

ARBROATH FOOTBALL CLUB

26/27 CORPORATE BROCHURE



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On behalf of everyone at Arbroath Football Club, It's our great pleasure to present to you to our brand new 2026/7 Corporate Brochure. We are delighted to share the various ways in which you and or your business can align with our successful brand to assist in supporting your hospitality, marketing and advertising needs and in turn back your Football Club.

We are all extremely proud of the progress we have all collectively made here at Gayfield in the past two seasons with our League One triumph added to our third place finish on our return to The Championship. On behalf of the directors, management, players, staff and supporters, we invite you to join us as we continue to build more solid foundations giving our Club every opportunity to continue to compete at the highest level possible.

We would like to thank you for taking time to view our many opportunities and allowing us to show exactly what we can do to support you and your business. We all look forward to welcoming you to Gayfield at some point throughout the campaign.



HOSPITALITY

Gold package hospitality

The Caird Suite & The Scott Fyfe Lounge

Situated in The Caird Suite & Scott Fyfe Lounge, our top level matchday hospitality package has everything to meet and exceed your expectations. Sit back, relax and enjoy first class food, drink and entertainment whilst taking in the match in your own dedicated match seats within The Coelbrew Main Stand.

PACKAGE INCLUDES

- 3 course meal
- Complimentary bar
- Half time refreshments
- Team sheet / programme
- Matchday host & competitions
- Manager & Player appearances

PRICE (per person)

Per match	£100+vat
Season long (all Championship matches)	£1500+vat
Flexible football package (x25 places)	£1700+vat



Whether you are looking to entertain and look after key clients, or simply to enjoy the match in style with family and friends, you are sure to find the perfect matchday hospitality package to suit your needs with Arbroath FC.



SEASONAL MEMBERS SUITE



THE TOWNHOUSE HOTEL *Suite*

Executive Members Club

Our executive Townhouse Hotel members suite is a unique and exclusive experience to savour the matchday atmosphere inside Gayfield Park as well as enjoying mixing with the Directors, management team and VIP guests.

SEASONAL PACKAGE INCLUDES

- Boardroom/Suite access - from 1 hour prior to match,
- Mix with Directors & guests.
- Complimentary bar
- Half time buffet - teas/coffees Full time bar for 1hr 15mins
- Executive Box match seating
- 10% off meals at The Townhouse Hotel

PRICE

Per season (per person and for all league and Cup games)

*based on 25 matches - only £46+vat per match
Testimonials, friendlies are not included



Total cost -
£1150+vat



THE MKM TUNNEL SUITE

“OUR EXECUTIVE PRIVATE DINING
EXPERIENCE IN THE PLAYERS TUNNEL”



Sponsoring a match at Gayfield during the season is a great day of entertainment for you or your company to elevate to a mass audience both in stadium and online and enjoy a unique bespoke package.



PACKAGE INCLUDES

- Hospitality for 14 guests in your own private room with full bar & dedicated waitress service
- Arrive 2hr 30min prior to match and enjoy a stadium tour
- A delicious three-course meal and pre and post match drinks
- half time fayre.
- Executive Box prime match seating
- Manager and player appearance

SPONSORS BENEFITS

- Social Media graphics pre match
- Media tv graphics in all suites
- Tannoy and AFCTV mentions during matchday
- On front cover of matchday programme
- Select man of the match

**Total cost -
£1600+vat**



MATCHDAY SPONSORSHIP

CAPTAIN'S GUEST SPONSOR

2 invitations to the boardroom from our captain, where you will mix with Directors and VIP guests.

Benefits

- Complimentary pre & post match bar
 - Half time buffet, teas and coffees
 - Executive box match seating in Coelbrew Stand
- Presented with framed and signed Captain's armband
- Social media posts and photographs

**Total cost -
£300+vat**



OFFICIAL MATCHBALL SPONSORSHIP

Sponsoring the matchball gives you access tickets to The Boardroom and Townhouse Suite offering a unique perspective into enjoying your matchday in style at Gayfield Park

Matchball benefits

- 2 invitations to Boardroom for chosen match
- Complimentary pre & post match bar
- Half time buffet teas and coffees
 - Executive box match seating in Coelbrew Stand
 - Signed matchball presented in Boardroom
 - Social media posts and photographs

**Total cost -
£350+vat**



TRACKSIDE ADVERTISING



PRICES

Back of stand walls **£350+vat**

Front Fence **£425+vat**

TV facing main stand **£450+vat**

Pitchside boards behind each goal **£500+vat**

Board production and fitting costs not included but can be made independently



Live TV LED adverts (2 x 30sec in game slots)
pre & post match and halftime play also **£200+vat**



ADVERTISING OPPORTUNITIES

MATCHDAY PROGRAMME

Full Page **£400+vat**

Half page **£200+vat**



Ask for further information on the full advertising/sponsorship packages

DIGITAL ADVERTISING

Facebook, X & Tik Tok sponsor **£1000+vat**

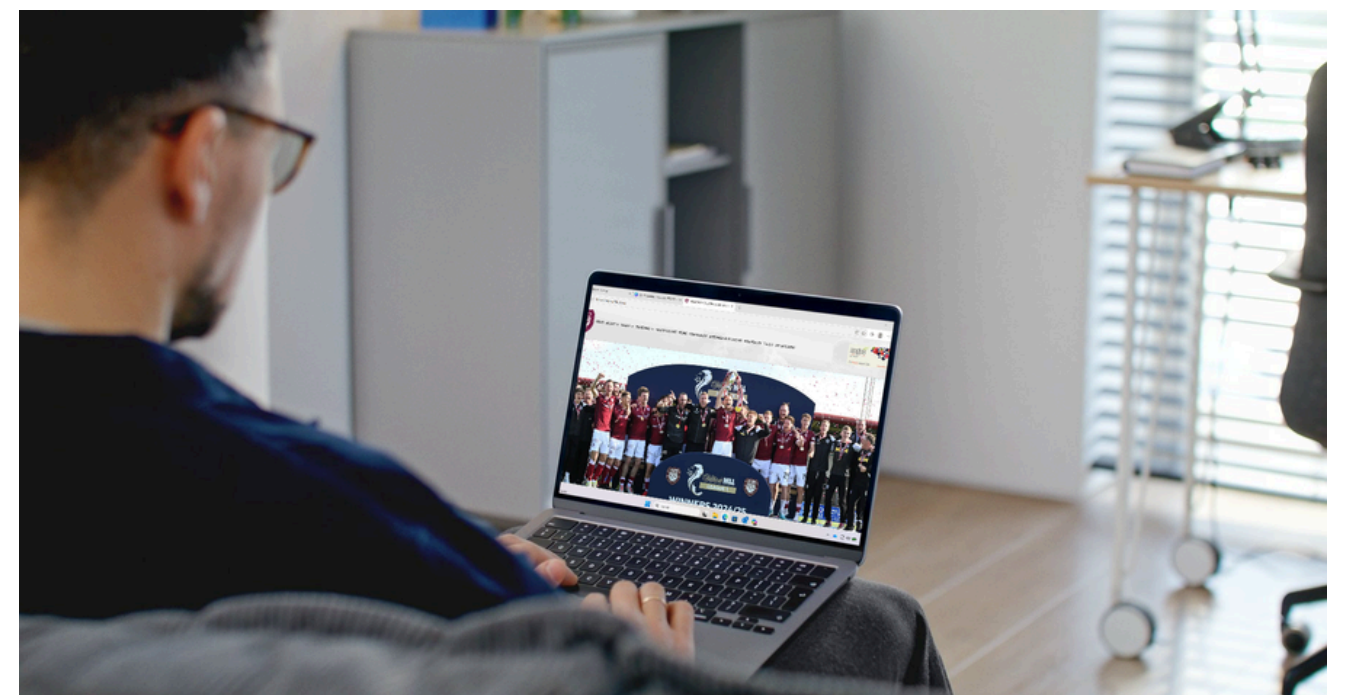
Matchday graphics **£1500+vat**

Highlights sponsor **£1000+vat**

WEBSITE SPONSORSHIP

Overall main site sponsor **£2000+vat**

Overall AFC store website sponsor **£1000+vat**





PLAYER/COACH SPONSORSHIP

Home / Away **£325+vat**

Training warm up shirt **£250+vat**

Coaching staff **£275+vat**

Player sponsorship + **£425+vat**

Includes two places at matchday hospitality (home & away only)

"Sponsoring one of the boys, is a huge boost to the squad & really means alot to individual player that you are personally backing them for the season ahead and in turn playing a vital part in strengthening the playing budget to allow us to compete"

Colin Hamilton & David Gold



Sponsoring a player or coach is one of the most popular methods of commercial interaction with the team, and as well as having your name/company name in each matchday programme and on your chosen player's bio page on the official website, you shall receive his matchworn shirt at the end of the season in a special AFC commemorative box and receive two invitations to the boardroom for a match during season 26/27.



OUR REACH

WWW.ARBROATHFC.CO.UK



TV

Users

250,000



45,000



98,000



408,466

Sessions

480,000

Page views

1,426,000

INTERNATIONAL REACH - TOP 10

UK	217,337	Canada	1,198
USA	8,001	Netherlands	1,104
Australia	1,789	Spain	994
Germany	1,505	Norway	838
Ireland	1,429	China	836

TOWN/CITY REACH - TOP 10

Glasgow	30,025	Dundee	15,182
Edinburgh	27,463	Aberdeen	9,322
London	24,691	Livingston	7,259
Unspecified	20,034	Dunfermline	5,543
Arbroath	18,421	Perth	5,466

INTERNATIONAL REACH - TOP 10

UK	41,175	Australia	135
USA	997	Canada	135
Ireland	313	Germany	131
Spain	154	China	115
Netherlands	145	UAE	95

TOWN/CITY REACH - TOP 10

Glasgow	4,522	Belfast	2,537
Edinburgh	4,212	Dunfermline	1,906
Unspecified	4,504	Glengormley, NI	1,650
Coleraine	2,662	Londonderry	1,131
Arbroath	2,559		

WWW.ARBROATHFC.TV





GATEWAY TO GAYFIELD

TO COMMEMORATE OUR 36-0 HEROES



Only
£150

We are delighted to announce with the regeneration work that has taken place in and around the area outside of the stadium, we have partnered with Angus Council who have allowed Arbroath Football Club, the opportunity for our fans to have their names etched into the very brickwork of the external areas of Gayfield Park for generations to come.

We presented our idea of a "Gateway to Gayfield" last season and have been simply blown away by the countless amount of supporters who have already purchased a granite stone for either themselves or a loved one on our official walk way to the home turnstiles.

Our thoughts and future plans are to include a commemorative bench, and rest/remembrance garden but we would like to hear any ideas from our supporters also of what they would like to perhaps included over time. If you have any suggestions, please contact eilidh@arbroathfc.co.uk

So if you would like a lasting memento for yourself or a loved one set in granite with a dedicated etched Arbroath FC paving stone (300mmx300mm) right outside our entrance then do not delay as these are very much limited edition and can be purchased as a unique lasting tribute for generations to come.

This opportunity does not come around often and thanks to Angus Council we have the opportunity to offer our fans this one off chance to be in with the bricks - literally!

The cost for your granite stone brick is £150 and can include a name and a short message* alongside the club crest.

You will also receive a commemorative edition numbered certificate to confirm your place on our walkway.



OUR PARTNERS...



MegaTech
Projects Ltd

angus
THE BERRY SPECIALISTS


Wallace Vets

 **Parkgrove**
Funeral Directors

 **ESP Group**
Engage Solve Partner

Angus Tyres

**Connelly
Yeoman**

MKM

CoelBrew
STOMPING OUT THE GLUTEN

**THE TOWNHOUSE
HOTEL**

macron

Everlast
WINDOWS & DOORS

CARNOUSTIE
Golf Hotel & Spa

PURPLE IMP

 **RW BELL**
GREEN ENERGY

 **MADRÍ**
EXCEPCIONAL®

future ticketing >>

TOGETHER WE ARE...

FEARLESS.



Arbroath Football Club, Gayfield Park, Arbroath, DD11 1QJ