

NOTTS COUNTY  
FOOTBALL CLUB  
COMMERCIAL OPPORTUNITIES



SEASON 2014.15

"I know what it means to support this club and I know what it means to play for this club and I will be instilling that in my players, because I want to see pride, passion and belief in the shirt from every single member of the squad."

**Shaun Derry**  
Manager | Notts County FC

# PRIDE PASSION BELIEF

This is what  
we demand  
This is what  
we expect



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**

e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)



# NOTTS COUNTY FOOTBALL CLUB

Notts County Football Club are the world's oldest professional football club and a founder member of the Football League, which celebrated its 125th Anniversary in 2013.

Currently competing in League 1 of the Football League, Notts play at Meadow Lane, which has a capacity of 20,300 and boasts a wealth of recently refurbished hospitality and conferencing facilities able to cater for events of all sizes and offering on-site parking for 300 cars.

Just a short walk from Nottingham train station and the city centre, Notts County benefit from their location in the heart of the Midlands within one of the UK's most vibrant sporting cities.

- Football League, FA Cup, League Cup and Johnstone's Paint Trophy matches.
- Football League Community Club of the Year, Midlands 2012
- League 1 Programme of the Year winners 2012, Runners-up 2013 & 2014
- A venue for all occasions, including weddings, birthdays and anniversaries
- One of the leading conference & banqueting facilities in the East Midlands
- Multi-sport venue with Nottingham Rugby tenants of the Football Club.
- Winner of the Best League 1 Hospitality at the Official Football Hospitality Awards 2013

## CITY OF NOTTINGHAM

- Positioned 6th in the retail expenditure league of the UK in 2010.
- 8th largest urban area in the UK

CELEBRATING NOTTINGHAM | OUR HOME | OUR COMMUNITY



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**

e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)





nottscountyfc.co.uk



## YOUR AUDIENCE

### ATTENDANCE

#### 2013.14 SEASON

Average League Attendance:	5,508
Highest Attendance:	8,564
Total Attendance:	130,050

#### 2014.15 SEASON

Projected Average Attendance:	7,500
Projected Season Ticket Holders:	5,000

### RETAIL

#### 2013.14 SEASON

Replica Shirt Sales:	4,000+
Matchday Programme Sales	30,000+

#### 2014.15 SEASON

Projected Replica Shirt Sales:	5,500+
Projected Matchday Programme Sales (Including those in season ticket package)	85,000+

### NOTTS COUNTY ON TELEVISION

#### 2013.14 SEASON

League 1 Average Live Audience (Sky Sports)	257,000
Football League Show (BBC)	1,114,019
Late Kick-Off (BBC)	617,000
Soccer Saturday (Sky Sports)	325,479
Goals on Sunday (Sky Sports)	199,970

Source: BARB, KANTAR SPORT (2013/14)

### ONLINE

#### www.nottscountyfc.co.uk

Unique visitors (2013.14 Season):	396,101
Page views (2013.14 Season):	2,124,290
Total visits (2013.13 Season):	1,079,112

#### Magpie Player

Subscribers (May 2014):	800
-------------------------	-----

#### Social Media

Facebook Likes (May 2014):	62,500+
Twitter Followers (May 2014):	20,000+
Supporter Database (May 2014):	19,000+



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

CALL NOW: 0115 9557 241

e: sales@nottscountyfc.co.uk



# ADVERTISING

## MATCHDAY MAGAZINE

Notts County's multi-award winning matchday magazine #themag is one of the leading publications in the Football League and enjoys a popular readership amongst home and away fans throughout the season, giving your advert great exposure.

Full page advert: £150 per match £3,000 seasonal

## TEAMSHEET

An essential part of the matchday experience, the official teamsheet is seen by corporate guests and supporters alike, often as the first place to see the confirmed team line-ups for the game.

Seasonal sponsorship: £2,000

## IN-STADIA

### STADIUM ADVERTISING

Offering prime locations around the perimeter of the Meadow Lane pitch, these advertising sites provide a platform to a captive audience both in the stadium and at home via television and media coverage.

Players' Tunnel Sponsorship: £5,500  
TV Facing Perimeter Board: £2,500  
Non-TV Facing Perimeter Board: £685

*Production costs at client's expense*

### DIGITAL ADVERTISING

With a full-colour scoreboard providing live data and key messages pre-match and at half-time, combined with a network of concourse televisions around the ground, Meadow Lane is well stocked to deliver digital advertising solutions for your company direct to supporters.

Concourse TV advert: £100 per match £1,000 seasonal  
Scoreboard advert: £150 per match £1,500 seasonal

*All prices exclude VAT*



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**

e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)



# PLAYER SPONSORSHIP

## FULL KIT SPONSORSHIP £475

- Name/company logo featured on the club's official website, the matchday magazine and on the scoreboard.
- Present the match shirt to your chosen player at the season launch event.
- Buffet luncheon with your chosen player at the start of the season.\*
- Receive a home or away match shirt signed by your chosen player at the end of the season.
- Commemorative photo with your chosen player
- Pre-match tour behind the scenes here at Meadow Lane prior to a game during the season.

*\*The luncheon is for the sponsors only.  
Any additional guests will be subject to a small charge.*

## TRAINING KIT SPONSORSHIP £175

- Name/company logo featured in the matchday magazine.
- Present training kit to your chosen player at the season launch event.
- Receive a replica training shirt signed by your chosen player at the end of the season.
- Commemorative photo with your chosen player
- Pre-match tour behind the scenes here at Meadow Lane prior to a game during the season.

## BOOTS & SOCKS SPONSORSHIP £30 For Under-16s

- Name in the matchday programme
- Present socks to your chosen player at the season launch event.
- Commemorative photo with your chosen player
- Pre-match tour behind the scenes here at Meadow Lane prior to a game during the season.

*All prices exclude VAT*



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**

**e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)**



# MATCH SPONSORSHIP



## MATCH SPONSORSHIP (For Up to 10 Guests)

£1,795 +VAT

- Two-course meal in the exclusive Sponsor's Lounge with full service and access to the Directors' Balcony.
- Full page advert in the matchday magazine
- Company logo on the cover of matchday magazine, official teamsheet and official club website.
- PA announcement before kick-off and at half-time
- Seating in the Home Directors' area of the Derek Pavis Stand, with three car parking spaces.
- Signed and framed shirt presented by the Man of the Match.
- Signed photo with the Man of the Match
- Complimentary matchday magazines & teamsheets for your whole party.
- On-site promotional rights, such as leafleting and advertising

## MATCHBALL SPONSORSHIP (For up to 4 Guests)

£495 +VAT

- Carvery meal in the Wheeler's Suite
- Full page advert in the matchday magazine
- Company logo on the cover of matchday magazine, official teamsheet and official club website.
- PA announcement before kick-off and at half-time
- Executive seating in the Derek Pavis Stand, with two car parking spaces.
- Signed matchball presented in a display case by the Man of the Match.
- Complimentary matchday magazines, teamsheets and gifts for your whole party.

FREE GIFT FOR ALL GUESTS



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**

**e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)**



# HOSPITALITY

Matchday is when Meadow Lane Stadium can be seen at its very best, with the buzz of an expectant crowd and the excitement as the game gets underway combining to create the kind of atmosphere that makes football so special.

Whether entertaining clients, or celebrating a family occasion, there are always ways to make your day that extra bit special with our fantastic matchday hospitality packages.

Winner of the League 1 Hospitality Experience Award at the prestigious Football Hospitality Awards 2013, Notts County benefit from unrivalled service from Centerplate UK in the supply of outstanding matchday hospitality.

## PLATINUM HOSPITALITY

Three-course plated meal | Waitress Service | Licensed Bar  
Comfortable Executive Seating in the centre of the Derek Pavis Stand | Pre-match guest interviewed by Colin Slater | Pre-match visit from the players | Post-match Man of the Match Presentations | Complimentary teamsheet and matchday magazine.

Matchday Membership	Adult: £65	Under-12: £32.50
Season Ticket Upgrade	Adult: £35	Under-12: £17.50
Seasonal Package		£1,495
Season Ticket Upgrade Package		£880

## GOLD HOSPITALITY

Two-course buffet meal | Licensed Bar | Seat in the Derek Pavis Stand | Pre-match visit from the players

Matchday Membership	Adult: £44	Under-12: £20
Season Ticket Upgrade	Adult: £25	Under-12: £15
Seasonal Package		£900
Season Ticket Upgrade Package		£600

*All prices include VAT*



EAT  
DRINK  
ENJOY



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**

**e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)**







# MEADOWLANE MASCOTS

Mascot packages are the perfect gift for the younger Notts County supporter, giving them a chance to get behind the scenes at Meadow Lane, meet their favourite players and lead the teams out ahead of the game, an experience that is sure to live long in the memory.

Home Mascot (Including Kit): £190

Home Mascot (Not Including Kit): £135



# EXECUTIVE BOXES

With an exclusive, stylish and contemporary environment, the executive boxes here at Meadow Lane offer stunning panoramic views of the pitch from the top of the Haydn Green Family Stand, giving you an exceptional angle to watch all of the action.

Each box has its own fridge, flat-screen TV and comfortable seating, making them the ideal location for hosting a party of up to eight guests in a single box, or 16 in one of the two available double boxes.

For the 2014,15 season, we're also including catering in your package, with a delicious baguettes & chips package and half time tea & coffee.

Single Box (Up to 8 people)	Seasonal: £6,550 Per Match: £354
Double Box (Up to 16 people)	Seasonal: £13,100 Per Match: £660

*All prices exclude VAT*



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**  
 e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)





# CORPORATE CLUB

## THE IDEAL WAY TO NETWORK WITH LOCAL BUSINESSES

A new arrival to our commercial portfolio for the 2014.15 season, the Notts County Corporate Club is aimed at bringing local companies together in the 1862 Suite here at Meadow Lane on home matchdays throughout the season.

You will be welcomed into an exclusive group of local businesses and invited to four events throughout the 2014.15 season, where you will be able to network with fellow Corporate Club members, enjoy a hot and cold buffet and take in exclusive talks from high profile business leaders on their success stories.

£45 +VAT  
per month by direct debit  
Limited to 250 members

## PACKAGE INCLUDES

- Corporate Club Member wall plaque.
- Networking event once a month at a home game with one guest (four events per season).
- Two seats in the Executive Area for the match if required.
- Exclusive pre-match networking talks featuring business leaders and participants from diverse industries and backgrounds.
- Hot and cold buffet and full cash bar.
- 10% discount on all commercial packages during your introduction year.
- Company logo on our Corporate Club page on the club's official website.
- Prize draw at each function for "Money Can't Buy" team-building experiences.
- Personal introductions to potential B2B mutual partners of the club by the Commercial Manager.



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**  
e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)



# THE VICE PRESIDENTS CLUB

## ENJOY THE HIGH LIFE!

A Vice President Club membership is one of the most prestigious packages available on matchdays here at Meadow Lane.

Single Membership:

£1,200  
inc VAT

*\* Subject to availability*

*\*\* Only one car park space per membership*

## PACKAGE INCLUDES:

Admission to all home League matches and the first home cup game.

Reserved executive seat in the Vice Presidents' section of the Derek Pavis Stand.

Exclusive access to the Don Masson Suite with access to fully licensed bar.

Four complimentary guest tickets per season\*

A secure car parking space in the Iremonger Road Car Park, with an opportunity to upgrade to the Stadium Car Park\*\*

Complimentary matchday magazine at each match

Full four-item buffet, tea and coffee served at half time at every home game.



LET'S HAVE A CHAT ABOUT HOW BEST TO PROMOTE YOUR BUSINESS

**CALL NOW: 0115 9557 241**

**e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)**





Notts County Football Club  
Meadow Lane  
Nottingham  
NG2 3HJ

t: 0115 952 9000

f: 0115 955 3994

w: [www.nottscountyfc.co.uk](http://www.nottscountyfc.co.uk)

e: [sales@nottscountyfc.co.uk](mailto:sales@nottscountyfc.co.uk)