



COMMERCIAL OPPORTUNITIES

2025-2026



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, DUNDEE UNITED

TIER B: ALL OTHER TEAMS





MADRI

EXCEPCIONAL®

EL ALMA DE MADRID

LOUNGE



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:



Three course meal



Pre & post match drinks included



Teamlines & RedMatchday programme



Lounge visit from an AFC Ambassador



Padded Seats



Half-time tea, coffee and Pittodrie pie



Man of the match presentation (subject to availability)



Car parking (1 space per 4 guests)

PRICES

Seasonal	£3,132 per person	
Individual	Tier A £192	Tier B £159



RICHARD DONALD STAND

EXECUTIVE BOXES



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



Teamlines & RedMatchday programme



External advertising board below your box



Half-time tea, coffee and Pittodrie pie

PRICES

Seasonal (10 Guests)	£31,435
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Frasers LEGENDS LOUNGE




In partnership with Frasers of Ellon, enjoy matchday in style in 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:




Pre-match food offering with two choices




Pre & post match drinks included




Teamlines & RedMatchday programme




Lounge visit from an AFC Ambassador




Padded Seats




Private table (4) if purchasing full table



Half-time tea, coffee and Pittodrie pie



Post-match snack



Car parking (1 space per 4 guests)

PRICES	Seasonal	£2,865 per person	
	Individual	Tier A £168	Tier B £147



TEDDY SCOTT'S KIT ROOM


BY  SONOMATIC




Enjoy a relaxed matchday in Teddy Scott's Kit Room by Sonomatic.

Offering a laid-back, informal hospitality experience in partnership with Sonomatic, this lounge is perfect for entertaining clients, relaxing with friends and family, or simply watching the Dons in comfort.


PACKAGE INCLUDES:




Half-time tea, coffee and Pittodrie pie




Private table (4) if purchasing full table




Pre-match food offering




Pre & post match drinks included




Teamlines & RedMatchday programme




Lounge visit from an AFC Ambassador



Padded Seats



Post-match snack



Car parking (1 space per 4 guests)

PRICES	Seasonal	£2,650 per person	
	Individual	Tier A £155	Tier B £124



In partnership with local brewery Fierce Beer, step back in time and bask in the history of the club's hugely successful 1983 season in the Fierce Beer 1983 Lounge.

PACKAGE INCLUDES:



Pre-match buffet with small plates



Pre & post match drinks included



Fierce beer on draft



Lounge visit from an AFC Ambassador



Half-time selection of pies



Tea, Coffee & biscuits



Directors box seating

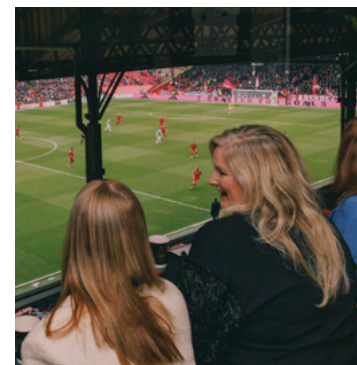


Car Parking
(1 space per 4 guests)

PRICES

Seasonal

£3,749 per person



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, they provide the complete matchday experience.

PACKAGE INCLUDES:



Pre-match sandwich platter



Drinks package



Teamlines & RedMatchday programme



Opportunity to personalise your box
(seasonal only)



Half-time tea, coffee and Pittodrie Pies



Lounge visit from an AFC Ambassador



Car parking
(1 space per 4 guests)

PRICES

Seasonal (8 Guests)

£19,275



50 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 named after 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-match soup & sandwiches



Directors box seating



Pre & post match drinks included



Teamlines & RedMatchday programme



Lounge visit from an AFC Ambassador



Official AFC 50 Club tie or scarf



Half-time tea, coffee and Pittodrie pie



Car parking (1 space per 4 guests)

PRICES

Seasonal

£3,375 per person



CAPTAIN'S CLUB



Entertain your guests in the intimate surroundings as you reminisce about the players who had the privilege to captain the famous Dons.

With a four-course meal and seats within our exclusive Directors' Box, a superb hospitality experience awaits you.

PACKAGE INCLUDES:



Four course meal



Pre & post match drinks included



Lounge visit from an AFC Ambassador



Directors box seating



Teamlines & RedMatchday programme



Half-time tea, coffee and Pittodrie pie



Lounge visit from AFC Captain (subject to availability)



Car parking (1 space per 4 guests)

PRICES

Seasonal (4 Guests)

£21,308



Join us in the Mattioli Woods Lounge for a more intimate lounge experience at Pittodrie. Surrounded by historic memorabilia from the Dons' early days, you can relax and enjoy first-class personal service in a private lounge with a capacity for up to 12 guests.

PACKAGE INCLUDES:



Pre & post match drinks included



4 course meal



Lounge visit from an AFC Ambassador



Directors box seating



Teamlines & RedMatchday programme



Half-time tea, coffee and Pittodrie pie



Car parking (1 space per 4 guests)

PRICES

Match by match (12 guests)

£2,876

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, DUNDEE UNITED
TIER B: ALL OTHER TEAMS



MATCH
SPONSORSHIP

Enjoy high-profile brand visibility as an individual match sponsor while entertaining 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)
- AFC corporate gift for each of your guests
- Presentation of champagne to the Man of the Match (subject to availability)
- 3 minute logo placement on LED advertising boards
- Opportunity to promote your product or service to dining guests



PRICES	10 Guests	Tier A	£4,999	Tier B	£4,200
	20 Guests	Tier A	£7,700	Tier B	£6,100

PROGRAMME
SPONSORSHIP

Benefit from excellent brand exposure as the sponsor of our award-winning Red Matchday Programme, all while 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
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour (3pm kick off only)
- AFC corporate gift for each of your guests



PRICES	10 Guests	Tier A	£3,570	Tier B	£2,360

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)
- AFC corporate gift for each of your guests



PRICES	10 Guests	Tier A	£3,045	Tier B	£2,150

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
- 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)
- AFC corporate gift for each of your guests



PRICES	6 Guests	Tier A	£1,840	Tier B	£1,300

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 Player

£3,360



PRICES Women's Team Player

£600

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 featuring three sides of LED screens around the Merkland, Main, and Richard Donald Stand perimeters of the pitch, our enhanced LED digital advertising combines all the benefits of trackside advertising with a modern, flexible, and innovative approach.

SEASONAL PRICES	Gold	£10,500
	Silver	£6,800
	Bronze	£3,700
	Entry	£1,600
	Scoreboard	£4,000

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 potential for international exposure with SPFL coverage, televised in 119 territories around the world.



NEW FOR 25-26

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 through a variety of innovative advertising packages.

Prices starting from **£2,500 per month**

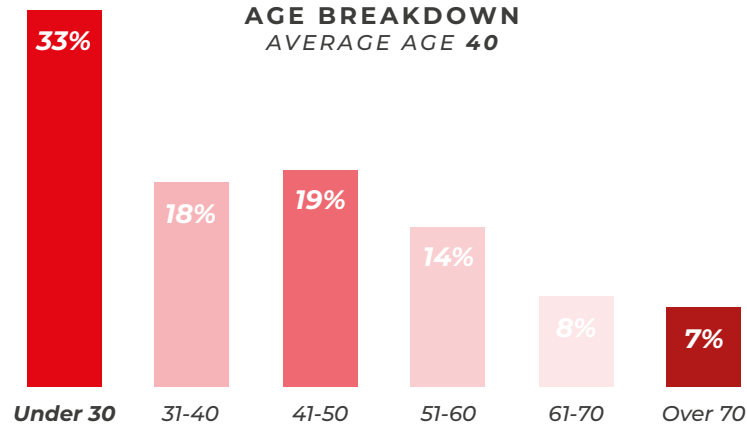
BIG SCREEN

Capture the spotlight at Pittodrie with our expansive digital screen, reaching thousands of engaged fans throughout the season.

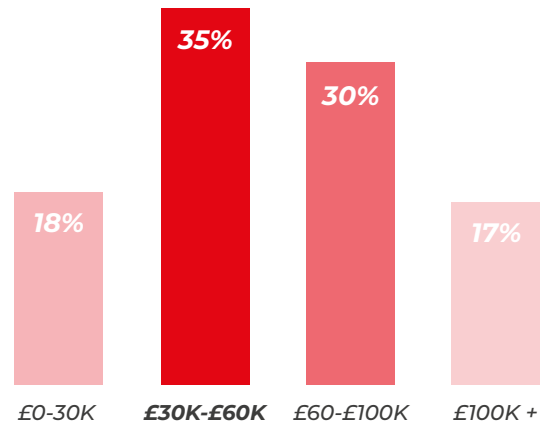
Positioned in the corner of the South Stand, this brand new platform offers a premier advertising opportunity for companies to showcase their brand with creative graphics which can be viewed from all areas of the ground.

Numerous packages are available on a seasonal basis.

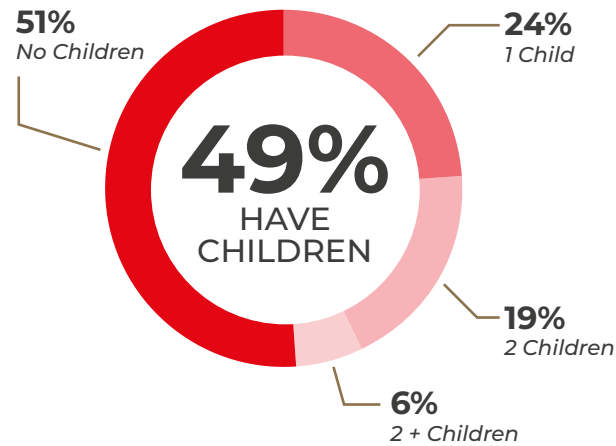
OUR DEMOGRAPHICS



HOUSEHOLD INCOME



NO. OF CHILDREN



160,700+
FOLLOWERS



110,000+
FOLLOWERS



138,400+
FOLLOWERS



3,500
SUBSCRIBERS TO AFC'S
ONLINE TV CHANNEL



21,600+
FOLLOWERS



58,700+
FOLLOWERS



18,300+
FOLLOWERS



16,400+
SUBSCRIBERS



ON AVERAGE
25,000
REPLICA KITS



AFC LIVE MATCHES
BROADCAST IN
119 TERRITORIES
AROUND
THE WORLD



70 SUPPORTERS
CLUBS WORLDWIDE



UP TO 900
SUPPORTERS
ENJOY
HOSPITALITY



DATABASE OF
200,000 FANS



11,000 SEASON
TICKET MEMBERS



OVER 5,000,000
VISITS TO **AFC.CO.UK**

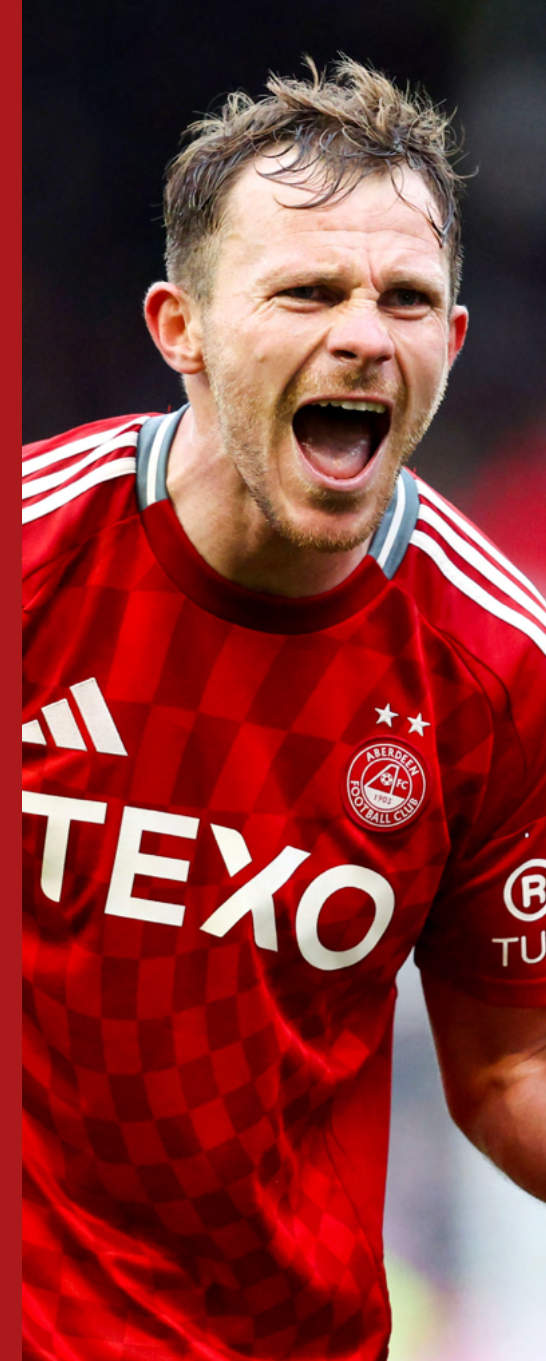


PARTNER WITH ABERDEEN FC

Aberdeen FC is proud to have a portfolio of high-profile international, regional and local partners.

Partnering with Aberdeen Football Club offers a unique platform to engage with our large and loyal fan base. Our partnerships are a powerful tool to enhance brand visibility, reputation and growth. Our team can create a bespoke partnership tailored to meet your business goals.

To find out more about partnership opportunities e-mail commercial@afc.co.uk or call 01224 650434.





E V E N T S

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 **£1,650**, for more information contact the Commercial team via **commercial@afc.co.uk** or call **01224 650434**.





CONFERENCE & EVENTS

Our conference & events spaces offer a range of unique spaces that allow us to cater for over 700 delegates over 9 suites and 34 private executive boxes.

Whether planning a theatre style presentation, networking event, product launch or private dining we have the perfect setting for your event. Couple with award-winning catering and a team of expert event planners, we will ensure your event will wow your delegates and guests, making Pittodrie Stadium the most unique event venue in Aberdeen.

To find out more about conference and events, e-mail pittodrieevents@afc.co.uk.



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.





COMMERCIAL@AFC.CO.UK
01224 650 434