



COMMERCIAL OPPORTUNITIES 2025/26

THE STAGGIES. MORE THAN JUST A FOOTBALL CLUB.
rosscountyfootballclub.co.uk



WELCOME TO THE 25/26 SEASON WITH ROSS COUNTY FC

At Ross County FC, we take pride in our rich history, strong traditions, and relentless ambition. Over the past fourteen seasons, we've competed in Scotland's top flight for twelve of them—an achievement that speaks to our dedication and drive.

But our vision extends far beyond the pitch. We're more than just a football club. We're a force for excellence, inspiration, and positive change in our community and across Scotland.

We offer unique commercial opportunities for businesses at the local, regional, and national levels. Partnering with us means increasing your brand's visibility, engaging with a passionate audience, and tapping into our innovative digital marketing platform.

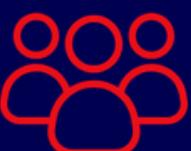
From high-impact LED advertising and custom sponsorship packages to premium matchday hospitality and access to our ever-growing social media reach, we provide businesses with a powerful platform to connect with fans and customers alike.

Now is the perfect time to showcase your brand at the Global Energy Stadium. With over 55,000 fans attending our home matches each season, stadium advertising is a cost-effective way to reach a dedicated audience. Plus, with coverage on BBC Scotland and social media channels and our fan base, your brand will gain national and international exposure.

Whether you're looking for static advertising boards positioned throughout the stadium or dynamic pitch-side LED ads, we'll tailor a package that aligns with your business goals and maximises impact.

Get in touch with our Commercial Team today to explore the right opportunity for your brand.

OUR NUMBERS



OVER 35M

ANNUAL SOCIAL MEDIA IMPRESSIONS



+15%

SOCIAL MEDIA AUDIENCE GROWTH IN PAST YEAR



OVER 1M

ANNUAL SOCIAL MEDIA ENGAGEMENTS



OVER 230

BOYS & GIRLS IN OUR ACADEMY



OVER 250

TOTAL BUSINESSES WORKED WITH IN 24/25



OVER 1000

SCHOOLKIDS RECEIVED COACHING



OVER 80K

CUMULATIVE SOCIAL MEDIA FOLLOWING



OVER 75K

ESTIMATED CUMULATIVE CROWDS (24/25)



OVER 15K

ACTIVE EMAIL AUDIENCE





ELEVATE YOUR BRAND WITH ROSS COUNTY FC:

Ross County FC continues to grow in the Highlands and beyond, making now the perfect time to showcase your brand at the Global Energy Stadium.

Stadium advertising offers a cost-effective, high-impact way to promote your business to a captive audience of over 55,000 supporters throughout the season. Plus, exposure on BBC Scotland, and social media platforms, your brand reaches far beyond matchday crowds.

From static advertising boards in prime TV positions to our cutting-edge pitch-side LED system, we provide custom advertising solutions tailored to your business goals.



LED ADVERTISING: A DYNAMIC PLATFORM FOR YOUR BRAND

Our state-of-the-art LED system, launched in the 2022/23 season, offers an unrivalled platform for businesses to showcase engaging, high-impact digital advertising.

Complimentary production support – Create tailored adverts on a monthly, weekly, or even game-by-game basis.

Fully animated or static ads – Designed with vivid colours for maximum impact.

Real-time messaging – Deliver timely, relevant promotions throughout the season.

Minimal production costs, maximum ROI – A smart investment for long-term brand visibility.

Boosted digital reach – Match highlights, goals, and key moments are shared widely across social media, amplifying engagement beyond the stadium.

Get in touch with our Commercial Team today to explore how Ross County FC can help grow your brand!

60-second LED Advert displayed at home fixtures for the 25/26 SPFL season.

£1,200 + VAT
(per season)

120-second LED Advert displayed at home fixtures for the 25/26 SPFL season.

£2,200+ VAT
(per season)

240-second LED Advert displayed at home fixtures for the 25/26 SPFL season.

£4000 + VAT
(per season)

MAXIMISE YOUR BRAND'S VISIBILITY WITH ROSS COUNTY FC:

Traditional stadium and pitch-side advertising at Ross County FC is a powerful way to promote your business and connect with our passionate fanbase across the Scottish Highlands.

With matches featured on BBC Scotland, your brand gains national exposure, reaching audiences far beyond the stadium.

Plus, with match content regularly shared across our social media platforms, your advertising boards don't just make an impact on matchday—they provide ongoing digital visibility and extended reach for your business.

Get in touch today to explore how we can help elevate your brand at the Global Energy Stadium!

Static advertising board positioned pitch side.

From £2,000+ VAT
(per season)

Static advertising board within the North, East or South Stands.

From £1,000 + VAT
(per season)

Static advertising board within the West Stand.

From £800 + VAT
(per season)





MATCHDAY PRIVATE PARTIES:

Experience Unmatched Private Matchday Hospitality at Ross County FC

Looking for a unique and unforgettable way to enjoy matchday? Whether you're celebrating a special occasion, hosting clients, or gathering with friends and family, Ross County FC's private party hospitality at the Global Energy Stadium offers the perfect blend of premium dining, first-class service, and thrilling football action.

Tailored Hospitality Packages to Suit Every Occasion

From casual buffets to indulgent three-course meals, we offer a range of hospitality packages designed to cater to your needs. Choose between a complimentary or pay bar to create the perfect atmosphere for your group. No matter the occasion, you and your guests will experience top-tier service in our exclusive hospitality areas while soaking in the electric matchday atmosphere.



What to expect from your Matchday Hospitality Experience

Exclusive Private Space – Enjoy the game in a comfortable, stylish setting with your group.

Premium Dining Options – Choose from a delicious buffet selection or indulge in a full three-course meal, expertly prepared by our chefs.

Flexible Bar Options – opt for a pay bar or treat your guests to a complimentary bar.

Unrivalled Matchday Views – Experience the action from some of the best seats in the stadium.

Meet and Greet Opportunities – Get the chance to interact with club legends and special guests.

Live Entertainment & Analysis – Enjoy pre-match and halftime insights from club insiders.

Perfect for Every Occasion

- Corporate Hospitality – Impress clients or reward employees with a premium matchday experience.
- Special Celebrations – Birthdays, anniversaries, or any milestone worth celebrating in style.
- Football Fan Gatherings – The ultimate way to experience a Ross County match with friends and family.

Book Your Ultimate Matchday Experience

Spaces are limited, and demand is high, So don't miss out! Contact our Commercial Team today to secure your private matchday experience at Ross County FC's Global Energy Stadium.

Elevate your matchday—because football is best enjoyed in style!



VENUE HIRE:

Host your next event at the Global Energy Stadium

Looking for the perfect venue to host your next event? Whether it's a corporate meeting, private celebration or special gathering, Ross County FC's Global Energy Stadium offers versatile event spaces with premium facilities to suit your needs.

Our suites provide a unique setting, combining modern amenities with the historic charm of Scottish Football, making them an ideal choice for business and social events alike.

Tailored Hospitality Packages to Suit Every Occasion

From casual buffets to indulgent three-course meals, we offer a range of hospitality packages designed to cater to your needs. Choose between a complimentary or pay bar to create the perfect atmosphere for your group. No matter the occasion, you and your guests will experience top-tier service in our exclusive hospitality areas while soaking in the electric matchday atmosphere.

What's Included?

- Exclusive use of your chosen suite for the day
- Flexible space to accommodate different event layouts
- On-site parking for you and your guests
- Wi-Fi and AV facilities available upon request
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Additional Services (Available at Extra Cost)

- Table & Chair Hire – Customize your setup to fit your event's needs
- Room Dressing – Transform the space with decorations to match your theme
- Food & Refreshments – Catering options available to suit all preferences

Our Suites & Pricing:

Victoria Suite - £550 + VAT per day

A spacious and elegant suite, perfect for corporate events, networking sessions, and private functions. This suite provides a professional yet relaxed setting with plenty of natural light and modern facilities. The Victoria suite is positioned on the East side of the stadium with its own access. Parking is available on the West side of the stadium. Lift access to the suite is also available.

MacLean Suite – £550 + VAT per day

Designed for business meetings, training sessions, and special celebrations, the MacLean Suite offers a stylish and flexible space, ensuring a comfortable and productive environment for your event. Access to the MacLean suite can be through either the stadium main entrance or the suites own entrance at the North West corner of the stadium. Parking is available directly in front of the stadium with lift access from main entrance.

Hamilton Suite – £385 + VAT per day

An intimate and adaptable suite, ideal for small gatherings, workshops, and private meetings. The Hamilton Suite provides a professional yet welcoming atmosphere for any occasion. Access to the Hamilton suite can be through either the stadium main entrance. Parking is available directly in front of the stadium with lift access from main entrance.

Book your event today;

Let us help you create a seamless and memorable event at the Global Energy Stadium.



PLAYER SPONSORSHIP

Make the 2025/26 season unforgettable by sponsoring a Ross County FC player! Whether you're a dedicated supporter, a local business, or a family looking for a unique way to back the club, player sponsorship is the perfect way to show your support for The Staggies.

Each first-team player has two sponsorship opportunities available – Home & Away shirts.

What's included?

- Signed & Framed Shirt - Receive your sponsored players autographed, framed match shirt as a keepsake.
- Name Recognition - Your name or company name will be displayed on the players profile on the official Ross County FC website.
- Social Media Spotlight - Receive an announcement post on Ross County FC's official social media channels.
- Matchday Perks - Enjoy two free tickets to a home match (subject to availability)
- Club Shop Discount - Get 10% off at the Ross County FC club shop (excludes other offers)

Secure your sponsorship now and be part of the Staggies family for the 25/26 season!



Home Shirt Sponsor	£350+VAT
Away Shirt Sponsor	£350+ VAT

Home & Away Shirt Sponsor	£600+VAT
One Shirt Sponsor for Two Players	£600+VAT



Matchday Hospitality at Global Energy Stadium

Experience the best in Highland Hospitality

Join us at Global Energy Stadium for an unforgettable matchday experience, combining football with premium hospitality in the heart of the Scottish Highlands. Whether you're looking for an exclusive VIP experience or a relaxed hospitality package, we have something to suit all tastes and budgets.

Victoria Package - The Ultimate Matchday Experience

For those seeking the pinnacle of hospitality, the Victoria Package offers a luxurious and exclusive way to enjoy Ross County FC in action. From pre-match excitement to post-match celebrations, this premium package delivers first-class dining, complimentary drinks and unbeatable stadium views. All available in our exclusive Chairman's Lounge.

Your Victoria Package includes:

- Early Access - Arrive Two hours before kick-off to soak in the matchday atmosphere.
- Gourmet Dining - Enjoy a freshly prepared three-course meal crafted by our expert chefs.
- Complimentary Bar - Full table service with premium drinks before and after the match.
- Exclusive Post-Match Access - Meet the Man of the Match and relax in the suite for an hour after full-time.
- VIP Parking - Complimentary car park passes included for all guests
- Dress Code: Business Smart; no jeans or trainers permitted

Table booking of eight and four are available for this suite
Secure your Victoria Package experience today and elevate your matchday to a new level!



Victoria Package 3 course-meal & free bar	£137.50 + VAT Per Person
Private Party 2 course buffet & free wine/beer (Pay bar available for other drinks)	£110 + VAT Per Person
Prosecco Afternoon 2 course buffet & free bottle of prosecco allocated per guest (Pay bar available for other drinks)	£90 + VAT Per Person



Matchday Hospitality at Global Energy Stadium

The Executive Club

Step into The Executive Club, the premier business hospitality experience in the North of Scotland, set within the Boardroom at Ross County FC. Designed for corporate guests, sponsors and those who appreciate luxury, this high-end hospitality package delivers a first-class matchday experience.

Your exclusive Executive Club Package includes:

- VIP Early Access - Enjoy the luxurious setting of the Chairman's Lounge two hours before kick-off.
- Gourmet Dining - Indulge in delicious food and premium refreshments throughout your visit.
- Private Complimentary Bar - Unlimited access to a premium selection of drinks.
- Half-time Indulgence - Enjoy a selection of refreshments to keep you fuelled for the second-half.
- Exclusive Seating - Watch from the Director's Area seats in the West Stand for the best view in the house.
- Strict Business Smart Dress Code - A refined atmosphere for professional networking and premium hospitality.

This elite hospitality package is ideal for corporate entertainment, networking and unforgettable matchday experiences.

Season Package (1 person)

£2,000 + VAT

Season Package (2 Persons)

£3,000 + VAT

Price per match per person

£250 + VAT

Matchday Hospitality at Global Energy Stadium

MacLean Suite - Premium Matchday Hospitality

For a vibrant and relaxed matchday experience, the MacLean Suite is the largest and most popular hospitality suite at the Global Energy Stadium. With stunning pitch views, a delicious two-course meal and a private bar, it's the perfect way to enjoy the best football hospitality in the Highlands in style.

Your MacLean Suite Package includes:

- Early Access - Enter the suite two hours before kick-off to soak up the pre-match buzz.
- Gastro-style Dining - Indulge in a delicious two-course meal, freshly prepared by our chefs
- Private Cash Bar - Enjoy a full stocked bar before and after the match.
- Half-time refreshments - Stay refreshed with tea, coffee and light snacks.
- Premium Match Seating - Watch the action from prime seats in the West Stand.
- Dress Code: Smart Casual - No football colours

Perfect for businesses, groups or individuals looking for a hospitality experience with a lively atmosphere.



MacLean Package	£80 + VAT (per person)
League season 2025/26 membership for MacLean Suite	£1,100 + VAT (per person)





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 with the RCFC Victoria package during the 25/26 season.
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
4 x Season ticket to RCFC Season Tickets in MacLean Suite.
1 x Stadium sign (fixed point)
1x Academy Player Sponsorship

Total cost - £11,000 + VAT

Brahan Package -

2 x tables of 8 with the RCFC Victoria package during the 25/26 season.
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 + VAT

Tulloch Package -

2 x tables of 8 with the RCFC Victoria package during the 25/26 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 + VAT

Firth Package -

1 x table of 8 with the RCFC Victoria package during the 25/26 season.
1 minute 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 - £3,300 + VAT

GET IN TOUCH

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