



# **HOSPITALITY, ADVERTISING AND SPONSORSHIP**







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# WELCOME TO THE OPTIMA STADIUM

## THE HOME OF WESTON-SUPER-MARE AFC

Every matchday Weston-super-Mare AFC welcomes fans from across the country.

Make the most of promoting and projecting your company brand.

Our matchday hospitality packages offer all guests a first-class experience, providing an exceptional dining service as part of your pre-match build up.

Give yourself the opportunity to provide valued colleagues, clients, contacts, friends and family with a full day of hospitality, advertising and sponsorship packages available right here in your town.

We look forward to welcoming you.









# MATCHDAY ADVERTISING

## Matchday Programme

The Weston-super-Mare AFC Matchday Programme 'Seagulls' continues to provide the perfect platform for you to promote your business...

Our publication offers match statistics, exclusive interviews, information about the opposition and much, much more. This is one of the most competitive and cost effective prices as we continue to emphasise that we value your support.

Choose from four programme advertising options:

OPTION 1: 1/4 page advert, with replicated WsM AFC website advert

OPTION 2: Half page advert, with replicated WsM AFC website advert

OPTION 3: Full page advert, with replicated WsM AFC website advert

## Match Ball Sponsorship

- 2 free VIP tickets giving boardroom and sportsman bar access
- Half time & full time complimentary refreshments (tea/coffee)
- Announcements made through the PA & Weston-super-Mare AFC media channels
- A souvenir digital photograph of your party alongside the chosen MOTM\*/\*\* \*

\*Your photograph will be sent to you after the matchday

\*\*MOTM will be chosen by named Match Day Sponsor, however on matches where there is no named Match Day Sponsor you will be given the opportunity to choose the MOTM

## Team Sheet Advertising

Your company logo printed on every First Team Match Day team sheet that is given out to supporters, visiting directors & guests.





WESTON  
CLUB  
AND  
COUNTRY

WESTON-SUPER-MARE

FAVOURITES

WESTON-SUPER-MARE

WEAR

GET SIGNING

abilia Specialists

PONTYPOOL NPA  
BLUEBIRDS



ADVERTISE HERE  
07814 755170  
COMMERCIAL@WSMAFC.CO.UK





# ADVERTISING BOARDS

Advertising at The Optima Stadium is a fantastic way to expose your brand to a wide and varied demographic. It is a key role in any company's business plan to achieve their branding objectives.

## Pitch Side Perimeter Board options:

Pitch perimeter boards, 3050 x 762 x 10mm. 1-3 year deals, including design & board production.

Can be viewed from all vantage points throughout the stadium.

## Car Park Perimeter Board options:

(Facing the prominent busy Winterstoke Road)

OPTION 1: Car Park perimeter board, 3050 x 750mm.  
2 year deal.

OPTION 2: Car Park perimeter boards, 3050 x 750mm x 3.  
2 year deal, including design & board production.

OPTION 3: Car Park perimeter boards, 3050 x 750mm x 6.  
2 year deal, including design & board production.

















# PLAYER SPONSORSHIP

This is a great way to show not only your support for the club, but also your support for an individual player.

Branding your name or business, alongside the player of your choice, will give you or your business an impressive profile, throughout the entire season in every edition of the Matchday programme, and player profiles on our innovative website.

## Player Sponsorship:

OPTION 1: Logo/Co. name or individual name to feature on player profile both in our match day programme & website. You will also receive your players home shirt, provided no later than the first home friendly of the following season.

1x Ticket to end of season awards with the opportunity to sit with your sponsored player.\*\*

Photo taken with player and shirt on the night, photo then sent to sponsor on digital format.

OPTION 2: The above, but you will receive your players away shirt, provided no later than the first home friendly of the following season.

OPTION 3: First team, Walking Football and Ladies player for discounted price, benefits as per option 1.

\*\*Tickets are limited and on a first-come-first served basis









# EXECUTIVE VIP MATCHDAY EXPERIENCE

The Executive Package offers companies and individuals the opportunity to treat your most valued clients, staff, guests or friends. As a matchday hospitality guest you'll combine the full experience of a match day along with exceptional hospitality and, of course, football, giving you a unique and full experience.

Upon arrival, one of our Commercial team will join your party for a drink and talk you through the day's events before you are served your three course meal prepared on-site.

This package includes two bottles of wine for your table

You will then enjoy the game from reserved seats.

Half time refreshments will be made available to you within the Directors Boardroom in the company of the Chairman, Directors, Sponsors & other VIP guests.

## Your Executive VIP Matchday package includes:

- Ten Matchday seats in the corporate area
- A pre-match three-course meal, optional Cheeseboard & Port at end of game
- Complimentary wine
- Two complimentary drinks per person
- Matchday programme advert.
- Half time & full time complimentary refreshments
- Two reserved parking spaces
- 4 Complimentary matchday programmes for your party
- Vote for and present the 'Man of the Match' award
- A souvenir digital photograph of your party alongside the MOTM\*

Announcements made through the PA & Weston-super-Mare AFC media channels

\*Your photograph will be sent to you after the matchday





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McDonald's  
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PITTSBURGH

TourLife

8  
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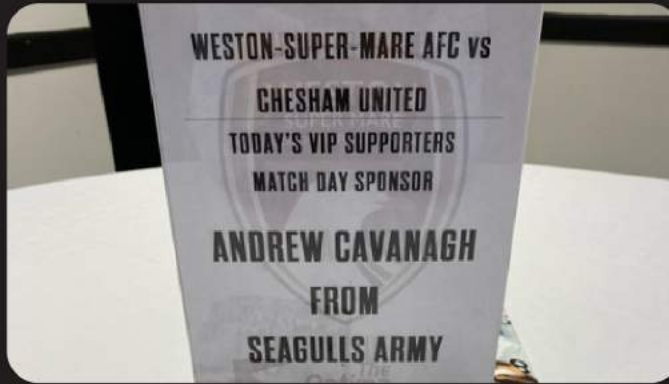
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uhlisport







# VIP SUPPORTER MATCHDAY EXPERIENCE

Our specially designed VIP Supporters package enables a party of up to 10 to enjoy a matchday experience similar to that experienced by the Weston-super-Mare AFC Directors, Partners & Sponsors.

Upon arrival, one of our Commercial team will join your party for a drink and talk you through the days events.

You will then enjoy the game from reserved seats.

Half time & full time refreshments will be made available to you within the exclusive Sportsman Bar.

The VIP Supporters package also has the added bonus of a meet and greet with Weston players at full time. There will also be opportunity's for photo's with Weston players after the match.

\* Already a season ticket holder? Good News!

For every season ticket holder in your party you will be discounted £10.00 per person.

## Your VIP Supporters package includes:

- 10 free VIP tickets giving boardroom and sportsman bar access
- A pre-match three-course meal, optional Cheeseboard & Port at end of game
- Complimentary wine
- Two complimentary drinks per person
- Half time & full time complimentary refreshments
- 4 Complimentary matchday programmes for your party
- A souvenir digital photograph of your party alongside the chosen MOTM\*

Announcements made through the PA & Weston-super-Mare AFC media channels

\* Your photograph will be sent to you after the matchday

**Only available if an Executive VIP Matchday Experience has already been taken out by another party**







# PRICING

		Cost					
	Guests	Option 1				Option 2	Option 3
Programme Advertising	N/A	£130.00				£260.00	£365.00
Team Sheet Advertising	N/A	£50.00				-	-
Pitch Perimeter Board	N/A	£275.00 - Board only	£425.00 - 1 Year	£635.00 - 2 Years	£820.00 - 3 Years	-	-
Car Park Perimeter Board	N/A	£1,050.00				£2,625.00	£4,725.00
Player Sponsorship	N/A	£150.00				£250.00	£200.00
Match Ball Sponsorship	2	£150.00				-	-
Executive VIP Experience	10	£55.00 per person				-	-
VIP Supporters Matchday Experience * / **	10	£40.00 per person				-	-

All pricing is per annum unless stated otherwise in chart above

Please note all pricing does not include VAT

Please contact us if you feel you'd like to bundle some items together. We are extremely happy to build you a completely bespoke offer designed exactly to your needs, requirements and budget.

We look forward to welcoming you to The Optima Stadium.

\* Only available if an Executive VIP Matchday Experience has already been taken out by another party.

\*\* Season ticket holders are discounted at £10.00 per season ticket holder included in party.





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