



EXPERIENCE PITTODRIE

2024/25 COMMERCIAL OPPORTUNITIES

HOSPITALITY



NETWORK & DEVELOP
BUSINESS RELATIONSHIPS



CREATE UNFORGETTABLE
MEMORIES



CELEBRATE WITH
FAMILY & FRIENDS

SPONSORSHIP



SHOWCASE YOUR BRAND



BUILD YOUR PROFILE

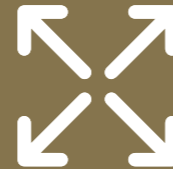


ENJOY OUR UNIQUE PLATFORM

PARTNERSHIPS



POSITIVE BRAND ASSOCIATION



EXPAND YOUR REACH



ENGAGE NEW AUDIENCES

THE BEST WAY TO EXPERIENCE PITTODRIE

HOSPITALITY PACKAGES

We have a range of matchday hospitality options offering a truly memorable experience, combining fantastic food with the best seats in the house!

Enjoy a first-class experience with a delicious meal and pre-match drinks before watching the game from our padded seats providing a great view of the pitch.

Whether you are looking to celebrate a special occasion, entertain clients or gift an unforgettable experience, get in touch and we will advise you on the best possible option for your party.

SPFL Categories

Tier A: Celtic, Rangers, Hearts, Hibernian | Tier B: All other teams



MADRI[®] EXCEPCIONAL[®] EL ALMA DE MADRID LOUNGE



RICHARD DONALD STAND EXECUTIVE BOXES



THE MADRI LOUNGE HOSTS OUR LARGEST NUMBER OF GUESTS ON MATCHDAY. THE ATMOSPHERE CREATES AN IDEAL PLATFORM TO ENTERTAIN, NETWORK AND SOCIALISE BEFORE ENJOYING ALL THE ACTION FROM OUR PADDED SEATS OUTSIDE IN THE RICHARD DONALD STAND.

PACKAGE INCLUDES:

-  PRIVATE TABLE IF PURCHASING FULL TABLE
-  THREE COURSE MEAL
-  PRE- & POST-MATCH DRINKS INCLUDED
-  MAN OF THE MATCH PRESENTATION (SUBJECT TO AVAILABILITY)
-  TEAMLINES & REDMATCHDAY PROGRAMME
-  CAR PARKING (1 SPACE PER 4 GUESTS)
-  PADDED SEATS
-  DRESS CODE: LOUNGE SUIT

PRICES	Seasonal	£2,925
	Individual	Tier A £180 Tier B £150

FOR AN UNINTERRUPTED VIEW OF ALL THE ACTION ON THE PITCH, THE RICHARD DONALD STAND EXECUTIVE BOXES ARE UNRIVALLED. ENJOY REFRESHMENTS PRE- AND POST-MATCH WITH THE PRIVACY OF YOUR BOX ALLOWING YOU TO ENTERTAIN CLIENTS IN AN INTIMATE SETTING.

PACKAGE INCLUDES:

-  PRE-MATCH SANDWICH PLATTER
-  PRE- & POST-MATCH DRINKS INCLUDED
-  OPPORTUNITY TO PERSONALISE YOUR BOX
-  EXTERNAL ADVERTISING BOARD BELOW YOUR BOX
-  TEAMLINES & REDMATCHDAY PROGRAMME
-  CAR PARKING (3 SPACES PER BOX)
-  DRESS CODE: LOUNGE SUIT

PRICES	Seasonal (10 Guests)	£29,350
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Fraser's LEGENDS LOUNGE

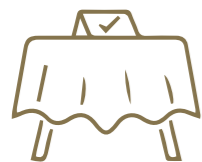


MAIN STAND BOXES



IN PARTNERSHIP WITH FRASERS OF ELLON, ENJOY MATCHDAY IN STYLE WITH THE **FRASERS LEGENDS LOUNGE**. OFFERING A LAID-BACK HOSPITALITY EXPERIENCE THIS LOUNGE IS PERFECT FOR ENTERTAINING CLIENTS, RELAXING WITH FRIENDS AND FAMILY, OR SIMPLY WATCHING THE DONS IN COMFORT.

PACKAGE INCLUDES:



PRIVATE TABLE IF PURCHASING FULL TABLE



PRE- & POST-MATCH DRINKS INCLUDED



PRE-MATCH FOOD OFFERING WITH TWO CHOICES



POST-MATCH SNACKS



TEAMLINES & REDMATCHDAY PROGRAMME



CAR PARKING (1 SPACE PER 4 GUESTS)



DRESS CODE: CASUAL

£2,675

PRICES

Seasonal

Individual

Tier A £160 | Tier B £140

WITH A TRADITIONAL SIDE ON VIEW OF THE ACTION, OUR **MAIN STAND BOXES** OFFER THE ULTIMATE SPECTATOR EXPERIENCE. PERFECT FOR BOTH FORMAL AND INFORMAL ENTERTAINING FOR THE COMPLETE MATCHDAY EXPERIENCE.

PACKAGE INCLUDES:



PRE-MATCH SANDWICH PLATTER



PRE- & POST-MATCH DRINKS INCLUDED



OPPORTUNITY TO PERSONALISE YOUR BOX (SEASONAL)



TEAMLINES & REDMATCHDAY PROGRAMME



CAR PARKING (1 SPACE PER 4 GUESTS)



DRESS CODE: CASUAL

£18,000

PRICES

Seasonal (8 Guests)

Individual

Tier A £1,500 | Tier B £1,200



50 CLUB










CAPTAIN'S CLUB



AS MUCH OF AN INSTITUTION AS THE CLUB ITSELF, **THE SIR ALEX FERGUSON LOUNGE** OFFERS A VERY SPECIAL MATCHDAY EXPERIENCE. STEEPED IN TRADITION AND WITH A NAME DERIVING FROM ITS ORIGINAL JOINING PRICE OF 50 GUINEAS, OUR AFC 50 CLUB MEMBERS ENJOY A PRIVATE LOUNGE EXPERIENCE WITH EXCLUSIVE ENTRY TO THE BEST SEATS IN THE STADIUM.

PACKAGE INCLUDES:

-  PRE & POST-MATCH DRINKS
-  DIRECTORS BOX SEATING
-  PRE MATCH SOUP & SANDWICHES
-  OFFICIAL AFC 50 CLUB TIE OR SCARF
-  TEAMLINES & REDMATCHDAY PROGRAMME
-  CAR PARKING
-  DRESS CODE: LOUNGE SUIT

PRICES	Seasonal	£3,150pp
	Additional Guests	£115

ENTERTAIN YOUR GUESTS IN THE INTIMATE SURROUNDINGS AS YOU REMINISCE ABOUT THE PLAYERS WHO HAD THE PRIVILEGE TO CAPTAIN THE FAMOUS DON'S. WITH A FOUR-COURSE MEAL AND SEATS WITHIN OUR EXCLUSIVE DIRECTORS BOX, A SUPERB HOSPITALITY EXPERIENCE AWAITS YOU.

PACKAGE INCLUDES:

-  PRIVATE TABLE IF PURCHASING FULL TABLE
-  FOUR COURSE MEAL
-  PRE- & POST-MATCH DRINKS INCLUDED
-  LOUNGE VISIT FROM THE AFC CAPTAIN & AN AFC AMBASSADOR (SUBJECT TO AVAILABILITY)
-  DIRECTORS BOX SEATING (OUTSIDE)
-  TEAMLINES & REDMATCHDAY PROGRAMME
-  CAR PARKING
-  DRESS CODE: LOUNGE SUIT

PRICES	Seasonal (4 Guests)	£19,895
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JOIN US IN THE MATTIOLI WOODS LOUNGE FOR A MORE INTIMATE LOUNGE EXPERIENCE AT PITTODRIE. SURROUNDED BY SOME HISTORIC MEMORABILIA FROM THE DONS' EARLY DAYS, YOU CAN RELAX AND ENJOY A FIRST-CLASS PERSONAL SERVICE IN A PRIVATE LOUNGE WITH A ROOM CAPACITY FOR UP TO 12 GUESTS.

PACKAGE INCLUDES:



FOUR COURSE MEAL



PRE- & POST-MATCH DRINKS INCLUDED



DIRECTORS BOX SEATING (OUTSIDE)



TEAMLINES & REDMATCHDAY PROGRAMME



CAR PARKING



DRESS CODE: LOUNGE SUIT

PRICES

Individual

£220

PITTODRIE IS THE PLACE TO SHOWCASE YOUR BRAND

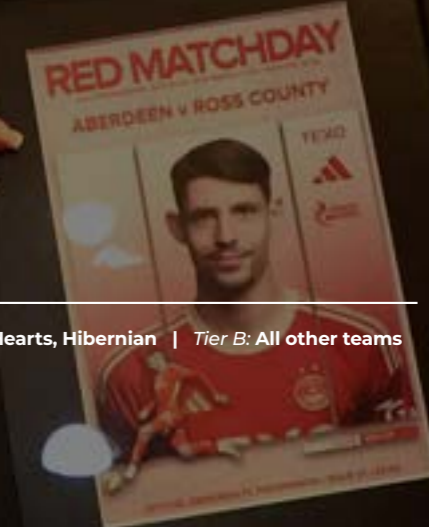
SPONSORSHIP EXPERIENCES

Our **diverse sponsorship packages** offer the perfect platform to showcase your brand whilst entertaining your guests.

Select the **package** which best suits your needs, **sit back, relax** and enjoy a truly **unique matchday** environment at **Pittodrie Stadium**.

SPFL Categories

Tier A: Celtic, Rangers, Hearts, Hibernian | Tier B: All other teams



MATCH SPONSORSHIP

ENJOY HIGH PROFILE BRAND VISIBILITY AS AN INDIVIDUAL MATCH SPONSOR AND ENTERTAIN YOUR CLIENTS WITH VIP HOSPITALITY.

PACKAGE INCLUDES:

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of double framed shirt by an AFC Legend
- Full page colour advert and company logo displayed in the Red Matchday programme
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour – 3pm kick off only
- Official sponsors mention in the Madri Lounge and on the RedTV broadcast
- AFC corporate gift for each of your guests
- Presentation of champagne to the Man of the Match
- 3 minute static advertising slot
- Opportunity to promote your product or service to dining guests

PRICES	10 Guests	Tier A £4,999 Tier B £3,999
	20 Guests	Tier A £7,698 Tier B £5,799

PROGRAMME SPONSORSHIP

BENEFIT FROM GREAT BRAND EXPOSURE AS THE SPONSOR OF OUR AWARD WINNING RED MATCHDAY PROGRAMME WHILST ENJOYING TOP CLASS HOSPITALITY.

PACKAGE INCLUDES:

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of framed Red Matchday Programme with company plaque
- Full page colour advert and company logo displayed in the Red Matchday programme with reference to being the Programme Sponsor that match
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour – 3pm kick off only
- Official sponsors mention in the Madri Lounge and on the RedTV broadcast
- AFC corporate gift for each of your guests
- Opportunity to promote your product or service to dining guests

PRICES	10 Guests	Tier A £3,400 Tier B £2,250
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MATCHBALL SPONSORSHIP

THE IDEAL OPPORTUNITY TO EXPERIENCE AN OUTSTANDING DAY OF HOSPITALITY AT PITTODRIE WHILE ELEVATING YOUR BRAND AS THE MATCHBALL SPONSOR.

PACKAGE INCLUDES:

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of signed AFC Ball in a case
- Company logo displayed in the Red Matchday Programme
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour – 3pm kick off only
- Official sponsors mention in the Madri Lounge and on the RedTV broadcast
- AFC corporate gift for each of your guests

PRICES	10 Guests	Tier A £2,899 Tier B £2,050
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IN SAFE HANDS & BOOT SPONSORSHIP

DESIGNED TO GIVE YOU AND YOUR CLIENTS AN UNRIVALLED HOSPITALITY EXPERIENCE, THESE PACKAGES OFFER A GREAT WAY TO PROMOTE YOUR BUSINESS TO A LARGE CORPORATE AUDIENCE.

PACKAGE INCLUDES:

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of signed framed gloves or boot with company plaque
- Full page colour advert and company logo displayed in the Red Matchday programme
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour – 3pm kick off only
- Official sponsors mention in the Madri Lounge and on the RedTV broadcast
- AFC corporate gift for each of your guests
- Opportunity to promote your product or service to dining guests

PRICES	6 Guests	Tier A £1,750 Tier B £1,250
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SPONSOR A PLAYER

THIS UNIQUE SPONSORSHIP OPPORTUNITY IS A GREAT WAY TO GAIN BRAND EXPOSURE WHILE SHOWING YOUR SUPPORT FOR THE CLUB AND PLAYERS.

MEN'S TEAM PLAYER PACKAGE:

- Company logo displayed with your player's photograph online and in every Red Matchday programme
- 2 season tickets or 4 dining places in the Richard Donald Stand for a game of your choice
- Invitation to the exclusive Sponsor a Player Dinner for you and a guest
- Signed and personalised framed AFC shirt
- Meet and greet at Cormack Park or Pittodrie Stadium
- Link to your website on your player profile

WOMEN'S TEAM PLAYER PACKAGE:

- Company logo or name recognition on the player profile page on the official club website
- Invitation to the exclusive Sponsor A Player Dinner for you and a guest
- Opportunity to request one player appearance per season for promotional purposes
- 8 tickets per season to watch a home match at the Balmoral Stadium – with a maximum of 2 tickets per game.

PRICES	Men's Team	£3,200
	Men's Team Youth	£1,905

PRICES	Womens	£550
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PLACE YOUR BRAND AT THE HEART OF PITTODRIE

ADVERTISING OPPORTUNITIES

Promote your brand with Aberdeen FC's **unique platform**, providing exposure to a **vast audience**.

For more information on any of the advertising initiatives, please contact the Commercial team via commercial@afc.co.uk or call **01224 650434**.



LED ADVERTISING

ENHANCED LED DIGITAL ADVERTISING WITH **THREE SIDES** OF LED SCREENS AROUND THE MERKLAND, MAIN AND RICHARD DONALD STAND PERIMETER OF THE PITCH. OFFERING **ALL THE BENEFITS OF TRACKSIDE ADVERTISING** IN A MODERN, FLEXIBLE AND ALTERNATIVE WAY.

THIS METHOD PROVIDES YOUR BRAND WITH THE OPPORTUNITY TO TAILOR YOUR ADVERT ON A GAME-BY-GAME BASIS, MAXIMISING EXPOSURE AND RELEVANCE THROUGHOUT THE SEASON.

SEASONAL PACKAGES:

PRICES		
	Gold	£10,500
	Silver	£6,500
	Bronze	£3,500
	Entry	£1,500
	Scoreboard	£6,000

TRACKSIDE ADVERTISING

WITH OUR **STATIC TRACKSIDE ADVERTISING BOARDS**, YOU CAN SHOWCASE YOUR COMPANY'S BRAND TO A CAPTIVE AUDIENCE AT PITTODRIE WITH **OVER 300,000 FANS PASSING THROUGH THE TURNSTILES EVERY SEASON.**

FURTHERMORE, THERE IS THE POTENTIAL FOR **INTERNATIONAL EXPOSURE** WITH SPFL COVERAGE, TELEVIEWED IN **119 TERRITORIES AROUND THE WORLD.**

WEBSITE ADVERTISING

WITH **OVER 5 MILLION VISITS** TO AFC.CO.UK DURING 2023/24, **PROMOTE YOUR BRAND TO A HIGHLY ENGAGED AUDIENCE** ON THE OFFICIAL CLUB WEBSITE WITH A NUMBER OF INNOVATIVE ADVERTISING PACKAGES AVAILABLE.

PRICES	Starting from	£1,500 per month
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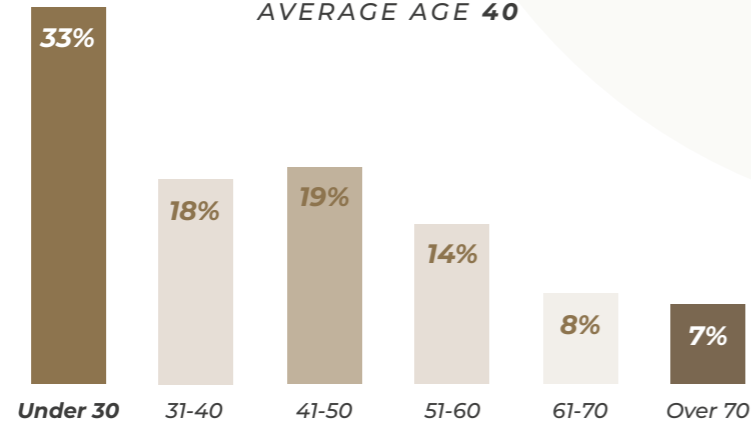
PROGRAMME ADVERTISING

OUR **AWARD WINNING RED MATCHDAY PROGRAMME** PROVIDES AN EXCELLENT PLATFORM TO **PROMOTE YOUR COMPANY TO AFC FANS** AND THE CORPORATE COMMUNITY ALIKE. WITH A VARIETY OF FLEXIBLE PACKAGES AVAILABLE, THERE IS SOMETHING TO SUIT EVERYONE.

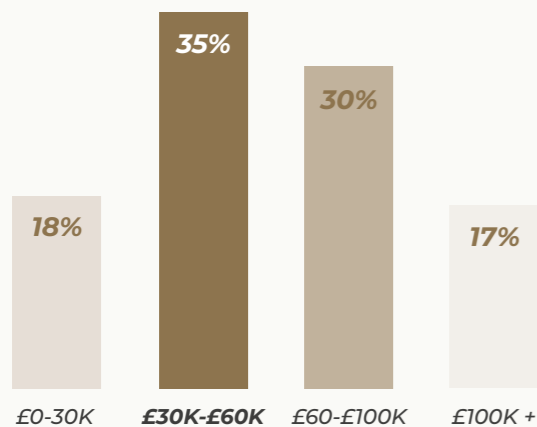
PRICES	Seasonal Only	£6,180
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OUR SUPPORTERS

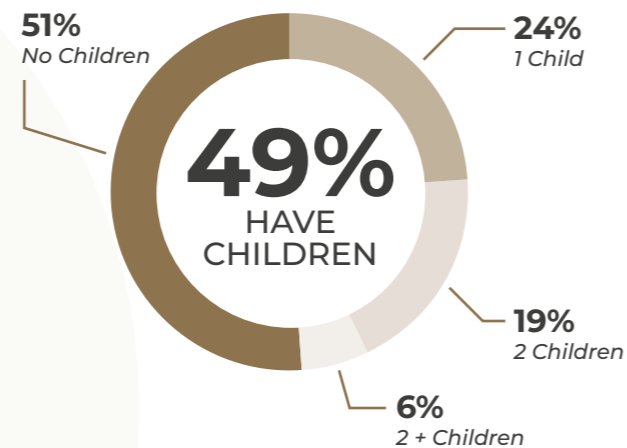
AGE BREAKDOWN
AVERAGE AGE 40



HOUSEHOLD INCOME



NO. OF CHILDREN



144,200+ FOLLOWERS



88,400+ FOLLOWERS



134,000+ FOLLOWERS



3,500 SUBSCRIBERS TO AFC'S ONLINE TV CHANNEL



17,300+ FOLLOWERS



42,700+ FOLLOWERS



10,600+ FOLLOWERS



16,400+ SUBSCRIBERS



ON AVERAGE
25,000
REPLICA KITS
SOLD EACH SEASON



AFC LIVE MATCHES
BROADCAST IN
119 TERRITORIES
AROUND
THE WORLD



70 SUPPORTERS
CLUBS WORLDWIDE



UP TO 900
SUPPORTERS
ENJOY HOSPITALITY
AT PITTODRIE



DATABASE OF
200,000 FANS



10,800+ SEASON
TICKET MEMBERS



OVER 5,000,000
VISITS TO AFC.CO.UK
DURING 2023/24

CURRENT PARTNERSHIPS

TEXO



Boskalis

RAM
TUBULARS

cinch
PREMIERSHIP

GARY WALKER
WEALTH MANAGEMENT

KONICA MINOLTA

FOWLER
McKENZIE
ROOFING & CLADDING

First Bus

Stagecoach

EST 1930
Fraser's
ELLON



IPP
GROUP

1495
UNIVERSITY OF
ABERDEEN

FanHub®

GRASSROOTSOCCER

AMPLUS

positive
planet

Berriedale
Funeral Home

TAQA

GAC

katon
ENGINEERING

Central
Coaches

Morrison Motors
TURRIFF LIMITED
Established 1983

MATCH
WORN
SHIRT

sotic

BAXTER
STOREY
RE. THE INDIVIDUALITY

sky SPORTS

Stream Digital

EIS WASTE
SERVICES
Total Waste Management & Recycling

adi.tv

PITTODRIE IS WHERE RELATIONSHIPS ARE BUILT

PARTNER WITH AFC

Aberdeen FC is proud to have a **portfolio of high-profile international, regional and local partners** who have **full exclusivity** over their designated category.

Whether it's through **collaborative marketing initiatives, matchday activations, sponsorship opportunities** or **exposure to our loyal fan base**, partnering with Aberdeen Football Club offers a **unique platform to enhance your brand visibility** and make a meaningful impact in the community.

Our team can create a **partnership tailored to meet your business goals**. To find out more about partnership opportunities e-mail commercial@afc.co.uk or call **01224 650434**.



PITTODRIE IS THE CHANCE TO LEAVE A LASTING IMPRESSION

EVENTS

Our well recognised events throughout the season create the perfect opportunity to **treat yourself, clients, colleagues or friends and family** to a truly memorable Dons experience.

Whether you attend the annual **Player of the Year Dinner** or play your part at our **golf outing**, there is something for **everyone to enjoy**.

Event prices start **from £1,500**, for more information contact the Commercial team via **commercial@afc.co.uk** or call **01224 650434**.



PITTODRIE IS WHERE MEMORIES ARE MADE

CONFERENCE & EVENTS

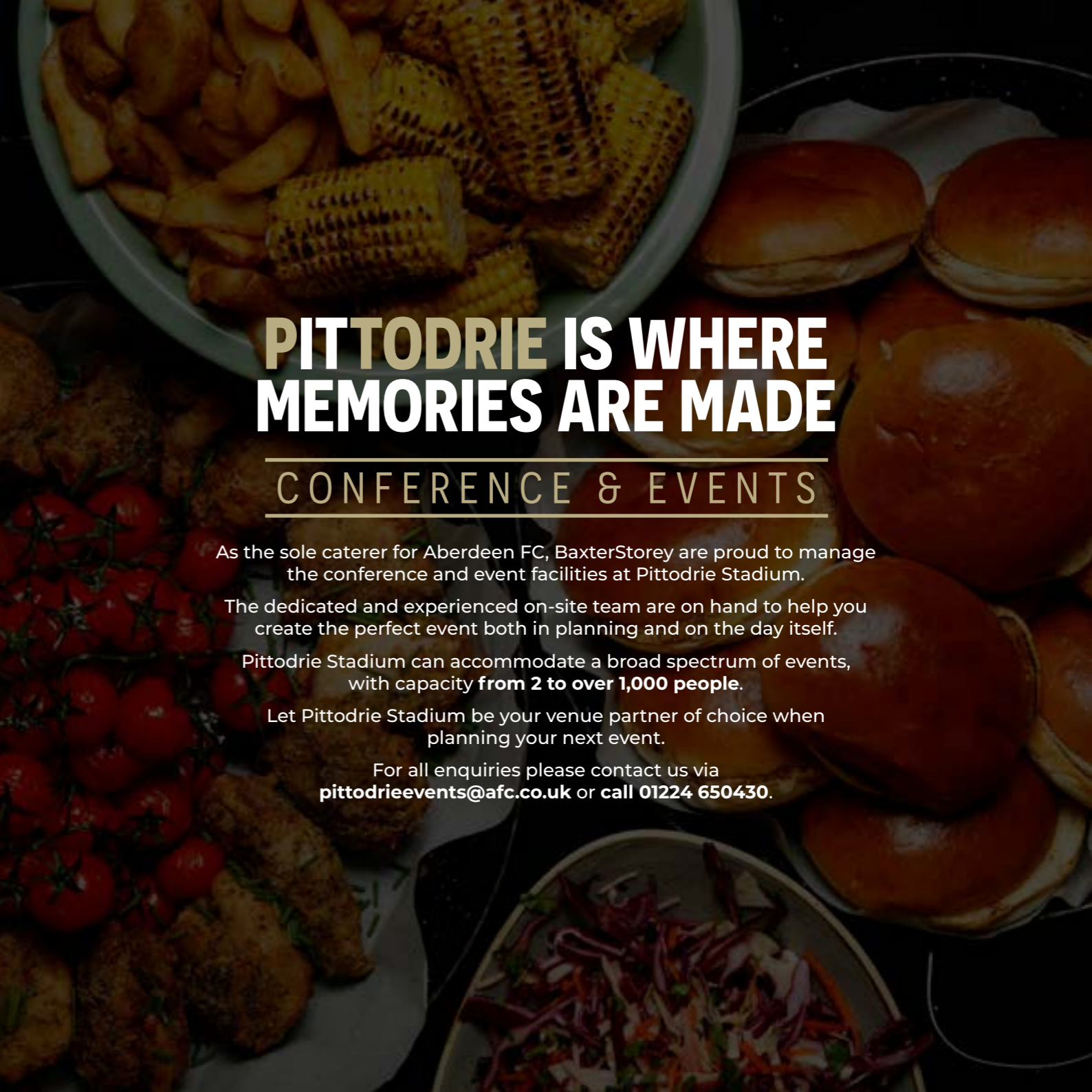
As the sole caterer for Aberdeen FC, BaxterStorey are proud to manage the conference and event facilities at Pittodrie Stadium.

The dedicated and experienced on-site team are on hand to help you create the perfect event both in planning and on the day itself.

Pittodrie Stadium can accommodate a broad spectrum of events, with capacity **from 2 to over 1,000 people**.

Let Pittodrie Stadium be your venue partner of choice when planning your next event.

For all enquiries please contact us via pittodrieevents@afc.co.uk or call **01224 650430**.



GENERAL INFORMATION

Terms and conditions available at www.afc.co.uk/club/terms-and-conditions

GENERAL

- All prices shown are exclusive of VAT at the current rate, unless specifically stated.
- Please refer to the full terms and conditions for payment terms and cancellation fee information.
- Please contact us to discuss any accessibility requirements before booking.

HOSPITALITY

- Hospitality packages are subject to the terms and conditions contained within the Licensing (Scotland) Act 2005. Aberdeen Football Club reserves the right to refuse alcohol and/or to remove anyone in breach of the Licensing (Scotland) Act 2005 and/or who Aberdeen Football Club considers is acting in an irresponsible manner.
- Where a Customer with a seasonal hospitality package wishes to allocate their package to a local charity or other organisation for a specific football match, the request should be made in writing to Aberdeen Football Club 7 days prior to the football match. Such request shall include all details of the nominated host and other guests. Approval of the request is at the sole discretion of Aberdeen Football Club.
- Aberdeen Football Club operates a Zero Tolerance Abuse Policy for any member of staff, including contractors engaged by Aberdeen Football Club – full details of this policy are available at the Stadium.
- Seasonal Hospitality Packages include all home SPFL, Scottish Cup and League Cup matches (excluding Group Stages). They do not include matches in other competitions or testimonial/friendly matches.
- All hospitality packages are seated within the home support areas of the Stadium. Demonstrating support for the away team will result in your full party being removed from the Stadium with no refund or compensation given. Away team colours are not permitted at all in any hospitality areas.
- For certain games, Aberdeen Football Club may require the lead booker to have a booking history with Aberdeen Football Club before reservations can be accepted.
- Under 18's may attend hospitality events at the Stadium but only when accompanied by an adult. The attendance of under 5's is at the discretion of the Stadium Manager.
- All League Cup and Scottish Cup games will be a two-course menu, unless otherwise stated.
- The lead booker is responsible for ensuring all members of their group adhere to the Stadium's rules, policies and regulations.
- If the date and/or time of a football match or event changes for any reason after the fixture list is published, the Services (including any

bookings) will automatically be transferred to the revised date and/or time of the fixture. If the revised date and/or time is unsuitable, a full refund of the charges will be arranged on request.

- Aberdeen Football Club reserves the right to amend any package if required.
- Aberdeen Football Club reserves the right to eject any person from any of their premises or the Stadium, who, in their opinion is causing a nuisance or danger to any person or whose own safety is in any way compromised.
- For hospitality packages with beverages included, a set beverage package is available, offering non alcoholic and limited alcoholic beverages. Details of the package can be obtained from Aberdeen Football Club.
- Seasonal Hospitality Packages include all SPFL Premiership matches, League Cup Knock-Out matches (excluding Group Stage matches) and Scottish FA Challenge Cup matches that are held at the Stadium. They do not include matches in other competitions or testimonial/friendly matches held at the Stadium.

ADVERTISING

- The Customer will provide artwork and pay all production and any associated design costs.
- Aberdeen Football Club reserves the right to withdraw an advert should there be a conflict of interest or if in Aberdeen Football Club's opinion, an advert is liable to detrimentally affect in any way any event or the reputation of Aberdeen Football Club or the Stadium
- Contracts cover AFC SPFL games. However, best endeavours will be used to include League Cup and Scottish Cup games but this cannot be guaranteed. Scottish International Team games or any other non football event are not included.

EVENTS

- Successful auction bids made during events are payable within 14 days of the event and are non transferable and non refundable in the event of the auction prize not being used within the timeframe stated.
- Where an event takes place in a venue other than the Stadium, the Customer will also be required to comply with additional conditions or policies which are specific to that venue.

SPONSORSHIP

- Please refer to the full terms and conditions for Sponsorship Terms & Conditions.

