



THE SPARTANS

FOOTBALL CLUB

Founded 1951

www.spartansfc.com

Hon President: **Ronnie L Swan**

The Spartans FC v Manchester United

Sunday 24th July

Manchester United are playing The Spartans FC in a pre-season friendly to celebrate The Spartans 60th anniversary.

The game will be at Ainslie Park, Spartans' home ground, with a capacity crowd of 3,500 expected.

The crowd will mainly be made up of people from in and around Edinburgh. We also expect the game to be shown to a global audience through MUTV (Manchester United's television channel). This makes sponsorship an ideal opportunity for any company whether you are focussed locally or looking at a wider audience.

Spartans are looking to partner up with local businesses who are keen to have their company associated with the premier brand in UK sport.

Matchday sponsorship:

We are holding a 'raffle' for matchday sponsor. The winning company will receive:

- a full page advert in the matchday souvenir programme
- your company name on the front cover of the souvenir programme
- 4 complimentary seats in our hospitality suite (including lunch, complimentary soft drinks, pay bar, programmes and pin badges)
- 4 seats in the main stand
- A link to your company website on the The Spartans website for a period of time up to and including the match

For those companies who participate in the raffle, but are not lucky enough to be picked, you will still receive:

- Your company name in a sponsors page in the matchday souvenir programme
- 2 matchday tickets for the stand (face value £20 each)
- Early opportunity to purchase hospitality packages (£35 each)

The cost of entering the raffle is £100 per company (multiple entries are permitted).

Closing date for the raffle is Friday 24 June.

Souvenir matchday programme sponsorship:

Spartans programmes are traditionally of a very high quality, and this programme will be bigger (A4 size) and more glossy than ever. In order to maintain the quality of the programme, we are restricting advertising space.

We anticipate selling over 2000 programmes. Whilst the majority will be sold on the day, there will also be a huge demand by collectors. This is a fantastic, cost-efficient opportunity to promote your company.

¼ page – £40

½ page – £75

Back cover (full page) - £200

Adverts can be as detailed as you like. We'll even help you draft it up if you like.

Billboard sponsorship:

It is easy to become a pitchside sponsor at Ainslie Park. Given the actual cost of producing the boards, we do not plan to produce these only for the Manchester Utd game. However, if you take out a board for the whole season, Spartans will ensure it is in place for the big game.

It's also worth pointing out that our Ainslie Park home isn't just used for Spartans games (some of which have been televised) it is used for a number of different games throughout the season; we've hosted local cup finals to a Scotland ladies international. Indeed a number of politicians (including the First Minister) visited Ainslie Park during the recent election campaign (see any picture of someone kicking a football!!).

Costs for a board (including it's production) are:

£200 for the season

£500 for a double banner behind the goals

Matchday hospitality

There are limited spaces for matchday hospitality. Included in the hospitality you will receive:

- A ticket for the main stand
- Matchday programme
- Pin badge
- Half-time snacks & soft drinks
- Access to pay bar (2 hours before KO and 2 hours after the match)

Cost £35.

For further details on any of the packages available, please contact either Bryan Burns (tel – 07859-228167) or Andy Nixon (tel 07867806642, email andy.nixon@spartansfc.com)