



# COMMERCIAL OPPORTUNITIES 2022/23

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THE STAGGIES. MORE THAN JUST A FOOTBALL CLUB.

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[rosscountyfootballclub.co.uk](http://rosscountyfootballclub.co.uk)



## INTRODUCTION

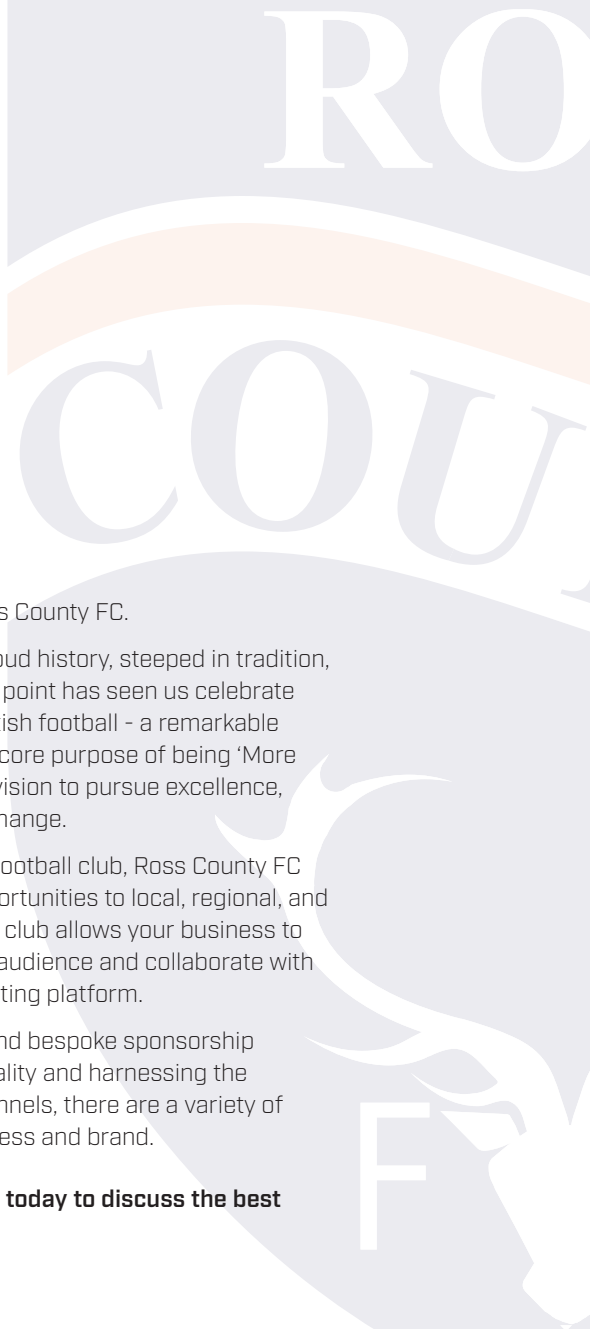
Welcome to the 2022/23 season at Ross County FC.

As a football club, we have a rich and proud history, steeped in tradition, culture and ambition. Our journey to this point has seen us celebrate our tenth season in the topflight of Scottish football - a remarkable achievement. We remain resolute in our core purpose of being 'More than just a Football Club', with a unified vision to pursue excellence, inspire supporters and deliver positive change.

As the North of Scotland's Premiership football club, Ross County FC are able to offer unique commercial opportunities to local, regional, and national businesses. Partnering with our club allows your business to elevate its brand, engage with a captive audience and collaborate with an innovative and powerful digital marketing platform.

From state-of-the-art LED advertising and bespoke sponsorship packages to unrivalled matchday hospitality and harnessing the incredible reach of our social media channels, there are a variety of commercial opportunities for your business and brand.

**Get in touch with our Commercial Team today to discuss the best options for your business.**





WELCOME



lochness  
by Jacobite





## ADVERTISING

The growth of Ross County FC as an established Premiership football club has gone from strength to strength and there is no better time to showcase your brand at the Global Energy Stadium.

Stadium advertising is an extremely cost-effective method of promoting your business to a captive audience. With over 55,000 supporters attending home matches over the course of a season, our advertising packages provide your business with exposure to a growing supporter base. Coupled with this is the opportunity to engage with a wider national audience through television and digital outlets, such as Sky Sports, BBC Scotland, and major social media channels.

From static advertising boards located throughout the stadium in prime TV positions, to our state-of-the-art pitch side LED system, we can provide a bespoke advertising package to meet your business goals and deliver real value.

### LED ADVERTISING

New for the 22/23 season, our state-of-the-art pitch side LED system provides businesses with the opportunity to display modern and vibrant advertising and deliver powerful brand messages.

Businesses taking advantage of our LED advertising will receive free production support to enable tailored adverts to be developed on a monthly, weekly, or game-by-game basis. This flexibility provides businesses with increased control and ensures relevant messages are displayed throughout the season.

LED adverts can be fully animated or static and developed in vibrant colour to make them eye-catching and impactful. Providing real-time messaging - with minimal production costs - ensures businesses achieve a higher return on investment.

With match highlights, goals and images posted regularly on our social media channels, the additional digital reach and engagement from LED advertising has never been greater!

**60-second LED Advert displayed at home fixtures  
for the 22/23 SPFL season.**

*\*Does not include fixtures shown live on Sky Sports.*

**£2,000+ VAT**  
(per season)



## STADIUM ADVERTISING

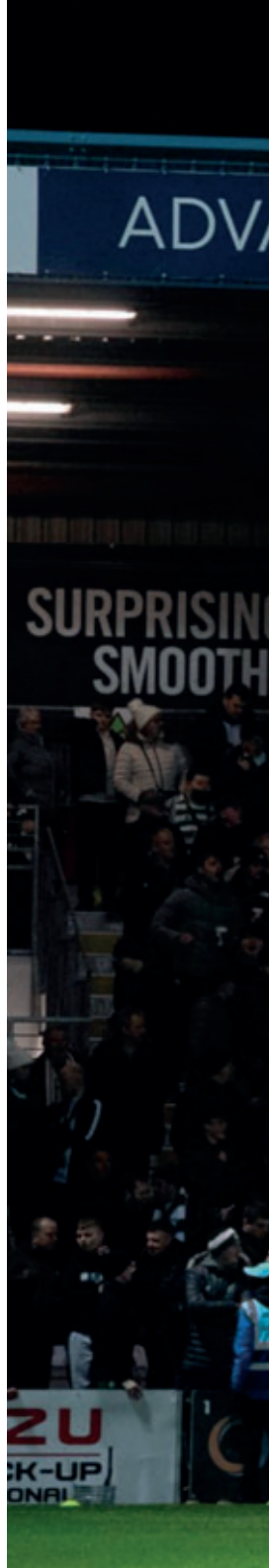
Traditional stadium and pitch side advertising at Ross County FC is a great way to promote your business and raise awareness of your brand with our supporters from across the Scottish Highlands.

Our matches and highlights are often broadcasted on Sky Sports and BBC Scotland, meaning that advertising at the Global Energy Stadium also provides the opportunity to showcase your business to the wider national audience.

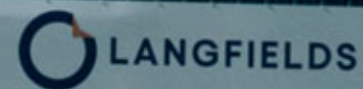
With match content regularly posted on our social media channels, advertising boards at Ross County FC can offer substantial additional reach and exposure to your business.

**Static advertising board positioned pitch side or within the Global Energy Stadium.**

**From £800+ VAT**  
(per season)



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**MATCH SPONSOR**



<b>Match Sponsor for Category A fixture</b>	<b>£1,300+ VAT</b> (per match)
<b>Match Sponsor for Category B fixture</b>	<b>£1,200+ VAT</b> (per match)



## SPONSORSHIP

### MATCH SPONSOR PACKAGE

Our Match Sponsorship package offers the perfect combination of hospitality and advertising. As the official match sponsor, you and your guests will be treated to an unforgettable day at the Global Energy Stadium.

You will have the opportunity to experience all the pre- and post-match action, enjoy a three-course meal and complimentary bar in our exclusive Victoria Suite, before watching the game in prime seats. At the same time, you will benefit from company brand exposure to our corporate clients and the stadium crowd.

As match day sponsor your company logo and advert will be displayed on our pitch side LED system, accompanied by stadium-wide match announcements. You will be involved in the post-match presentation and have the opportunity to select and present the Man of the Match award at the end of the game. As a memento to the day, you will receive a signed & framed first team shirt, a bottle of Ross County FC Gin / Whisky, as well as a unique gift for your guests.

#### **The Match Sponsor package includes the following:**

- Pre-match drinks reception in our Boardroom
- A delicious, freshly prepared three-course meal served in our exclusive Victoria Suite
- Full complimentary bar service, pre- and post-match
- Match tickets for all guests in prime seats in the East Stand
- Half-time refreshments and snacks
- Stadium announcements acknowledging the match sponsorship
- Post-match presentation and commemorative gift
- Man of the Match selection and presentation to the chosen player
- Framed and signed shirt
- Recognition as match sponsor on all of our digital and social media platforms
- Company name, message and branding displayed on our pitch side LED system
- 15% discount in the Club Shop on the day of sponsorship
- Complimentary car park passes

**This is marketing that only a Premiership football match can deliver.**

Match Sponsorship is based on 8 guests (costs available for additional guests).

### **MATCH BALL SPONSOR PACKAGE**

The Match Ball sponsorship package is a fantastic way to enjoy our excellent hospitality while promoting your business or entertaining friends, family, or clients at the Global Energy Stadium.

You'll enjoy a three-course meal and complimentary bar in our exclusive Victoria Suite, before watching the game in prime seats. As sponsor, you will get the opportunity to elevate your brand to the Club's corporate clients and the stadium crowd.

#### **The Match Ball Sponsor package includes the following:**

- Pre-match drinks reception in our Boardroom
- A delicious, freshly prepared three-course meal served in our exclusive Victoria Suite
- Full complimentary bar service, pre- and post-match
- Match tickets for all guests in prime seats in the East Stand
- Half-time refreshments and snacks
- Stadium announcements acknowledging the match ball sponsorship
- Presentation of signed match ball in a display case by the Man of the Match
- Recognition as match ball sponsor on all of our digital and social media platforms
- Company name, message and branding displayed on our pitch side LED system
- Complimentary car park passes

**Match Ball Sponsorship is based on 8 guests (costs available for additional guests).**

<b>Match Ball Sponsor for Category A fixture</b>	<b>£1,200+ VAT</b> (per match)
<b>Match Ball Sponsor for Category B fixture</b>	<b>£1,100+ VAT</b> (per match)



## PLAYER SPONSORSHIP

Make season 2022/23 one to remember for you, your business, or your family by sponsoring a Ross County FC Player! A perfect way to show your support to the club and a member of The Staggies squad.

All first team players have two shirts available to sponsor, Home & Away.

### Each sponsorship includes:

- Invitation to attend an exclusive 'Meet the Players' event, as the players and club thank you for your support
- Presentation of the Player's signed & framed shirt
- Your name / company name showcased on the player's profile on the official Ross County FC website
- Announcement post on the Ross County FC official social media channels
- 2 x Free tickets to a Home match - subject to availability



<b>Home Shirt Sponsor</b>	<b>£350+ VAT</b>
<b>Away Shirt Sponsor</b>	<b>£350+ VAT</b>

<b>Home &amp; Away Shirt Sponsor</b>	<b>£600+ VAT</b>
<b>One Shirt Sponsor for Two Players</b>	<b>£600+ VAT</b>

### OFFICIAL TEAM SHEET SPONSOR

Sponsorship of the Ross County FC official team sheets gives your business the opportunity to gain consistent digital and physical presence amongst our supporters and corporate partners. Our team sheets are printed and handed out on matchdays, reaching supporters, hospitality guests, and executive directors alike.

In addition, Home & Away supporters regularly view and engage with the digital team announcements through our social media channels prior to kick-off. This digital content will feature your company logo, meaning the sponsorship offers a simple, yet effective, way to become associated with the matchday build-up and excitement.

**Official Team Sheet Sponsor for the 22/23 SPFL season**

**£2,000+ VAT**

### PLAYER OF THE MONTH SPONSOR

Interested in guaranteed exposure for your business on our website and social media platforms? Then the Player of the Month sponsorship package is ideal for you.

Throughout the course of the 22/23 SPFL season, supporters of the Club have the chance to vote for their Player of the Month. Your business will have the opportunity to present the award, have your picture taken with the selected player and be recognised as the official sponsor across all our digital platforms. This provides valuable exposure to your business to our engaged and growing online audience.

**Player of the Month Sponsor for the 22/23 SPFL season**

**£2,500+ VAT**













## HOSPITALITY

Join us at the Global Energy Stadium this season and experience the finest matchday hospitality in the North of Scotland while you enjoy the thrill of top tier Premiership football.

From the exclusive Victoria Suite to our relaxed Hamilton Suite, we offer a range of packages to suit all tastes and budgets.

### VICTORIA SUITE

There is no better way to experience Scottish Premiership football at the Global Energy Stadium than in our highly sought-after Victoria Suite.

As part of this exceptional hospitality package, guests will have the opportunity to experience all the pre- and post-match action, enjoy a premium three-course meal and complimentary bar in our exclusive Victoria Suite, before watching the game in the best seats the stadium has to offer.

#### The Victoria Suite package includes:

- Access to the suite two-hours prior to kick-off
- A delicious, freshly prepared three-course meal
- Full complimentary bar and table service, pre- and post-match
- Match tickets for all guests in prime seats in the East Stand
- Half-time refreshments and snacks
- Post-match Man of the Match appearance
- Use of the suite an hour after the final whistle
- Complimentary car park passes
- Dress Code: Smart/Casual - no trainers, jeans, or football colours

**Please note, bookings must be made for a minimum of 8 guests in attendance.**

**Executive viewing boxes can also be added to the Victoria Suite packages.**

<b>Category A Fixture</b>	<b>£1,120+ VAT*</b>	<b>Executive Viewing Box for 10 Home Matches</b>	<b>8 guests £12,500+ VAT</b>
<b>Category B Fixture</b>	<b>£1,000+ VAT*</b>		<b>6 guests £10,000+ VAT</b>
<b>Category C Fixture</b>	<b>£920+ VAT*</b>		

*\*Table of 8*

## MACLEAN SUITE

The MacLean Suite is our largest and busiest matchday hospitality suite. This hospitality package offers a relaxed setting to enjoy all of the pre-game build-up, with access up to two hours before the match and excellent views overlooking the pitch. Guests will be treated to a two-course gastro-style meal, private cash bar and half-time refreshments.

### The Maclean Suite package includes:

- Access to the suite two-hours prior to kick-off
- Two-course gastro-style meal
- Private cash bar pre-and post-match
- Half-time refreshments
- Official match team sheet
- Prime seats in the West Stand
- Dress Code: Smart/Casual – no football colours

<b>Category A Fixture</b>	<b>£82.00+ VAT</b> (Per Guest)	<b>Season Package 19 Home Matches</b>	<b>£999+ VAT</b> (Per Guest)
<b>Category B Fixture</b>	<b>£72.00+ VAT</b> (Per Guest)		
<b>Category C Fixture</b>	<b>£67.00+ VAT</b> (Per Guest)		

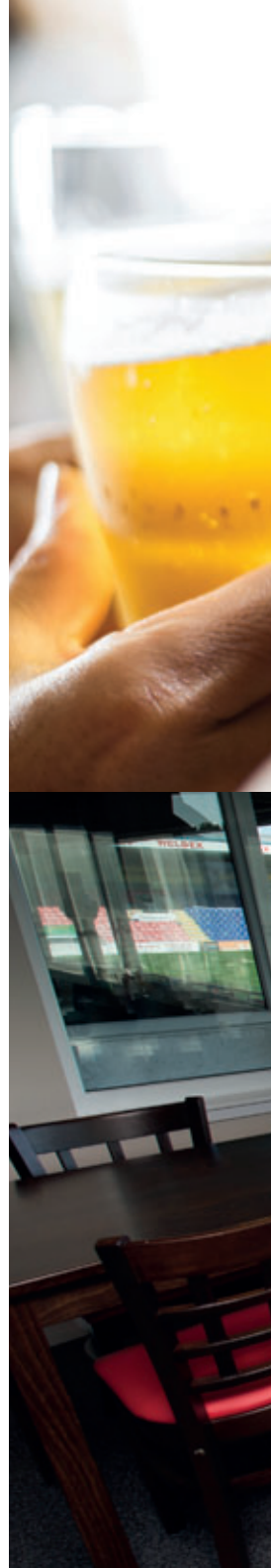
## HAMILTON SUITE

The Hamilton Suite is a new hospitality package for selected fixtures in the 22/23 season. The package offers guests the opportunity to upgrade their normal matchday experience in a relaxed and comfortable setting. With early access to the suite prior to kick-off, guests will be treated to a freshly prepared boxed lunch and refreshments, private bar and half-time catering, as well as seats in our West stand.

### The Hamilton Suite package includes:

- Suite access 90-minutes prior to kick-off
- Freshly prepared boxed lunch & refreshments to be enjoyed pre-match
- Half-time refreshments and pies
- Private cash bar
- Official match team sheet
- Seats in West Stand

<b>Category A Fixture</b>	<b>£42.00+ VAT</b> (Per Guest)
<b>Category B Fixture</b>	<b>£40.00+ VAT</b> (Per Guest)





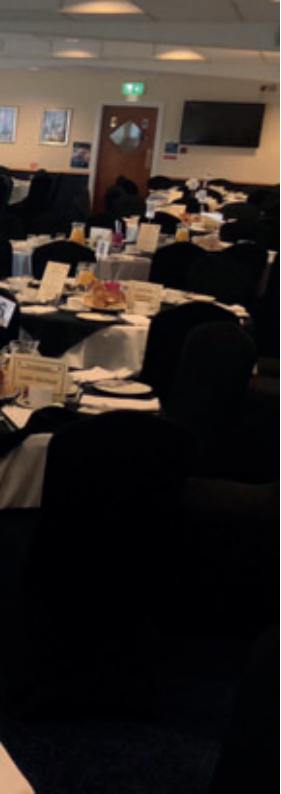




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## EVENTS & CONFERENCES

Introducing the finest conference & event venue in the North of Scotland.

The Global Energy Stadium is renowned for its first-class facilities, with purpose-built conference suites, excellent catering, and bespoke event services. Offering free onsite car parking and exceptional customer service from our experienced staff, we are able to accommodate for a wide variety of events, regardless of its size or requirements.

Whether it be meetings, conferences, or team-building weekends, our superb facilities make for the perfect environment in which to inspire your team or entertain your clients. We can promise you an unrivalled experience at the Global Energy Stadium.

## BESPOKE PARTNERSHIP PACKAGES

Interested in a combination of advertising, sponsorship and hospitality?

Get in touch with our Commercial Team to develop a bespoke partnership package, ensuring the benefits to your business are maximised.

## CONTACT INFO

If you are interested in our advertising, sponsorship and hospitality packages, or have any further enquiries, please email [commercial@rosscountyfootballclub.co.uk](mailto:commercial@rosscountyfootballclub.co.uk) and a member of our team will be in touch to discuss your requirements and find the perfect package for your business.

Further information on our commercial opportunities can be found on our website: [www.rosscountyfootballclub.co.uk/commercial](http://www.rosscountyfootballclub.co.uk/commercial)



## SPFL FIXTURE CATEGORIES

Category A Fixtures	Celtic & Rangers
Category B Fixtures	Aberdeen, Hearts & Hibernian
Category C Fixtures	Dundee Utd, Kilmarnock, Livingston, Motherwell, St Johnstone & St Mirren



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