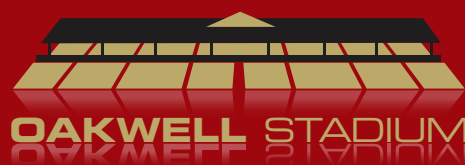




Corporate Hospitality  
Sponsorship and  
Advertising







## Welcome

Football brings people together from all walks of life. Every match day the supporters come to Stadiums across the country full of passion, pride and belief.

Nowhere is this more the case than at Barnsley Football Club. Our Oakwell Legends Suite is at the heart of the Club and provides the perfect setting for a range of tailor-made hospitality packages that will make coming to Oakwell just that extra bit special.

Dedicated Reds can enjoy the Oakwell experience in comfortable surroundings with family and friends and our corporate guests can entertain customers, clients or colleagues in style.

The range of packages we have put together have been designed to cater for all needs and budgets.

We have added new packages and new sponsorship opportunities this season that will make getting closer to the Club more affordable to local businesses.

So whether you are looking for networking opportunities, want to build professional relationships or just wish to enjoy the match in style in the comfort of our hospitality suite with family and friends, you can do it at Oakwell.

We look forward to welcoming you to Oakwell.

**Don Rowing**  
Director

# Matchday Sponsorship

## The Match

### Hospitality

- For minimum of 20 guests
- Special gift for all your guests
- Select the Man of the Match and present him with a bottle of Champagne
- Behind the scenes guided tour of Oakwell
- Four course dining
- Bucks Fizz reception
- Indoor padded seating for the match
- Pitch side presentation by an Oakwell Legend
- Memento photographs of your day
- Complimentary matchday programme and team sheet
- Complimentary car parking

### Advertising

- Back page accreditation and advertising space inside the matchday programme
- Full page advert in Matchday programme
- Coverage on [www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk) and official social network media outlets
- Scoreboard, Tykes TV, and PA acknowledgment throughout stadium and in corporate areas

**From £2,000+vat for 20 guests**



## The Team Manager

### Hospitality

- For a minimum of 10 guests
- Barnsley FC shirt signed exclusively by the first team manager
- Photograph with the Man of the Match
- Behind the scenes guided tour of Oakwell
- Four course dining
- Bucks Fizz reception
- Indoor padded seating for the match
- Pitch side presentation by an Oakwell Legend
- Memento photographs of your day
- Complimentary match programme and team sheet
- Complimentary car parking

### Advertising

- Back page accreditation and advertising space inside the matchday programme
- Coverage on [www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk)
- Scoreboard and PA acknowledgment throughout stadium and in corporate areas

**From £1,100+vat for 10 guests**



*"We have been match sponsors numerous times and have thoroughly enjoyed the hospitality that Barnsley Football Club offer. We would have no hesitation in recommending businesses to take advantage of a sponsorship package this season. Since getting involved with Barnsley FC the awareness of our business has risen significantly."*

*Kevin Beckett, C K Beckett*



# Matchday Sponsorship

## The Matchball

### Hospitality

- For a minimum of six guests
- Behind the scenes guided tour of Oakwell
- Four course dining
- Indoor padded seating for the match
- Pitch side presentation of signed matchball by an Oakwell Legend
- Memento photographs of your day
- Complimentary match programme and team sheet
- Complimentary car parking

### Advertising

- Back page accreditation and advertising space inside the matchday programme
- Coverage on [www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk)
- Scoreboard, Tykes TV, and PA acknowledgment throughout stadium and in corporate areas

**From £660+vAT for 6 guests**



*“Match sponsorship has given us a great opportunity to entertain clients in an atmosphere that is relaxed and enjoyable. It has helped us to make a good impression with our customers and benefited our business and we will certainly continue to sponsor matches at Barnsley Football Club.”*

*Ricardo Lopez  
[needtosellquick.co.uk](http://needtosellquick.co.uk)*



## The Bootroom

### Hospitality

- For minimum of six guests
- Signed pair of football boots
- Behind the scenes guided tour of Oakwell
- Four course dining
- Bucks Fizz reception
- Indoor padded seating for the match
- Pitch side presentation by an Oakwell Legend
- Memento photographs of your day
- Complimentary match programme and team sheet
- Complimentary car parking

### Advertising

- Back page accreditation and advertising space inside the matchday programme
- Coverage on [www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk)
- Scoreboard and PA acknowledgment throughout stadium and in corporate areas

**From £600+vAT for 6 guests**



# Matchday Sponsorship

## The Programme

### Hospitality

- For a minimum of four guests
- Signed framed matchday programme
- Behind the scenes guided tour of Oakwell
- Four course dining
- Indoor padded seating for the match
- Pitch side presentation by an Oakwell Legend
- Memento photographs of your day
- Complimentary match programme and team sheet
- Complimentary car parking

### Advertising

- Back page accreditation and advertising space inside the matchday programme
- Coverage on [www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk)
- Scoreboard and PA acknowledgment throughout stadium and in corporate areas

**From £350+vat for 4 guests**



## The Celebration

### Hospitality

- For two guests
- Four course dining
- Bottle of Champagne
- Barnsley FC Celebration cake
- Photograph with the Man of the Match
- Behind the scenes guided tour of Oakwell
- Indoor seating for the match
- Memento photographs of your day
- Complimentary matchday programme and team sheet
- Complimentary car parking
- PA and Scoreboard acknowledgment
- Photograph featured in Matchday Programme (optional)

**£295 inc vat for 2 guests**  
(£115+vat for each additional guest)

*"We had never been a match sponsor before and took the plunge at the end of the season. Our party had a great time and it exceeded our expectations. The service and hospitality was excellent and we will certainly be doing more sponsorships over the coming season."*

*Jane Hughes  
All Set Financial*



# Matchday Sponsorship

## The Director

### Hospitality

- For two guests
- Individual gifts
- Behind the scenes tour of Oakwell
- Three course dining in the Boardroom
- Seating in the Directors Box
- Photograph in the boardroom with a director
- Complimentary match programme and team sheet
- Complimentary car parking

**From £200 inc VAT per person**



## Executive Suites

For larger parties of 20 or more we have two suites available: The Tommy Taylor Suite and the Ronnie Glavin Suite. These can be reserved on a game by game basis, subject to availability.

### Your suite includes:

- Private executive suite for 20 guests (Ronnie Glavin suite holds 40)
- Four executive car park passes
- Four course dining
- Matchday Programme and team sheet
- Private bar in the Ronnie Glavin suite
- Tea and coffee facilities

**From £1,100+vAT for 20 guests**

## Match Classifications

### Category A

Burnley  
Derby County  
Doncaster Rovers  
Hull City  
Leeds United  
Middlesbrough  
Millwall  
Norwich City  
Nottingham Forest  
Scunthorpe United  
Sheffield United

### Category B

Cardiff City  
Coventry City  
Ipswich Town  
Leicester City  
Portsmouth  
Preston North End  
Queens Park Rangers  
Reading

### Category C

Bristol City  
Crystal Palace  
Swansea City  
Watford

# Executive Boxes

Experience football at Oakwell in style in one of our Executive Boxes. There is seating for up to ten people and you can add your own personal touch to your box to make yourself feel right at home while having a superb view to watch the game from.

As well as complimentary tea and coffee you can make use of the bar facilities and also enjoy a meal in the comfort and privacy of your own box. The Executive Box package includes all home npower Championship fixtures and Cup ties up to and including the third round.

## Your executive box includes:

- Executive Box to seat ten guests
- Four executive car park passes
- Perimeter advertising board above the box
- Tea, coffee and biscuits
- Midweek business use free of charge

**£9,500+VAT**



# Meal and Match Packages

## Club 64

Supporters now have the opportunity to watch first team games against the likes of Leeds United and Sheffield United from the comfort of the corner stand in the Dimensions Club 64 Hospitality Suite. This suite provides an all round excellent view with access to an exclusive private balcony.

### Your hospitality includes:

- Executive car parking
- Half time and full time refreshments
- Pay bar with excellent view of the stadium
- All home league and cup games included, plus priority booking on away tickets for seasonal guests
- Match day Oakwell Review
- Catering available to order

Match-by-match	Cat A	Cat B	Cat C
Adult	£50	£40	£35
OAP	£40	£35	£30
Juvenile	£30	£25	£25

Season Ticket	Adult	OAP	Juvenile
	£650	£550	£425

*VAT to be added at the prevailing rate*

# Meal and Match Packages

## Legends Suite

The Oakwell Legends Suite is the most popular of our Executive Suites. A guided tour of the ground, car parking and match day programme are all benefits of this package that can be booked for the whole season or on a match by match basis. Our Legend Suite packages are available with or without a four course meal.

### Your hospitality includes:

- Pre-match behind the scenes guided tour of Oakwell Stadium
- Four course dining
- Complimentary car parking
- Half time refreshments
- Bar with excellent view of the stadium
- Inclusive of all home league and cup games up to and including the third round, plus priority booking on away tickets for seasonal guests
- Matchday Oakwell Review and team sheet

Match-by-match	Cat A	Cat B	Cat C
Meal & Match (Adult)	£75	£65	£55
Match only (Adult)	£50	£40	£35
Meal & Match (OAP)	£65	£55	£45
Match only (OAP)	£40	£35	£30
Meal & Match (Juv)	£45	£40	£35
Match only (Juv)	£30	£25	£20

Season Ticket	Adult	OAP	Juvenile
Meal & Match	£1,260	£1,145	£865
Match only	£750	£700	£520

VAT to be added at the prevailing rate



## East Upper Executive

For supporters who want to enjoy the outdoor experience the East Upper Executive season ticket allows you to watch the game from reserved seats on the halfway line whilst still having access to all the benefits of the Legends Suite.

### Your hospitality includes:

- Complimentary car parking
- Half time refreshments
- Bar with excellent view of the stadium
- Inclusive of all home league and cup games up to and including the third round, plus priority booking on away tickets for seasonal guests
- Matchday Oakwell Review and team sheet

Season Ticket	Adult	OAP	Juvenile
Match only	£600	£550	£450

VAT to be added at the prevailing rate

Please adhere to the dress code in all Executive areas - no jeans, trainers or football shirts

# Stadium Advertising

## Perimeter Boards

**Perimeter Advertising** provides powerful branding and exposure for companies wishing to drive their message to their target audience. Perimeter advertising successfully markets your company and its products to enthusiastic crowds.

With the added incentive of TV and newspaper coverage this seasons advertisers will also benefit from more exposure within the Championship than ever before.

### TV FACING SITES

**NORTH STAND**      20ft x 2ft      **£2250+VAT**

Prime TV Sites situated behind the North goal which houses away supporters.

**SOUTH STAND**      20ft x 2ft      **£2250+VAT**

Prime TV Sites situated behind the South goal which houses home supporters.

**EAST STAND**      20ft x 2ft      **£1750+VAT**

Situated along the touch line which houses home supporters.

### NON TV FACING SITES

**WEST STAND**      20ft x 2ft      **£1100+VAT**

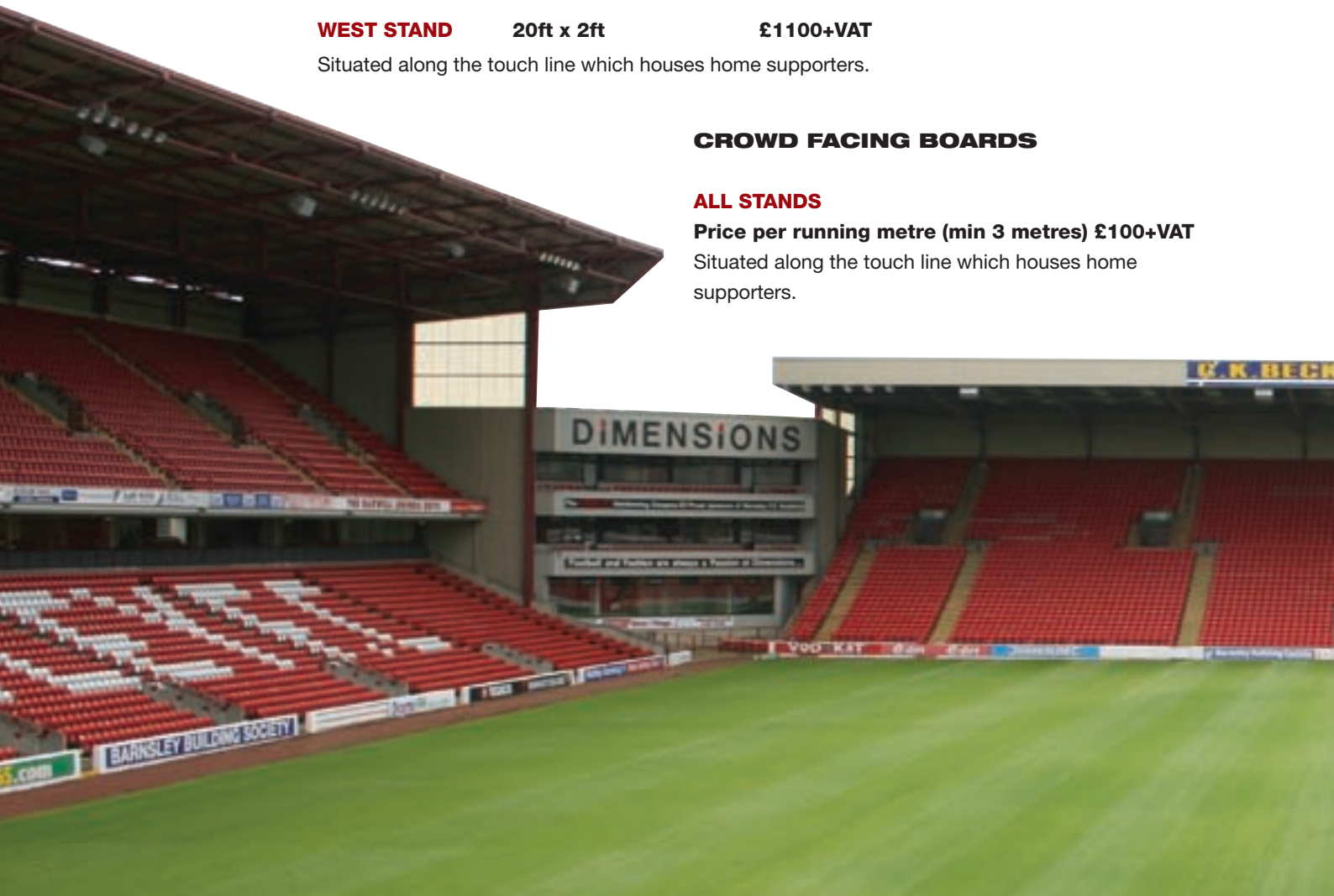
Situated along the touch line which houses home supporters.

### CROWD FACING BOARDS

#### ALL STANDS

**Price per running metre (min 3 metres) £100+VAT**

Situated along the touch line which houses home supporters.



# Stadium Advertising

## Concourse Advertising

**Concourse advertising** provides high impact advertising by displaying your company message to thousands of supporters each matchday.

Over quarter of a million supporters walk through the concourse every season so this is a fantastic opportunity to have a cross section of supporters seeing your advert every other Saturday.

This form of advertising can be produced for a very low cost and once you have purchased the site you can change your poster as often as you like throughout the season.

The frames are situated at various sites across every stand in Oakwell.

Price per site                      **60" x 40"**                      **£300+VAT**

## Stand Sponsorship

Becoming a stand sponsor gives tremendous opportunity to have your company name prominently positioned in the ground and increase the awareness of the business amongst Barnsley fans. With the opportunity to have signage around the stand you can be sure that your name will get the maximum exposure.

Last season over 350,000 people came to Oakwell Stadium giving any stand sponsor a high level of awareness amongst supporters of Barnsley Football Club.

We can tailor the package to suit your individual company's requirements.

### **Sponsorship benefits include:**

- Branding on stand
- Programme acknowledgement at every home game
- Website acknowledgement
- Company name to appear on electronic scoreboard

**Contact the Commercial  
Department**  
01226 211182  
[marketing@barnsleyfc.co.uk](mailto:marketing@barnsleyfc.co.uk)  
[www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk)





# New Opportunities

## Tunnel Wrap

At 2.55pm all eyes are on the tunnel as the players come out. Both home and away supporters are keenly interested and any branding on the tunnel will be seen by over 350,000 people each season.

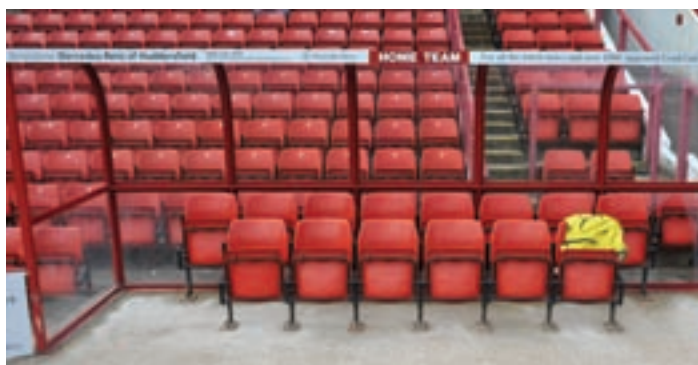
New for this season is the option to brand the tunnel.

**£2,000 INC VAT per season**

## Dugout Wrap

During live televised games and highlights on national and local television the cameras regularly focuses on reaction from the dugout. A full dugout wrap will give any business an excellent opportunity to get extensive media exposure.

**£2,000 INC VAT for two seasons**



## Centre Circle Banner

The centre circle is a large area that everyone in the stadium has a great view of. More and more football clubs are utilising this area for companies to promote their business.

With several live matches shown in a season it further increases the exposure to millions of people around the country.

**£4,000 INC VAT per season**



**Contact the Commercial  
Department**  
01226 211182  
marketing@barnsleyfc.co.uk  
www.barnsleyfc.co.uk

*Design and production costs for stadium advertising is the responsibility of the advertiser.*

# Print, web and TV Advertising

## Matchday Programme

The **Oakwell Review** is Barnsley Football Club's programme which is read by over 6,000 supporters each and every Matchday and is one of the most popular and praised programmes in the Football League.

The Oakwell Review is an extremely strong advertising medium and with a range of new initiatives sales set to increase through the 2010/2011 season, it is set to be even bigger and better.

Promote your company name in this way on a consistent and regular basis, both locally and through visitor purchase.

Adverts are available in 3 sizes.



## Full Season includes all League, Cup and Play Off Games

Full Page Colour Advert	<b>£1,000+VAT</b>
Half Page Colour Advert	<b>£600+VAT</b>
Quarter Page Colour Advert	<b>£350+VAT</b>
Strapline on one page	<b>£250+VAT</b>

## Match by Match

Full Page Colour Advert	<b>£100+VAT</b>
Half Page Colour Advert	<b>£60+VAT</b>
Quarter Page Colour Advert	<b>£35+VAT</b>
Strapline on one page	<b>£25+VAT</b>

## Website Advertising

The Club's official website reaches over 80,000 users every month and the e-newsletter is sent to 30,000 fans every Friday. There are three advertising opportunities available.

### Website Sponsor £200 per month (min 12 months)

Your company logo and link appears on the header of every page

### Skyscraper Advert £150 per month (min 12 months)

The advert will appear in one in five page impressions throughout the entire site. The Barnsley FC website has around one million page impressions per month.

### E-newsletter £100 per month (min 12 months)

Your logo will appear on the newsletter that over 30,000 receive by email every Friday

## Television Advertising

With televisions around the concourses and in the Box Office and Superstore there are plenty of opportunities to reach Barnsley's fans.

### Box Office and Superstore Televisions £500 per season

### Tykes TV in Concourse £1000 per season

Each 20 second advert will be displayed a minimum of 15 times per match on 25 screens.

All adverts must be produced at a size of 256x576 pixels at 72dpi. Files can be provided in MPEG or SWF format; Static or Motion and can be updated throughout the year.

### Contact the Commercial Department

01226 211182

marketing@barnsleyfc.co.uk

www.barnsleyfc.co.uk

# Social Media

Social networking is fast becoming a powerful tool to promote business and events and connect with fans. Barnsley Football Club have a pro-active approach to this and the facebook page is amongst the best followed of any team in the football league.

Twitter has also become a great way of keeping in touch with fans and we make sure this is constantly updated with news and information.



Our Facebook page allows fans to interact with the Club, make suggestions and get involved in the design process of some of our official merchandise. As a result it has been well received and has a following that increases every day.

A report investigating fan behaviour in relation to social media said that 94% of fans surveyed had an active account on Facebook - by far the most popular platform. Of those, 27% reported that they had made a purchase as a direct result of an advertisement on a social media network at least one time and 40% of respondents considered information provided by their favorite teams and players on social media platforms as "extremely insightful".

For the 2010/11 season we will be using our successful Facebook page to give sponsors even more value for money. Matchday sponsors will be promoted on our page in the week leading up to the game and have links to their Facebook page or website. This will help sponsors to reach out directly to the fans and generate business as a result.





## Golf Day Sponsorship

Barnsley Football Club's Golf Day is one of the highlights of the summer and is a great event to sponsor. The video clips and a photograph gallery of the event is available to view on the Club's website.



### **Main Title Sponsor**

The main title sponsor package can be suited to meet the requirements of your specific business in order to maximise exposure. The main title sponsor will be able to put up signage and banners around the course and the company logo will appear on all event promotional material.

### **Hole Sponsorship**

Individual hole sponsorships are available in which the sponsor can provide a banner to advertise their business.

### **Competition Sponsorship**

Sponsorship is available for longest drive and nearest to the pin competitions, with acknowledgement on all our Golf Day literature on the day and the chance to present the awards.



## Player of the Year Sponsorship

The Player of the Year is the most prestigious off the field event for Barnsley Football Club. With the owner, directors, first team manager and the entire squad in attendance it is one of the most important dates in our calendar. The event receives significant publicity in the weeks leading up to and on the day.

The event sponsor receives the following benefits:

- Event branding to contain sponsor's name on all marketing literature
- Table of twelve to the event
- Two seats at the top table
- Advertising on every table and promotional opportunities
- Website and Facebook publicity

**Event Sponsorship £2,000+VAT**

### **Contact the Commercial Department**

01226 211182

[marketing@barnsleyfc.co.uk](mailto:marketing@barnsleyfc.co.uk)

[www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk)

# Barnsley Business Club

The Barnsley Business Club is a new initiative for the 2010/11 season and sets out to develop stronger ties between local businesses and Barnsley Football Club.

Without doubt there are businesses within the Barnsley area that would benefit from a closer relationship with Barnsley Football Club and the access to the purchasing power of over 30,000 fans.

The dedicated website ([www.barnsleyfcbusiness.co.uk](http://www.barnsleyfcbusiness.co.uk)) will contain news and event information and all members will be able to have a page on the website to highlight their company.

Membership to the Business Club is for 12 months and is available in two levels.



## **Partner Membership £1,000+VAT**

Logo on Partner page in every programme

Permission to use Official Barnsley Football Club Partner logo on your company literature

Preferred supplier status

Closer links to Barnsley Football Club

Use of two players for photograph opportunity

Signed shirt framed

Only one business per category

Hospitality for 2 in the Legends Suite including dinner to one match (subject to availability)

Priority ticket booking service

Access to networking events

Reduced prices for sporting dinners

5% reduction off sponsorship packages

## **Associate Membership £175+VAT**

Logo on associate page in programme

Priority ticket booking service

Access to networking events

Reduced prices for sporting dinners

5% reduction off sponsorship packages





## Academy/Indoor Arena

Barnsley's first team, reserve team and academy teams use the facilities at Barnsley Academy. The facilities are also used by the local community, local teams and corporate clients all year round. Each year tens of thousands pass through the Academy complex.

There are numerous options for businesses to promote their company, and we offer personalised and bespoke sponsorship packages which will suit your needs and budget.

### **Corporate Challenge**

A brilliant package for 20 guests which will guarantee everyone a fantastic and memorable day. You will experience the thrill of playing a match under professional management after a warm up and tactics straight from the Academy coaches.

Each player will receive their own numbered Barnsley Football Club kit with company logo and players names.

A 7-a-side match will take place in the indoor Academy Arena followed by a superb meal served in one of Oakwell's Pitch view Hospitality Suites followed by a trophy presentation to the winning team.

**£2,000+VAT**

### **Advertising Opportunities**

Our indoor pitch offers businesses a great opportunity to promote their business giving advertisers great exposure on many levels reaching local teams, local community, children, business and all Barnsley's squads.

**20'x3' Advertising Banners £300+VAT plus production**

### **Academy Player Kit Sponsors**

A cost effective way of showing your support to the Barnsley Football Club Academy, you can sponsor one of our Academy players. You will receive a signed and framed picture of your chosen player along with his signed shirt at the end of the season. Your company logo will be displayed on the sponsors' board in the Academy foyer.

**Academy Player Kit Sponsors £150+VAT**



## Executive Mascot

This opportunity is for any supporter between the ages of 5 –12 to be the Executive Mascot for the day. This package is highly popular for birthdays, Christmas presents and a great family day out.

### **Your package includes:**

- The full 2010/2011 home kit, including any name and number on reverse
- Your photograph featured in the Oakwell Review
- Pre-match behind the scenes guided tour of Oakwell Stadium
- Rare opportunity to lead 'The Reds' out from the tunnel
- Photographs taken throughout the afternoon
- Tickets in the Oakwell Legends Suite for the mascot and two guests
- Light snack and refreshments at half time.

You will also have the chance to meet and have your photo taken with the 'Man of the Match' in the Oakwell Legends Suite after the game.

**This exclusive package is priced at £195 vat inclusive**



**For more information, contact the Commercial Department:**

Barnsley Football Club

Oakwell Stadium, Grove Street

Barnsley, South Yorkshire S71 1ET

Tel: 01226 211182 or email: [sales@barnsleyfc.co.uk](mailto:sales@barnsleyfc.co.uk)

[www.barnsleyfc.co.uk](http://www.barnsleyfc.co.uk)

