



COMMERCIAL OPPORTUNITIES 2024/25

THE STAGGIES. MORE THAN JUST A FOOTBALL CLUB.

rosscountyfootballclub.co.uk



INTRODUCTION

Welcome to the 2024/25 season with Ross County FC.

As a football institution, we boast a storied legacy imbued with tradition, culture, and unwavering ambition. This season marks a milestone as we celebrate our tenth consecutive year in the top tier of Scottish football—an achievement of remarkable significance. Our commitment extends beyond the pitch; we remain steadfast in our mission to transcend the label of mere football club, aspiring instead to be a catalyst for excellence, inspiration, and positive transformation. As the premier Premiership football club in the North of Scotland, Ross County FC presents distinctive commercial prospects for local, regional, and national enterprises. Partnering with us affords your business the opportunity to enhance its brand visibility, connect with a dedicated audience, and leverage the influence of our innovative digital marketing platform.

From cutting-edge LED advertising and tailor-made sponsorship packages to unparalleled matchday hospitality experiences and leveraging the expansive reach of our social media platforms, an array of commercial avenues awaits your business and brand.

Reach out to our Commercial Team today to explore the optimal opportunities for your business

The ascent of Ross County FC as a prominent Premiership football club has been nothing short of remarkable, making it an opportune moment to showcase your brand at the Global Energy Stadium.

Stadium advertising presents a highly cost-effective means of promoting your business to a captive audience. With over 55,000 supporters attending home matches throughout the season, our advertising packages offer your business exposure to a steadily growing supporter base. Moreover, there's the added benefit of engaging with a broader national audience through prominent television and digital platforms like Sky Sports, BBC Scotland, and major social media channels.

Whether it's static advertising boards strategically positioned throughout the stadium or our cutting-edge pitch-side LED system, we can tailor an advertising package to align with your business objectives and deliver tangible value.





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

Embark on an innovative journey with our state-of-the-art pitch-side LED system, newly unveiled for the 22/23 season, offering businesses an unprecedented platform to showcase dynamic and captivating advertising, delivering impactful brand messages.

Businesses opting for LED advertising will benefit from complimentary production support, facilitating the creation of tailored adverts on a monthly, weekly, or even game-by-game basis. This adaptable approach empowers businesses with heightened control, ensuring the display of relevant messages throughout the season.

LED adverts can be fully animated or static, designed in vivid colors to grab attention and leave a lasting impression. Real-time messaging, coupled with minimal production costs, guarantees businesses a substantial return on investment.

With match highlights, goals, and captivating imagery regularly shared across our social media channels, the amplification of digital reach and engagement through LED advertising has never been more potent!

60-second LED Advert displayed at home fixtures for the 24/25 SPFL season.

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

£1,650+ VAT
(per season)

120-second LED Advert displayed at home fixtures for the 24/25 SPFL season.

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

£3,000+ 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.

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| Static advertising board positioned pitch side. | From £2,000+ VAT (per season) |
| Static advertising board within the Global Energy Stadium. | From £1,000+ VAT (per season) |





MATCH SPONSOR



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 bottle of Ross County Gin/Whisky and a unique gift.

The Match Sponsor package includes the following:

- 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
- 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
- 10% 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. Will be hosted in Maclean Suite on games that the Victoria Suite is not open)

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| Match Sponsor Package | £1,250+VAT (per match) |
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MAN OF THE MATCH SPONSOR



Our Man of the Match Sponsorship package offers the perfect combination of hospitality and advertising. As the official Man of the 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 Man of the Match 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 unique gift.

The Man of the Match Sponsor package includes the following:

- 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
- 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
- 10% discount in the Club Shop on the day of sponsorship. (Not included as part of any other offer.)

Complimentary car park passes

Selection of the Man of the Match from your chosen fixture.

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

Match Sponsorship is based on 8 guests (costs available for additional guests. Will be hosted in Maclean Suite on games that the Victoria Suite is not open)

Match Sponsor Package

£1,250+VAT
(per match)

PLAYER SPONSORSHIP

Make season 2024/25 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:

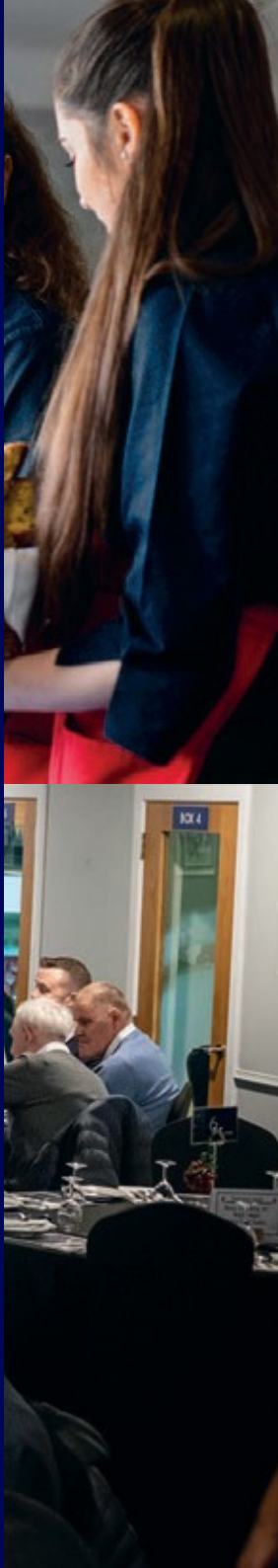
- Invitation to attend an exclusive ‘Meet the Players’ event, as the players and club thank you for your support
- Presentation of the Player’s signed & framed shirt
- Your name / company name showcased on the player’s profile on the official Ross County FC website
- Announcement post on the Ross County FC official social media channels
- 2 x Free tickets to a Home match - subject to availability
 - 10% discount in club shop. (Not included as part of any other offer.)



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| Home Shirt Sponsor | £375+VAT |
| Away Shirt Sponsor | £375+ VAT |

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| Home & Away Shirt Sponsor | £625+VAT |
| One Shirt Sponsor for Two Players | £625+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.

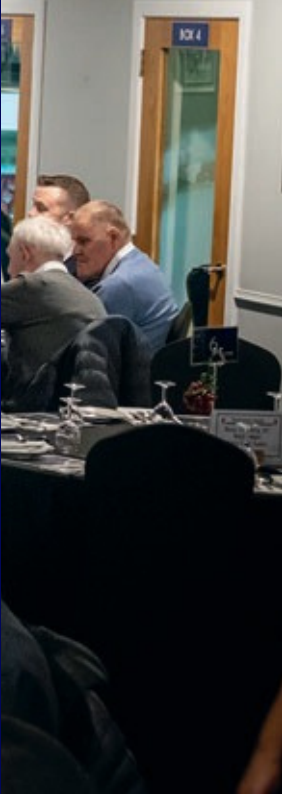
The Victoria Suite package includes:

- 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.

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| Category A Fixture (Old Firm Fixtures) | See next page for further details. |
| Category B Fixtures | £1,100+ VAT* |



HOSPITALITY - CATEGORY A FIXTURES

Category A fixtures hospitality within the Victoria Suite is only available as part of a joint package.

Parties wishing to take a hospitality offering for one of our Category A fixtures must take this in conjunction with one of our Category B fixtures. See below for full details.

Table of 8 within Victoria Suite for a Category A game & table of 8 within the Maclean Suite for a Category B game. £1,800 + VAT

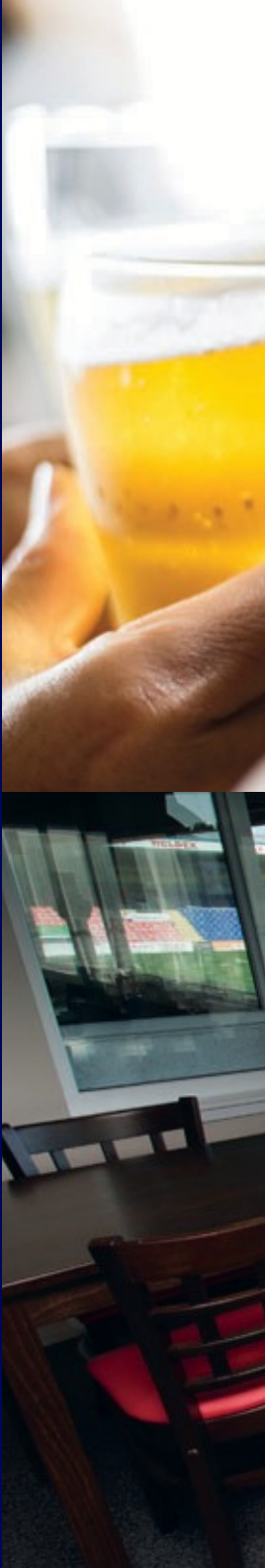
MACLEAN SUITE

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:

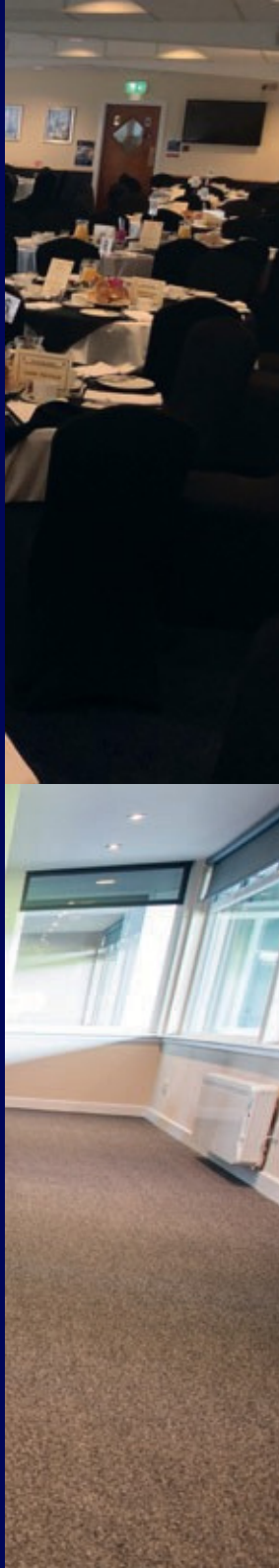
- Access to the suite two-hours prior to kick-off
- Two-course gastro-style meal
- Private cash bar pre-and post-match
- Half-time refreshments
- Prime seats in the West Stand
- Dress Code: Smart/Casual – no football colours

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| Category A Fixture | £95.00+ VAT (Per Guest) |
| Category B Fixture | £80.00+ VAT (Per Guest) |
| Season Package 19 Home Matches | £1,100+ VAT (Per Guest) |









PARTNERSHIP PACKAGES

As well as our bespoke offerings which can be tailored to the needs of your business, we also offer set packages which provide a great way in supporting the club. These packages are details below.

Wyvis Package -

2 x tables of 8 within the RCFC Victoria Suite during the 23/24 season, can include 1 x Celtic & 1 x Rangers.
2 minutes of RCFC LED pitchside advertising per match.
1 x Player Sponsorship
1 x RCFC Primary Schools Programme Sponsorship (2 terms)
2 x passes to Chairman's Lounge for one game (non OF)
4 x Season ticket to RCFC Members Club in Maclean Suite.
1 x Stadium sign (fixed point)
1x Academy Player Sponsorship

Total cost - £11,000 (total value if purchased individually £13,570.)

Brahan Package -

2 x tables of 8 within the RCFC Victoria Suite during the 23/24 season, can include 1 x Celtic & 1 x Rangers.
2 minutes of RCFC LED pitchside advertising per match.
1 x player sponsorship.
1 x RCFC Primary Schools Programme sponsorship. (1 term)
2 x Season Tickets (East stand)
1 x Stadium sign (fixed point)
1 x Academy Player Sponsorship

Total cost - £8,250 (total value if purchased individually £9,870.)

Tulloch Package -

2 x tables of 8 within the RCFC Victoria Suite during the 23/24 season.
2 minutes of RCFC LED pitchside advertising per match.
1 x Player Sponsorship.
1 x RCFC Schools Programme Sponsorship (1 term)
2 x Season Tickets (Jail End)

Total cost - £5,500 (total value if purchased individually £6,720)

Firth Package -

1 x table of 8 within the RCFC Victoria Suite during the 23/24 season.
1 minute of RCFC LED pitchside advertising per match.
1 x Player Sponsorship
1 x RCFC Schools Programme Sponsorship.
2 x Season Tickets (Jail End)

Total cost - £3,300 (total value if purchased individually £4,020.)

GET IN TOUCH

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Please note that all prices shown are exclusive of VAT at 20%



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