



**COMMERCIAL & HOSPITALITY
OPPORTUNITIES BROCHURE
2018/2019**

SPFL TRUST COMMUNITY PROJECT OF THE YEAR WINNER!



CONTENTS

Welcome

Match Sponsor
Matchball Sponsor
Captain's Sponsor
12th Man
McDonalds Mascot

PA Announcement Sponsor
Stadium Boards
Programme Advertising
Teamsheet Sponsor
Player and Staff Sponsorship

The Purvis Suite
The Rennie Suite
Jock Stein Centenary Suite

Celebrations & Parties
Events
Conferencing and Meetings
How to Find us

srjwindows

Official Shirt Sponsor

SAMARITANS

Official Charity Partner

Joma[®]

Official Technical Sponsor



WELCOME



“Dunfermline Athletic Football Club continues to grow as a club, both on and off the pitch”

As a community owned club, Dunfermline Athletic Football Club, is literally at the hub of our local community and prides itself in the positive experiences it provides to supporters, businesses and sponsors.

East End Park, is not only busy on match days (with DAFC being one of the best supported teams in Scotland out with the seven “city” clubs), but our stadium sits on one of the busiest arterial roads in Scotland. In addition, many community and PR events take place at our stadium out with match days, and our social media streams continue to be one of the fastest growing in Scottish football.

We offer a range of innovative and engaging sponsorship opportunities, covering a wide variety of budgets, which are accessible to individuals along with local and national businesses.

We are always conscious of the need to build attractive packages, to provide added value for our sponsors, and where necessary we can work together to build a bespoke arrangement to more closely match your requirements.

Our club conducts its business with integrity, transparency and dignity, all of which we believe are important to providing a solid and trustworthy partnership platform for our sponsors.

Please take the time to look over our brochure, and your support would not only be very welcome, but greatly appreciated.

Kind regards,
Ross McArthur
Chairman





MATCH SPONSOR

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!

Package Includes:

- Complimentary car space in club carpark (via Leys Park Road)
- Welcome by club legend Jim Leishman MBE
- Sparkling Wine Reception in DAFC Boardroom
- Guided tour of the dressing room area
- Fully inclusive drinks package pre and post-match*
- Hostess table service
- Three Course Meal including Tea/Coffee
- Pre-Match interview with a member of DAFC management team in Purvis Suite
- Team Sheet
- Copies of Match Programme
- Your Company Logo in Match Programme
- Company logo on all Table Menus
- Regular PA announcements
- Watch the match from your own Executive Pitchside box
- Half-time Savouries with Tea/Coffee
- Pick the Man of the Match and present a commemorative gift on the park immediately after the full-time whistle
- Match Sponsor will receive a commemorative DAFC gift
- Photos and Thank You to appear on the club Social Media
- Feature in the following home matchday programme

Price: £1200 for 12 guests (plus VAT)

*Fully inclusive package to the value of £250.00

Organised by



1885
DUNFERMLINE ATHLETIC
BUSINESS CLUB

MATCHBALL SPONSOR

Matchball Sponsorship offers a unique opportunity for guests to sponsor the matchball at East End Park - and then receive a signed ball after the game.

The package is a fantastic way to enjoy excellent hospitality whilst promoting your business or entertaining friends, family or clients. After the match you will be presented with a signed match ball by a first team player.

Package Includes:

- Welcome by Club Directors
- Boardroom hospitality
- Commemorative photo
- Complimentary drinks in the Boardroom pre and post-match
- Watch the match from exclusive seats in the Directors Box
- Complimentary Match Programme and Team Sheet
- Your name/logo inside our award winning Match Programme
- PA announcements
- Half-Time Savouries
- Receive a signed replica Matchball in a presentation box
- Photos and a Thank You to appear on the club Social media

For more information on matchball sponsorship and matches remaining for the season ahead, please contact our 1885 Business Club by email - businessclub@dafc.co.uk.

Price: £250 (based on sponsor plus guest)





CAPTAIN'S SPONSOR

The Captain Sponsorship package offers a unique experience for you and your guest to gain the kudos of sponsoring the Dunfermline Athletic Captain, whilst promoting your business or entertaining friends, family or clients, and you'll also receive framed captain's armband.

Package Includes:

- Welcome by Club Official
- Purvis Suite hospitality (three-course meal)
- Commemorative photo
- Watch the match from exclusive seats in the Directors Box
- Team Sheet
- Match Programme
- Feature in the following home matchday programme
- PA announcements
- Half-Time Savouries
- Receive commemorative frame with captain's armband
- Photos to appear on the club Social media

Price: £250 plus VAT (based on sponsor plus guest)



12th MAN



This package provides Pars fans of all ages the unique chance to be part of the matchday squad and even enter onto the East End Park turf alongside the first-team ahead of kick-off!

You and your guest will have the chance to experience a Dunfermline Athletic game like never before, and a day you will never forget.

Package Includes:

- Walk out with the first team as kick-off approaches
- Shirt with your name and squad number printed*
- Two tickets for SRJ South Stand
- Entry to Legends at Half-time for tea/coffee
- Presentation photograph with the manager
- Feature in the following home matchday programme
- PA Announcement
- Your name appears on the match teamsheet
- Promoted on the club's social network feeds
- Signed Certificate from the first-team manager

Price: £200 plus VAT (price based on 12th Man plus guest)

*Shirt can be signed by the first-team squad on request. We will try our best to provide your requested shirt size. If that size of shirt is not in stock, you will be provided another size.

With 12th Man availability limited to one per game (plus a guest), fans are encouraged to book in advance to avoid missing out. This package is also the perfect birthday, anniversary or wedding present.

In Partnership with



McDONALDS MASCOT

Ever dreamt of leading The Pars onto the hallowed turf at East End Park? Would you like to feel the atmosphere in the ground and stand shoulder to shoulder with the Dunfermline Athletic captain?

Dunfermline Athletic has a limited number of matchday mascot packages*. This fantastic opportunity is a very special way to treat a member of the family, can be a great birthday present or a wonderful way to celebrate a special occasion.

Package Includes:

- Your own mascot host, guiding you through the day
- Lead the teams out for kick-off
- Appear on the official teamsheet
- 2 Adult & 1 Concession Ticket for the SRJ South Stand
- Picture featured in the Matchday Programme
- Complimentary copy of the Matchday Programme
- PA Announcement
- Meet and greet the first team in the tunnel
- Signed first-team manager photo
- Letter of thanks from club captain

Price: FREE

*Mascot opportunities are available to children aged under 16. A maximum of 3 mascots are allocated per match.





A total of 93,962 spectators visited East End Park during the 2017/2018 Ladbrokes Championship season.

With an average home gate of 5,220 the club were also the 2nd highest attended gate in the league.

The NORRIE McCATHIE STAND



MATCHDAY PA SPONSOR

The sponsoring of in-game announcements is the perfect way to hear your name or company name at key moments of the match.

■ Substitute Announcement Sponsorship

Everyone wants to know who the substitute coming onto the pitch is going to be, and they listen carefully to the announcement. Your name/company will be broadcast over our PA system to our thousands of fans each time a substitution is made. So that's up to six times per match (three announcements per team).

Price: £500 plus VAT per season

■ Attendance Announcement Sponsorship

Another key moment of a match is the attendance announcement. Fans listen out for this and take note. Your name/company will be the official sponsor of Dunfermline Athletic's match day attendance, an announcement for which is made during the second half of the match. Your company name will be announced over the PA.

Price: £1000 plus VAT per season



STADIUM BOARDS

Trackside advertising a highly effective way to promote your company's brand known, and get it to thousands of supporters in a single season.

The club have games covered by Sky Sports, BBC Sport, BT Sport & BBC Alba - all of which serve the UK and Ireland. Furthermore, SPFL games are also beamed to numerous countries all around the world as well as online at YouTube, through our popular Pars TV channel.

Available Options:

- Standard Trackside or A Frame: £750 plus VAT
- External Advertising board: From £2500 plus VAT*

Note: Prices excludes production and installation charges.
*Please contact sales@dafc.co.uk for more information.



PROGRAMME ADVERTISING

Dunfermline Athletic have signed an exclusive deal with one of the UK's best football programme design agencies, Curtis Sports. The deal will also include an online subscription service for supporters throughout the world.

Our award winning programme is produced at every home match and is recognised as one of the best in the country with a readership of over 15,000 per season.

Available Options:

- Full Page: £750 plus VAT
- Half Page: £375 plus VAT
- Quarter Page: £200 plus VAT
- Page Sponsor: £200 plus VAT

Option also available to be our official Programme Sponsor for the season. Please email sales@dafc.co.uk for more information.



TEAMSHEET SPONSOR

The arrival of the all-important Official Team Sheet is the most anticipated element of the matchday experience in the corporate areas.

Over 10,000 A4 Team Sheets are distributed throughout the stadium over the course of the season including Hospitality Suites, Club Shop, Press and Media and the Club Boardroom.

Available Options:

- Logo on front of teamsheet: £400 plus VAT

PLAYER & STAFF SPONSORSHIP

Sponsorship of player or backroom staff is a fantastic opportunity for you, your company, sports club or children to show their support for a particular player or member of staff.

As we continue to improve our commercial packages for supporters all home and away shirt sponsors will now receive a their sponsored shirt signed and framed.

Home and Away Shirt Sponsor:

- Your name or company name will be listed in our matchday programme
- Commemorative photograph of the shirt presentation
- Invite to Sponsor Event
- Framed signed shirt

Price: £250 (inclusive of VAT)

Other Options:

Training Shirt - £100 (inclusive of VAT)
Goalkeeper Gloves* - £100 (inclusive of VAT)

- Your name or company name will be listed in our matchday programme
- Certificate of authenticity

*Applies to goalkeepers only. Sponsor will receive the gloves at the end of the season.

For more information please email matthew@dafc.co.uk or call 01383 724295





The Purvis Suite
A total of 2578 supporters enjoyed our matchday Hospitality during the 2017/2018 Ladbrokes Championship season.



THE PURVIS SUITE

Named after our club sponsor, Bob Purvis, The Purvis Suite has proved to be a great success with an inclusive and much more relaxed hospitality offering for matchdays at East End Park.

Trackside executive boxes are also available per match.

Package includes:

- Hosted by club legend Jim Leishman
- Pre-Match interview with a member of DAFC management team
- Ex-players in attendance
- Complimentary teamsheet
- Three course pre-match hot meal
- Hot pie, tea and coffee at half-time
- Cash bar

Price (per game):

- Season Ticket Holders £37.00
- Non-Season Ticket Holders £52.00
- Price per box from £150.00*

*To book a box requires a minimum of 10 people. Subject to availability.

Discounts are available on block bookings. 18 games - 10%, 12 games - 5%, 6 games - 5%. Please note full payment upfront is required.



THE RENNIE SUITE

Named after former chairman, Mel Rennie, the suite offers an exclusive Private Members Bar and Half-Time Hospitality to enhance your home fixture matchday experience.

Membership includes:

- Suite and cash bar opens at 1pm
- Exclusive Centre Stand Seating
- Half-Time savouries, cakes with tea and coffee
- Cash bar closes 45 minutes after full-time whistle
- Complimentary teamsheet
- 10% discount on room hire at East End Park*
- Upgrade available to our Hospitality (Purvis Suite £25.00 pp) Option to bring along extra guests on a matchday (£34.00 pp)

Prices for the season: (inclusive of VAT)

- Adult: £500
- Over 60's: £390
- Over 75's: £335
- Under 18's: £335
- Under 12s: £225

*Not to be used in conjunction with any other offer including Season Ticket Discount or any Matchday Offers.
Please note there is no disabled access to this suite.



JOCK STEIN CENTENARY SUITE

Recently refurbished and named after one of the club's greatest ever managers, Jock Stein, who won the Scottish Cup for the first time in the club's history in 1961, and the club's Centenary Year in 1985. Lounge includes memorabilia from Jock Stein's time at the club and also items from the Centenary Year.

An ideal opportunity for family or corporate clients, the Jock Stein Centenary Suite offers an exclusive private members lounge with suite hostess service on a season ticket package.

Membership includes:

- Access to Lounge from 1.00pm, closes at 7.00pm
- Breakfast roll and complimentary drink on your arrival
- Suite hostess service for your cash bar facility
- Exclusive Centre Stand Seating with access via Directors stairwell
- Complimentary tea and coffee through the day
- Hot buffet served at half-time
- Complimentary teamsheet
- 10% discount on room hire at East End Park*
- Upgrade available to our Hospitality (Purvis Suite £15.00 pp)
- Option to bring along extra guests on a matchday (£39.00 pp)

Prices for the season: (inclusive of VAT)

- Adult: £655
- Over 60's: £545
- Over 75's: £490
- Under 18's: £490
- Under 12s: £380

*Not to be used in conjunction with any other offer including Season Ticket Discount or any Matchday Offers



CELEBRATIONS & PARTIES

Dunfermline Athletic Football Club - the home of many memorable occasions on and off the pitch. One of our specialties here at East End Park is our ability to throw spectacular parties.

- Birthday's
- Engagement Parties
- Wedding receptions
- Anniversaries
- Christenings
- Stag/Hen
- Sporting Presentations

We can cater for absolutely any kind of party at any size from 4 to 200 people.

Our function suites offer you the chance to select the perfect size suite for your party and our experienced bar and waiting staff will be on hand on the day to ensure that your event runs as smoothly as possible.

We are extremely keen to ensure that your party will be one to remember. We will be on hand throughout the planning of your party to advise and assist whenever required.

Please note: For 18th Birthday parties, the price starts at £400. This includes three door stewards as standard practice, and also based on a maximum of 120 guests.

All prices above do not include DJ hire or food. However, we can provide both at an additional cost.

Room Hire Rates:
Rennie Suite, Charlie Ds: £150
Purvis Suite, Legends: £200

Room Capacities:
Rennie Suite: 85
Purvis Suite: 120
Charlie Ds: 80
Legends: 300





EVENTS



Dunfermline Athletic has a great diary of events planned throughout the year; ranging from a day out on the golf course with the players, celebrating Christmas, Sportsman's Dinner, the club has something for everyone.

Annual events include:

- Open Day and Kit Launch
- Golf Day
- Black & White Ball
- Calendar Signing Evening
- Christmas Party Nights
- Sportsman's Dinner
- Centenary Club Lifeline Player of the Year

And more....

CONFERENCING & MEETINGS



At East End Park, we want you to feel that the venue is yours. We pride ourselves on delivering a first-class conference and events service. We offer offer you a flexible and affordable service to match your requirements. We will tailor your event to suit all your needs.

We have six suites and seven executive boxes available for private hire, you will find the ideal suite to host your unique event from an exhibition or a conference to a personal interview or board meeting.

Planning an event can be stressful, so we will ensure that you receive the highest level of professional help and support.

From your initial enquiry to the smallest details on the day, your own designated event organiser will guarantee the smooth running and success of your event.

Whatever you are looking for, Dunfermline Athletic Football Club will offer that little bit extra, and we look forward to welcoming you here soon.

Benefits of choosing Dunfermline Athletic:

- East End Park is an ideal venue located near Edinburgh, Perth and Glasgow
- Unique venues within one of Scotland's premier football stadiums
- Seven executive private boxes
- Easy access from all major road routes
- Free car parking spaces
- Exceptional standards
- Accessible suites for disabled
- Complimentary Wi-Fi

Our delegate packages have been carefully designed to offer you different options to suit your needs for your individual conference or event and are based on a minimum of 30 delegates.



HOW TO FIND US



By Road Forth Bridge

Exit the M90 at junction 3 and take the A907 (Halbeath Road) into Dunfermline. The ground is on the right, after 1 1/2 miles.

Kincardine Bridge

Take the A985 to the A994 into Dunfermline. Take Pittencreiff Street, Glen Bridge and Carnegie Drive to Sinclair Gardens roundabout. Take the second exit onto Halbeath Road. East End Park is situated on the left hand side of the road.

From North

Join the M90 towards Forth Bridge and Edinburgh. Leave at Junction 3 (signposted A92/A907 Kirkcaldy, Glenrothes, Dunfermline). At the roundabout take the fourth exit following the signs for Dunfermline. Continue onto Halbeath Road and East End Park is on your right.

Rail

East End Park is situated within a 10 minutes walk from Dunfermline town train station.

For further details on train times and fares, please visit www.scotrail.co.uk.





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