



**SPONSORSHIP & ADVERTISING
OPPORTUNITIES**

SEASON 2016/17

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DAFC are pleased to offer many fantastic Advertising & Sponsorship Opportunities for season 2016/17.

Every advertising board or sponsorship package taken helps us to fund DAFC, as a community club, and we thank you for your support. We are a club with a rich and proud history, but with a forward thinking approach.

There are many cost effective advertising and sponsorship opportunities at DAFC to raise your company's profile.

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ADVERTISING

EXTERNAL ADVERTISING

East End Park is located on one of Dunfermline busiest arterial roads with over 18,500 vehicles passing by the stadium everyday.

A wide range of excellent advertising sites are available on both the Main Stand gable end and the external walls of the stadium, facing onto Halbeath Road.

Prices (exclusive of VAT, production and fitting costs) range between £2,000 and £5,000 depending on site.

INTERNAL ADVERTISING

DAFC continue to be one of the best supported clubs in the country. Even in the third tier of Scottish football, last season our crowds averaged just under 3,000 which was higher than some Premiership clubs.

A range of highly visible trackside advertising boards are available on all four stands as well as a number of other attractive internal sites which can be viewed on request.



WEBSITE ADVERTISING

Advertise on DAFC's official website www.dafc.co.uk which has recently been upgraded and re-branded.

Banner advertising on the home page (size 440x120 pixels) along with embedded adverts within the most read articles on our site (match reports, manager pre and post match comments) are available.



With over 41,000 visitors per month, dafc.co.uk offers a fantastic digital marketing opportunity to any local or national company.

FACEBOOK ADVERTISING

DAFC's social media is now blossoming, with an ever increasing and highly engaged audience. We have in excess of 37,000 page likes, with a total reach of 50,000 per week. In the week we lifted the League One trophy our audience rose to over 250,000.



PROGRAMME ADVERTISING

DAFC'S programme has won Independent View's First Division Programme of the Year and Scottish Editor of the Year in successive seasons. For season 2014/15 the programme was re-branded and re-named "Black + White".

BUILD YOUR ADVERTISING PACKAGE

To reward the loyalty shown to our club by many local, regional and national companies following it's acquisition by Pars United we have designed a range of attractive and affordable advertising opportunities, as packages. The timings of the adverts can be arranged, on a first come first served basis, to suit your own requirements to maximise peak sales opportunities for your business.

	Trackside Package*	Programme Package*	
A	Standard Trackside Board £750	Full Page Advert £600	Half Page Advert £300
B	Standard Trackside Board + Website advertising for 28 days £850	Full page programme + Website advertising for 28 days £700	
C	Standard Trackside Boards + Website advertising for 28 days + Facebook page sponsor for 14 days £950	Full page programme + Website advertising for 28 days + Facebook page sponsor for 14 days £800	

*All prices exclusive of VAT



SPONSORSHIP



East End Park Stadium Sponsorship Package

East End Park will be renamed incorporating the Sponsors name.

The press TV & Radio will be notified of the change and will be asked to refer to the new name when reporting on DAFC

Stadium Signage

- one site above the official entrance
 - four perimeter sites
 - six credits on the interview backdrop
- (All signage to be supplied by the sponsor.)

Sponsors name will appear on the following:

- All DAFC printed material and club communications
- one full page advertisement in the Matchday Programme
- A banner advert on DAFC official website www.dafc.co.uk

Sponsors Matchday package

- Two match day track side hospitality box for match of your choice (Party of 10 guests)
- two Rennie lounge memberships valid for all home games
- two Directors box passes with Boardroom access, on request

Sponsors Discount

The sponsor will receive preferential rates on all DAFC events

The Sponsors Cup

A money can't buy event - your own Matchday experience held at the end of the season. You will have your own game in the stadium involving staff, suppliers, customers, clients, or friends. This is a great public relations opportunity and also a unique team building experience.

Price on application



First Team & Coaches Training Kit Sponsorship Package

All Coaches & Senior team training and bench kit will carry the Sponsors name and logo.

Sponsors Match day package

- Two match day track side hospitality box for match of your choice (Party of 10 guests)
- One full page colour advertisement in the match day programme
- Two directors box tickets with Boardroom access on request
- Sponsor to present an award to their player of the year at the last home game of the season

Sponsors Name to appear on the following:

- two perimeter prime TV sites
- six credits interview backdrop
- A banner advert on DAFC official website www.dafc.co.uk (signage to be supplied by the sponsor)

DAFC in the community

DAFC first team squad and coaches attend many events in the community, including our schools engagement programme, which delivers third initiatives to local primary schools covering: health and well-being; numeracy and literacy; and employability.

All first team squad and coaches will wear their training or bench kit on such visits.

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MATCH SPONSORSHIP



Match Sponsorship is a unique style of football hospitality with a difference! It not only gives you the opportunity to promote your company within the local business community through the enhanced branding exposure this package brings, it also gives you the chance to enjoy a great day out!

- Welcome by club legend Jim Leishman MBE
- Sparkling Wine Reception in DAFC Boardroom including canapés
- Guided tour of the dressing room area
- Commemorative pitchside photo of all guests
- Fully inclusive drinks package pre and post-match
- Hostess table service
- Delicious Three Course Meal including Tea / Coffee
- Purvis Suite Pre Match entertainment hosted by Jim Leishman MBE which includes a different VIP guest speaker every game
- Pre Match interview with a member of DAFC management team
- Complimentary Match Day Programme and Team Sheet for every guest
- Your Company Logo on the front page of our Match Programme and all Table Menus in the Purvis Suite
- Regular PA announcements of your Company's Match Sponsorship on the day of the match
- Watch the match from your own Executive Pitchside box
- Half Time Savouries with Tea / Coffee
- Your table pick the Man of the Match where you present a commemorative gift on the park immediately after the full time whistle
- Match Sponsor will receive a commemorative signed DAFC ball in a presentation box
- Photos and a Thank You to appear on the clubs Social Media Platform

£1200 for 12 guests (plus VAT)

MATCHBALL SPONSORSHIP



Matchball Sponsorship provides an innovative and cost effective way to promote your company on matchdays at East End Park. It also gives you the chance to enjoy a great day out from the comfort of the DAFC Boardroom.

- Welcome by Club Directors
- Boardroom hospitality throughout the afternoon
- Commemorative pitchside photo
- Complimentary drinks in the Boardroom pre and post-match
- Watch the match from exclusive seats in the Directors Box
- Complimentary Match Day Programme and Team Sheet
- Your Name or Company Logo on the front page of our Match Programme
- Regular PA announcements of your Name or Company's Matchball Sponsorship on the day of the match
- Half Time Savouries with Tea / Coffee
- Matchball Sponsor will receive a commemorative signed DAFC Matchball ball in a presentation box
- Photos and a Thank You to appear on the clubs Social Media Platform

£250 for 2 guests (exclusive of VAT)

To book please contact the 1885 Business Club on info@1885club.co.uk

PLAYER SPONSORSHIP

PLAYER SPONSORSHIP

Only £200 per shirt

Sponsor your favourite player's home or away top for the season

The benefits:

- Your name in every matchday programme
- A Certificate from your player
- Invitation for you and one guest to end of season Shirt Sponsors event & meet your player
- You will receive your player's autographed jersey at the end of the 16/17 season



PLAYER TRAINING TOP SPONSORSHIP

Only £100 per top

Sponsor your favourite player's training top for the season

The benefits:

- Your name in every matchday programme
- A Certificate from your player
- Invitation for you and one guest to end of season Training Sponsors event & meet your player
- You will receive your player's autographed training top at the end of the 16/17 season

Matchday Teamsheet

Hundreds of teamsheets are distributed to DAFC's supporters, corporate partners and members of the media before each home fixture.

Your brand will be displayed prominently alongside the matchday squads at every home game on our official matchday teamsheet.

Price: £800 + VAT



The Manager's View Newsletter

Following every DAFC fixture, the Manager's View Newsletter is emailed to all of our season ticket holders and members, with the manager's personal comments on the preceding match.

Your company's branding can appear on every newsletter sent during the 2015/16 season. We offer two sponsors the opportunity to brand our Manager's View Newsletter.

Price: £1000 + VAT



Fixture Cards

DAFC distribute over 2,000 pocket sized fixture cards every season to DAFC supporters and corporate partners.

Your company's branding will appear on the rear of these handy and very popular cards.

Price: £700 + VAT



Kingdom Club Hospitality

The Kingdom Club, located in the Purvis Suite, has proved to be a great success with a more relaxed hospitality package offering for match days at East End Park



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