

ROSS COUNTY FC COMMERCIAL BROCHURE 2026/27



**THE STAGGIES. MORE THAN JUST A FOOTBALL CLUB.
PROUD OF OUR HISTORY. READY FOR OUR FUTURE.**

ROSSCOUNTYFOOTBALLCLUB.CO.UK



WELCOME TO THE 2026/27 SEASON WITH ROSS COUNTY FC

At Ross County FC, we are proud of our history, our identity, and the ambition that continues to drive the club forward.

As we enter the 2026/27 season, we remain focused on growth both on and off the pitch. Our journey over recent years has established Ross County as a respected presence within Scottish football, but our ambitions stretch far beyond matchdays alone.

Ross County is more than a football club. We are a platform for community impact, business growth, and meaningful connections across the Highlands and beyond.

Through our commercial partnerships, we offer businesses the opportunity to align with a passionate, loyal, and engaged audience while increasing visibility on a local, regional, and national scale. From premium hospitality experiences and bespoke sponsorship packages to high-impact stadium branding and innovative digital campaigns, we provide tailored opportunities designed to deliver real value and measurable exposure.

The Global Energy Stadium offers a unique environment for brands to stand out. With more than 55,000 supporters attending matches across the season, alongside extensive coverage through broadcast, digital, and social media platforms, partners benefit from significant reach and engagement throughout the UK and internationally.

Whether through dynamic LED advertising, static stadium branding, match sponsorship, hospitality, or digital activation, our team will work closely with you to create a partnership that reflects your business objectives and maximises impact.

The 2026/27 season represents a new opportunity to grow together.

Join us at Ross County FC and become part of a club that is ambitious, community-driven, and always looking forward.

To explore partnership opportunities, contact our Commercial Team today.

OVER 47M

ANNUAL SOCIAL MEDIA IMPRESSIONS



OVER 1.5M

ANNUAL SOCIAL MEDIA ENGAGEMENTS



OVER 95K

CUMULATIVE SOCIAL MEDIA FOLLOWING



+15%

SOCIAL MEDIA AUDIENCE GROWTH



OVER 10K

ACTIVE EMAIL AUDIENCE



OUR NUMBERS



OVER 230

BOYS AND GIRLS IN OUR ACADEMY



OVER 250

BUSINESSES WORKED WITH IN 25/26



OVER 1000

SCHOOLKIDS RECIEVED COACHING



OVER 75K

ESTIMATED CUMULATIVE CROWDS 25/26



OUR AREA

THE HIGHLANDS AND ISLANDS



TAILORED ADVERTISING SOLUTIONS

From premium static advertising boards positioned in key televised areas to cutting-edge LED branding packages, we work closely with every partner to create bespoke commercial opportunities tailored to your goals, audience, and budget.

Whether your objective is brand awareness, customer engagement, or regional and national exposure, Ross County FC provides a platform built to help your business grow.

Get in touch with our Commercial Team today to discover how Ross County FC can elevate your brand throughout the 2026/27 season.



ELEVATE YOUR BRAND WITH ROSS COUNTY FC:

Ross County FC continues to expand its reach across the Highlands and beyond, making the 2026/27 season the perfect opportunity to place your brand at the centre of the action at the Global Energy Stadium.

With more than 55,000 supporters attending matches throughout the season, combined with extensive exposure across broadcast, digital, and social media platforms, our commercial opportunities provide businesses with a powerful and cost-effective marketing platform that delivers real visibility and engagement.



LED ADVERTISING: A DYNAMIC PLATFORM FOR YOUR BRAND

Our state-of-the-art pitch-side LED system delivers a modern, high-impact advertising experience designed to maximise brand exposure on matchdays and beyond.

- **Flexible advertising campaigns** — Rotate adverts monthly, weekly, or even game-by-game to align with promotions and business objectives.
- **Animated or static creative** — Eye-catching digital content designed to stand out both in-stadium and on broadcast coverage.
- **Real-time messaging opportunities** — Adapt campaigns instantly with timely offers, announcements, and promotions.
- **High visibility, strong return on investment** — A premium advertising platform with low production requirements and long-term value.
- **Extended digital exposure** — Match highlights, goals, and key moments are regularly shared across social media, increasing audience reach well beyond the stadium.

60-second LED Advert displayed at home fixtures for the 2026/27 SPFL season.

£1000 + VAT
(per season)

120-second LED Advert displayed at home fixtures for the 2026/27 SPFL season.

£1,500+ VAT
(per season)

240-second LED Advert displayed at home fixtures for the 2026/27 SPFL season.

£2800 + VAT
(per season)

MAXIMISE YOUR BRAND'S VISIBILITY WITH ROSS COUNTY FC:

Traditional stadium and pitch-side advertising at Ross County FC provides a powerful platform for businesses looking to increase brand awareness, connect with loyal supporters, and strengthen their presence across the Highlands and beyond.

With televised fixtures and coverage across BBC Alba and national media platforms, your brand benefits from exposure that reaches far beyond matchday audiences at the Global Energy Stadium.

Combined with regular digital content, match highlights, and social media engagement shared across the club's growing online channels, your advertising continues to deliver visibility long after the final whistle.

From high-profile pitch-side boards to bespoke stadium branding opportunities, Ross County FC offers impactful advertising solutions designed to put your business in front of a passionate, engaged, and community-driven audience.

Whether your goal is local recognition, regional growth, or national exposure, our commercial team will work with you to create a package tailored to your business objectives. Join us for the 2026/27 season and elevate your brand with Ross County FC.

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 £500 + VAT
(per season)





MATCHDAY PRIVATE HOSPITALITY AT ROSS COUNTY FC

EXPERIENCE MATCHDAY IN STYLE AT THE GLOBAL ENERGY STADIUM

Looking for a unique and memorable way to enjoy matchday at Ross County FC? Whether you're entertaining clients, celebrating a special occasion, or bringing together friends, family, or colleagues, our private hospitality experiences offer the perfect combination of premium dining, exclusive surroundings, and live football.

From intimate gatherings to larger private parties, our tailored matchday hospitality packages are designed to deliver an unforgettable experience from arrival to final whistle.

TAILORED HOSPITALITY PACKAGES TO SUIT EVERY OCCASION

Choose from a range of flexible hospitality options to suit your event and guests, including:

- Premium buffet packages
- Three-course dining experiences
- Complimentary or pay bar options
- Private or semi-private hospitality spaces

Our experienced hospitality team will work closely with you to create a bespoke matchday experience that reflects your occasion and delivers exceptional service throughout.

WHAT TO EXPECT

Exclusive Hospitality Spaces

Enjoy the match from a comfortable and stylish private setting, perfect for entertaining guests and enjoying the atmosphere in a more personal environment.

Premium Dining Experiences

From relaxed buffets to refined three-course meals, our catering team delivers high-quality dining designed to enhance your matchday experience.

Flexible Bar Packages

Choose from complimentary bar options or pay-as-you-go services to suit the style and budget of your event.

Prime Matchday Viewing

Watch the action unfold from some of the best seats and viewing areas within the Global Energy Stadium.

Special Guest Appearances

Opportunities to meet club legends, former players, and special guests throughout the season.

Live Matchday Entertainment

Enjoy pre-match build-up, insight, and entertainment designed to add to the overall occasion

PERFECT FOR

- Corporate hospitality and client entertainment
- Staff rewards and business networking
- Birthdays, anniversaries, and celebrations
- Family gatherings and football occasions
- Supporters groups and social events

SECURE YOUR MATCHDAY EXPERIENCE

Matchday hospitality at Ross County FC continues to grow in demand, with limited availability across the 2026/27 season.

To discuss private hospitality packages and create a tailored experience for your guests, contact our Commercial Team today.

ELEVATE YOUR MATCHDAY WITH ROSS COUNTY FC.





VENUE HIRE AT THE GLOBAL ENERGY STADIUM:

A Unique Venue for Business, Events & Celebrations

Host your next event at one of the Highlands' most distinctive venues.

Whether you're planning a corporate meeting, conference, private celebration, networking event, training session, or special occasion, the Global Energy Stadium offers flexible event spaces combined with professional service and modern facilities.

Blending contemporary hospitality with the atmosphere and identity of Scottish football, our suites provide the perfect setting for both business and social events.



Flexible Event Spaces

Our versatile suites can be tailored to suit a wide range of events and layouts, creating a seamless experience for organisers and guests alike.

What's Included:

- Exclusive use of your chosen suite
- Flexible room layouts and seating configurations
- Complimentary on-site parking
- Wi-Fi access
- AV facilities available on request
- Dedicated support from our events team
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Additional Services Available

Enhance your event with a range of optional extras, including:

- Bespoke catering packages
- Tea, coffee, and refreshments
- Buffet and formal dining options
- Room dressing and decoration
- Additional table and chair hire
- Private bar facilities

OUR SUITES AND PRICING

Victoria Suite — £550 + VAT per day

A spacious and modern suite ideal for conferences, corporate hospitality, networking events, and larger private functions. Positioned on the East side of the stadium with dedicated access, the Victoria Suite combines professionalism with comfort in a bright and flexible environment.

- Dedicated suite entrance
- Lift access available
- Parking located on the West side of the stadium

Hamilton Suite — £385 + VAT per day

Perfect for smaller meetings, workshops, and intimate gatherings, the Hamilton Suite provides a welcoming and professional atmosphere with flexible setup options.

- Access through the main stadium entrance
- Convenient front-of-stadium parking
- Lift access available

MacLean Suite — £550 + VAT per day

Designed for meetings, presentations, training sessions, and private events, the MacLean Suite offers a stylish and adaptable space suitable for both corporate and social occasions.

- Access via main reception or private suite entrance
- Located in the North-West corner of the stadium
- Direct parking access and lift facilities available





Tailored Hospitality Options

From relaxed buffets to premium three-course dining experiences, our catering and hospitality packages can be customised to suit your event requirements. Bar options are also available, including complimentary and pay bar services.

Book Your Event Today

Let Ross County FC help you create a professional, memorable, and seamless event experience at the Global Energy Stadium. To discuss availability, pricing, or bespoke event packages, contact our Commercial Team today.





PLAYER SPONSORSHIP

Back The Staggies. Support Your Favourite Player. Become part of the Ross County FC journey during the 2026/27 season with our Player Sponsorship packages — a unique opportunity for supporters, families, and businesses to connect directly with the club and show their backing for The Staggies. Player sponsorship remains one of the most personal and popular ways to support Ross County FC while gaining valuable brand exposure and exclusive club benefits throughout the season.

Each first-team player offers two sponsorship opportunities:

- Home Shirt Sponsorship
- Away Shirt Sponsorship



Home Shirt Sponsor	£300+VAT
Away Shirt Sponsor	£300+ VAT

Home & Away Shirt Sponsor	£500+VAT
One Shirt Sponsor for Two Players	£500+VAT

PLAYER SPONSORSHIP

What's Included?

Signed & Framed Match Shirt

Receive your sponsored player's signed match-worn shirt professionally framed as a lasting keepsake.

Official Website Recognition

Your name or business logo will appear on your sponsored player's profile on the official Ross County FC website throughout the season.

Social Media Announcement

Gain additional exposure through dedicated sponsorship announcements across the club's official social media channels.

Matchday Experience

Enjoy two complimentary tickets to a Ross County FC home fixture during the season (subject to availability).

Club Shop Discount

Receive 10% discount in the Ross County FC Club Shop throughout the season (excluding existing offers and promotions).

Perfect For

- Businesses looking for affordable brand exposure
- Supporters wanting a closer connection to the club
- Family gifts and special occasions
- Local organisations supporting Highland football

Join The Staggies Family

Player sponsorship packages are limited and allocated on a first-come, first-served basis.





MATCHDAY HOSPITALITY AT GLOBAL ENERGY STADIUM

EXPERIENCE THE BEST OF HIGHLAND HOSPITALITY

Enjoy top-notch Highland hospitality at its finest. Head along to Global Energy Stadium for a matchday you won't forget. It's the perfect mix of football and great hospitality right in the heart of the Highlands. Whether you're after a full VIP experience or something more laid-back, there's an option to suit every kind of fan and budget.

Victoria Package – The Ultimate Matchday Experience

If you're going all out, the Victoria Package is the way to do it. It's a premium, relaxed way to watch Ross County FC in action, with great food, drinks, and some of the best views in the stadium—all from the exclusive Chairman's Lounge.

What's included:

- Early access – Get in two hours before kick-off and enjoy the build-up
- Three-course meal – Freshly prepared and seriously good
- Complimentary drinks – Full table service before and after the match
- Post-match access – Stick around after full-time and meet the Man of the Match
- Parking included – Complimentary passes for all guests

Dress code: Smart (no jeans or trainers)

Tables are available for groups of four or eight.

Book your spot now and make matchday something a bit special.



Victoria Package 3 course-meal & free bar	£120 + VAT Per Person
Private Party 2 course buffet & free wine/beer (Pay bar available for other drinks)	£90 + 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

THE 1929 PACKAGE

For those seeking the very best in matchday hospitality, the 1929 Package delivers an exclusive VIP experience within our prestigious Chairman's Lounge.

From the moment you arrive until long after the final whistle, guests can enjoy premium dining, complimentary drinks, exceptional service, and unrivalled views of the action.



Your 1929 Package Includes:

Early Access

Arrive two hours before kick-off and enjoy the full pre-match atmosphere in a relaxed and exclusive setting.

Premium Three-Course Dining

Indulge in a freshly prepared three-course meal created by our expert hospitality team using high-quality local produce.

Complimentary Bar Service

Enjoy full table service with a selection of premium drinks available before and after the match.

Post-Match Access

Remain in the suite for up to one hour after full-time and enjoy the opportunity to meet the Ross County FC Man of the Match.

VIP Parking

Complimentary parking passes included for all hospitality guests.

Exclusive Matchday Environment

Experience the game from some of the finest seats and hospitality surroundings within the Global Energy Stadium.

Booking Information

- Table bookings available for groups of four or eight
- Limited availability throughout the 2026/27 season
- Advanced booking strongly recommended

Dress Code

Business Smart (No jeans, trainers, or sportswear permitted)

Secure Your Matchday Experience

The 1929 Package offers the perfect combination of football, hospitality, and Highland experience — ideal for corporate entertainment, networking, and special occasions.

Contact our Commercial Team today to reserve your place for the 2026/27 season.

MATCHDAY HOSPITALITY AT GLOBAL ENERGY STADIUM

BOARDROOM HOSPITALITY

Designed for corporate guests, sponsors and those who appreciate luxury, this high-end hospitality package delivers a first-class matchday experience.

YOUR EXCLUSIVE BOARDROOM PACKAGE INCLUDES:

- VIP early access – Kick things off in style with entry to the Chairman's Lounge two hours before kick-off
- Pre-match food – Tuck into a great selection before the game gets going
- Private bar – Enjoy unlimited drinks from a premium range
- Half-time treats – A few extra refreshments to keep you going for the second half
- Top seats – Take in the match from the Director's Area in the West Stand, with one of the best views in the stadium
- Dress code – Smart dress (no jeans or trainers) to keep things looking sharp
- Perfect if you're looking to enjoy matchday in a more relaxed, premium setting—whether that's with friends, clients, or just as a bit of a treat.

Season Package (1 person)

£1,500 + VAT



MATCHDAY HOSPITALITY AT GLOBAL ENERGY STADIUM

MacLean Suite - Premium Matchday Hospitality

For a vibrant, social, and relaxed matchday experience, the MacLean Suite is the largest and most popular hospitality space at the Global Energy Stadium. With outstanding pitch views, quality dining, and a lively atmosphere, it offers the perfect way to enjoy Ross County FC in style while soaking up the energy of matchday in the Highlands.

Your MacLean Suite Package includes:

- Arrive two hours before kick-off and enjoy the build-up as the matchday atmosphere begins to grow.
- Enjoy a freshly prepared two-course meal created by our in-house chefs, combining quality and comfort in a relaxed setting.
- A fully stocked private bar available before and after the match.
- Tea, coffee, and light refreshments served at half-time.
- Take your seat in the West Stand with excellent views of the action.
- A relaxed but smart environment is maintained (no football colours permitted).

The MacLean Suite is ideal for businesses, groups, and individuals looking for an engaging and sociable hospitality experience with a great matchday atmosphere.

Experience one of the most popular hospitality offerings at Ross County FC and enjoy matchday from the MacLean Suite at the Global Energy Stadium.

MacLean Package	£70 + VAT (per person)
League season 2026/27 membership for MacLean Suite	£990 + VAT (per person)





CELEBRATION OF LIFE PACKAGES

Ross County Football Club offers a variety of hospitality packages, including options suitable for events like celebrations of life.

These packages are designed to meet individual and family needs.

From as small intimate setting, a larger gathering or a full funeral service.

The football club are on hand to make the day go as smoothly as possible, leaving you and your guests to have that special moment to celebrate your loved ones.

We also have the unique possibility of being able to host the service in the seating deck of the Global Energy Stadium.

For more information, you can contact Duncan Chisholm on 01349860860 or by email at dunc.chisholm@rosscountyfootballclub.co.uk.



CELEBRATION OF LIFE CATERING PACKAGES

PACKAGE 1

A delicious selection of freshly cut brown & white bread sandwiches with various fillings

Tea, Coffee & Shortbread

£9.00 per person *

PACKAGE 2

Soup of your choice

A delicious selection of freshly cut brown & white bread sandwiches with various fillings

Tea, Coffee & Shortbread

£12 per person *

PACKAGE 3

Soup of your choice

A delicious selection of freshly cut brown & white bread sandwiches with various fillings

Sausage Rolls

Tea, Coffee & Shortbread

£15.00 per person *

PLEASE NOTE ALL PRICES ARE +VAT



PARTNERSHIP PACKAGES

As well as our bespoke offerings tailored to the needs of your business, we also provide a range of structured partnership packages. These represent an excellent way to support Ross County FC while gaining strong commercial visibility, hospitality access, and community engagement.

WYVIS PACKAGE -

A premium, high-impact partnership package designed for maximum exposure across matchday, digital, and community platforms.

- 2 x tables of 8 with the 1929/Victoria hospitality package during the 26/27 season
- 2 minutes of pitch-side LED advertising per match
- 1 x First Team Player Sponsorship
- 1 x Primary Schools Programme Sponsorship (2 terms)
- 2 x Chairman's Lounge passes for one matchday
- 4 x Season Tickets (MacLean Suite)
- 1 x Fixed stadium advertising board
- 1 x Academy Player Sponsorship

TOTAL COST - £9,900 + VAT

BRAHAN PACKAGE -

A strong all-round commercial package combining hospitality, branding, and community activation.

- 2 x tables of 8 with the 1929/Victoria hospitality package during the 26/27 season
- 2 minutes of pitch-side LED advertising per match
- 1 x First Team Player Sponsorship
- 1 x Primary Schools Programme Sponsorship (1 term)
- 2 x Season Tickets (East Stand)
- 1 x Fixed stadium advertising board
- 1 x Academy Player Sponsorship

TOTAL COST - £7,425 + VAT

TULLOCH PACKAGE -

A balanced partnership offering strong matchday presence and valuable brand exposure.

- 2 x tables of 8 with the 1929/Victoria hospitality package during the 26/27 season
- 2 minutes of pitch-side LED advertising per match
- 1 x First Team Player Sponsorship
- 1 x Primary Schools Programme Sponsorship (1 term)
- 2 x Season Tickets (Jail End)

TOTAL COST - £4,950 + VAT

FIRTH PACKAGE -

£2,970 + VAT (10% reduction applied)

An accessible entry-level partnership delivering excellent matchday and digital visibility.

- 1 x table of 8 with the 1929/Victoria hospitality package during the 26/27 season
- 1 minute of pitch-side LED advertising per match
- 1 x First Team Player Sponsorship
- 1 x Primary Schools Programme Sponsorship (1 term)
- 2 x Season Tickets (Jail End)

TOTAL COST - £2,970 + VAT

GET IN TOUCH

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