemployed in the UK
- Overall sense of loss - ESP often feel they lose a range of support networks upon which they had become reliant, such as comradeship, sense of purpose, value, belonging, identity, status, routine and discipline.

Achievements:

- 2013 National Military and Civilian Health partnership award for 'health promotion'
- 2013 Echo Pride of Merseyside award





2014/15 MEMBERSHIP PRICE LIST

Kids 12-16: **25% off**

11 and under: **50% off**

	EARLY BIRD PRICE to 3 May 2014 [†]	FULL PRICE to opening game
THE PEOPLE'S CLUB	£999	£1,199
THE CAPTAINS' TABLE	£1,299	£1,499
JOE MERCER SUITE	£1,600	£1,700
ALEX YOUNG SUITE	£2,250	£2,350
'85 LOUNGE	£2,800	£2,900
1878 BRASSERIE	£3,300	£3,400
BRIAN LABONE SUITE	£3,575	£3,675
DIXIE DEAN SUITE	£4,500	£4,700
EXECUTIVE BOXES	£45,000	£46,500

[†]Subject to change. All prices are exclusive of VAT

MEMBERSHIP PAYMENT OPTIONS

Direct Debit Spread the cost of Membership

Payments for membership can be spread across up to 10 months during 2014, depending on when you sign up for our Direct Debit scheme*.

A 4% transaction fee is applied to all Direct Debit applications.

Representative Example

Representative 11.1% APR variable based on a transaction fee of 4% variable.

This example assumes a credit limit of £1,200*

*Credit is subject to status and your actual credit limit may vary according to your circumstances.

Direct Debit Application Deadlines

10 month Wednesday 19 March

9 month Saturday 19 April

8 month Monday 19 May

Payments will be taken on the first working day of each month. Premium Credit will confirm your payments in writing.

**If you select to pay by instalments the personal information you provide on the Executive Lounge Membership application form, including your bank details, will be passed to Premium Credit Ltd. In assessing your application for credit they may search the public information that a credit reference agency holds about you. The credit reference agency will add details of the search and your application to their record about you whether or not your application proceeds. This and other information about you may be used to make credit decisions about you and undertake checks for the prevention and detection of money laundering. By proceeding with this application, you give your consent for such a search to be carried out and for us to contact you by email or text and send Word or PDF documents. If your application for credit is accepted, Premium Credit will send you a welcome pack detailing their full terms and conditions and commence collection of your instalments. A credit agreement will be provided for you to sign either online or return by post.*



0151 530 5300

hospitality@evertonfc.com

Everton Mastercard Spread the cost of Membership

0% interest for nine months[^] on your 2014/15 Membership with an Everton MasterCard.

Members choosing to book using an Everton MasterCard will pay no interest on that purchase for 9 months.

Representative Example

Standard Purchases:
18.9% p.a. variable

Total amount of credit: £1,200

Representative: 18.9% APR variable

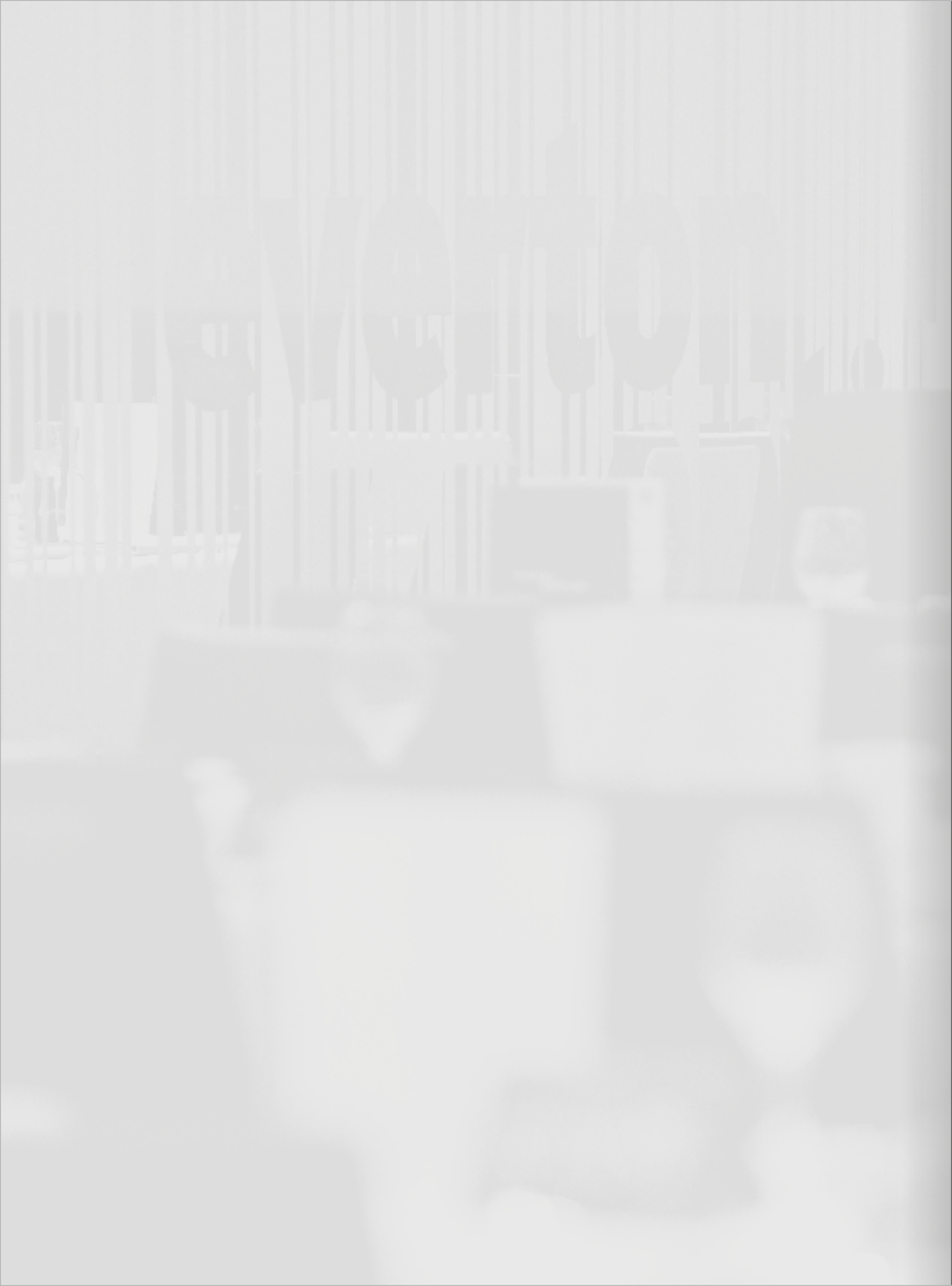
This is for illustrative purposes only and actual total amount of credit may differ.

[^]For Hospitality Membership purchases of £282 or over (after any applicable discount): For the special "no interest for nine months offer", no interest shall then be charged on qualifying Hospitality Membership purchase(s) for the nine months following the date of purchase(s) provided that the purchase is made before 31.07.14. After the nine month period the interest rate for Standard Purchases applicable to the account are then payable on any remaining balance of the Membership purchase. The Everton MasterCard is issued by Sygma Bank UK, Chadwick House, Blenheim Court, Solihull B91 2AA. To qualify, Hospitality Membership purchases must be made via the Hospitality Team or online on a valid Everton MasterCard in a single transaction. The promotion may be withdrawn or extended by Everton Football Club at any time without prior notice.


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 0151 530 5300

 hospitality@evertonfc.com

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