



BRIGHTON & HOVE ALBION FC

COMMERCIAL BROCHURE

2016/17

**AMERICAN
EXPRESS**
COMMUNITY
STADIUM



WELCOME...

Brighton & Hove Albion have had a record-breaking season in more ways than one and surpassed a number of long-standing achievements along the way.

Chris Hughton's men began the campaign in rampant style, going 21 games unbeaten – the club's longest unbeaten run in the league from the start of the season.

The team were beaten just six times in league and play-off competition, which equalled the total from the Division Two 2001/02 title-winning campaign.

Meanwhile, the three away league and play-off defeats against Rotherham United, Cardiff City and Sheffield Wednesday is the club's lowest-ever total.

The fans have also played their part in a terrific campaign, as 30,292 fans turned up at the Amex to watch the 1-1 draw with Derby.

This attendance eclipsed the 30,003 spectators that saw Kazenga LuaLua score a brace to beat Wolverhampton Wanderers back on 4th May 2013.

Finally, the club's third-place finish is officially the highest-ever position in the competition known as the Football League, beating the fourth-place finish in 2012/13.



ADVERTISING PACKAGES

The American Express Community Stadium has one of the highest average attendances in English football.

Last season we welcomed more than 580,000 fans with the largest individual gate in excess of 30,000, making Brighton & Hove Albion the ideal platform to generate brand awareness regionally, nationally and even internationally.

Choose from one of our packages to expose your company and attract widespread media interest.

LED PACKAGES

- One minute of LED board exposure at every home league match
- 12-metre perimeter board
- Network Albion Business Club membership
- Table for 10 at the End of Season Awards Dinner
- Hospitality for 10 guests for a match of your choice during the 2016/17 season
- Bennett's Field on-site car parking space for the season

Price - £12,500 + VAT

ASSOCIATE PACKAGES

- One minute of LED board exposure at every home league match
- Network Albion Business Club membership
- Hospitality for 10 guests for a match of your choice during the 2016/17 season
- Bennett's Field on-site car parking space for the season

Price - £5,500 + VAT

Partnership opportunities are available and bespoke packages are created to meet your needs and expectations.

Our commercial team are focused on delivering long-term partnerships and building relationships, ensuring you can maximise the benefits of being associated with one of the most up-and-coming clubs in the country.



KIT SPONSORSHIP

Enjoy an excellent matchday experience by taking a Kit Sponsorship package for a league game of your choice.

This newly designed package will allow your guests to watch the match from premium halfway line seating.

VIP dining for four guests in our brand new Harry Bloom Restaurant, with an exclusive photo during the Man of the Match presentation post-match.

Exclusive invite to the End of Season Awards Dinner with a signed shirt from your favourite player.

The full benefits of becoming a kit sponsor will include:

- Four VIP hospitality places in the new Harry Bloom Restaurant at one of our league matches next season (one sponsorship available per match) including car parking
- Dedication in match sponsors grid in every home league programme
- Man of the Match presentation photograph post-match
- Four places at the 2016/17 End of Season Players' Awards Dinner and an exclusive drinks reception with the first-team players including a signed shirt from your favourite player

PACKAGE PRICE - £1,200 + VAT



MATCH SPONSORSHIP

This premium match sponsorship package ensures your guests enjoy the ultimate matchday experience in one of the American Express Community Stadium's stunning Platinum lounges.

The package for 12 people will allow guests to watch the game from central premium seating as well as:

- Hospitality for 12 guests
- Complimentary matchday programme
- Champagne reception
- Pre-match tour
- Three-course meal with wine and beer
- Harry Bloom Lounge access with West Stand seating
- Half-time and post-match refreshments
- Choose the Man of the Match award winner
- Post-match presentation in the Harry Bloom Lounge with chosen MOTM
- Signed wooden football
- Corporate gift
- Car parking

Advertising Benefits:

Company logo on official matchday programme cover
Company name on both big screens
PA announcement before the Man of the Match is revealed
Listed as a sponsor in every match programme

PACKAGE PRICE - £3,950 + VAT

MATCH BALL SPONSORSHIP

A match ball sponsorship package ensures your guests enjoy a superb matchday experience in one of the American Express Community Stadium's stunning Platinum lounges.

The package for eight people will allow guests to watch the game from central premium seating as well as:

- Hospitality for eight guests
- Complimentary matchday programme
- Three-course meal with wine and beer
- Harry Bloom Lounge access with West Stand seating
- Half-time and post-match refreshments
- Presentation of a framed and signed Brighton & Hove Albion FC shirt
- Post-match presentation in the Harry Bloom Lounge with Man of the Match
- Corporate gift
- Car parking

Advertising Benefits:

Listed as a sponsor in every match programme

PACKAGE PRICE - £1,950 + VAT

1901 MEMBERSHIP

THE *1901* CLUB

The 1901 Club is the region's most exclusive sports and business club. With restaurants and bars in a magnificent stadium setting, enjoy a premium matchday hospitality experience, with a view of the action in some of the best seats at the Amex.

The atmosphere is one of relaxed and comfortable elegance throughout. Socialise with friends or guests pre-match, enjoy the game, then extend your day with us after, all in our club exclusive lounges.

Platinum members will enjoy access to our largest lounges, the widest range of dining options and central seat locations offering the very best views of the action.

With Platinum membership you will also benefit from a matchday parking space for every pair of seats you own and access to certain 1901 Club events reserved exclusively for Platinum members. Platinum members can choose to enjoy either formal or informal dining in their lounge, or simply enjoy a drink, socialising with friends and relaxing in the surroundings of your own lounge – the choice is yours.

Platinum Plus membership is reserved for a small number of seats behind the club directors' seating in the middle tier on the halfway line. Current Platinum members will be notified in the future of any seat availability in this exclusive area.

Platinum lounge member benefits:

- Membership includes your seat at all BHAFC league and domestic cup home games
- Premium padded seating in exclusive central 1901 Club levels
- Access to exclusive 1901 Club member events
- You own your seat with the right to forward your tickets easily to others
- Wider range of dining options available within the Platinum lounges
- Fine dining experiences available in a Platinum lounge on request
- Extra matchday benefits such as free match programme on entry
- Access to free matchday travel services and "Park and Ride" system
- One free matchday car parking space for every two Platinum seats you own
- Dedicated account management team, who are happy to attend to your needs
- Priority access to purchase seats for other selected events at the stadium





EXECUTIVE BOXES

An executive box is the height of matchday exclusivity and the ultimate matchday experience for business or pleasure.

A ten-person private box opens out on to an elevated terrace with individual padded seats and stunning views.

The full package includes:

- Corporate box hire for ten guests
- Three-course meal with coffee
- Half a bottle of wine per person
- Complimentary matchday programme
- Post-match refreshments
- Account bar facility
- Three VIP car parking spaces

PACKAGE PRICE FROM - £1,750 + VAT

BRIGHTON & HOVE ALBION FOOTBALL CLUB - 2016/17 COMMERCIAL BROCHURE

MATCHDAY HOSPITALITY

This Albion matchday experience is available to members and non-members.

This includes a three-course pre-match meal in the Harry Bloom Lounge in the West Stand ahead of the big game.

- Platinum lounge access with West Stand seating
- Reserved table
- Three-course meal
- Inclusive bar including house wine, beer and soft drinks (12.30 - 18.30)
- Post-match refreshments
- Complimentary matchday programme
- Car parking space (one per four places)

VIP PACKAGE PRICE - £137 + VAT pp

- Platinum lounge access with West Stand seating
- Reserved table
- Three-course meal with tea and coffee
- Complimentary matchday programme
- Car parking space (one per four places)

Seasonal Hospitality packages are also available to purchase. To request further details, please contact the commercial team.

FORMAL PACKAGE PRICE - £117 + VAT pp

Call 01273 878 278 / Email: commercial@bhafc.co.uk



NETWORK ALBION BUSINESS CLUB

Network Albion Business Club is Brighton & Hove Albion's official business club and an evolution of the long-standing 'Friends of the Albion' group.

Powered by Albion's new Business Club Partner, Network My Club, Network Albion provides one of the most exciting networking opportunities in Sussex for businesses of all sizes.

Members can enjoy a host of benefits, with the opportunity to make new relationships, showcase their business at the American Express Community Stadium and be part of a group of trusted local suppliers for Albion fans.

BENEFITS OF JOINING

- Monthly networking events at the Amex Stadium (included in membership)
- Company listing in the matchday programme for every Albion home match (approx 9,000 sales per match)
- Company profile page on the Network Albion website which can include:
 - Contact details
 - Social media and website links
 - Business description
 - Images / videos
 - Reviews
 - Offers
- Promote offers to other members, local businesses and Albion fans on the Network Albion website
- Exclusive use of the Network Albion logo, for shop/office windows, websites or other marketing material
- Be part of a group of local trusted suppliers for Albion fans
- Monthly members' e-newsletter
- Discounted rate to other events and business club memberships powered by Network My Club throughout the UK

COSTS

Annual Membership per Company

One Off Payment (1 month free) £600+VAT

Monthly £55+VAT

JOIN

To join the business club, please contact the Network Albion team at Network My Club at info@networkmyclub.co.uk or visit www.networkalbion.co.uk.



2016/17 FIXTURES



August 2016

Fri 12	Nottingham Forest	H
Tue 16	Rotherham United	H

September 2016

Sat 10	Brentford	H
Tue 13	Huddersfield Town	H
Sat 24	Barnsley	H

October 2016

Sat 15	Preston North End	H
Tue 18	Wolverhampton Wanderers	H
Sat 29	Norwich City	H

November 2016

Sat 19	Aston Villa	H
Sat 26	Fulham	H

December 2016

Sat 10	Leeds United	H
Mon 26	Queens Park Rangers	H
Fri 30	Cardiff City	H

January 2017

Sat 21	Sheffield Wednesday	H
Sat 28	Newcastle United	H

February 2017

Sat 11	Burton Albion	H
Tue 14	Ipswich Town	H
Sat 25	Reading	H

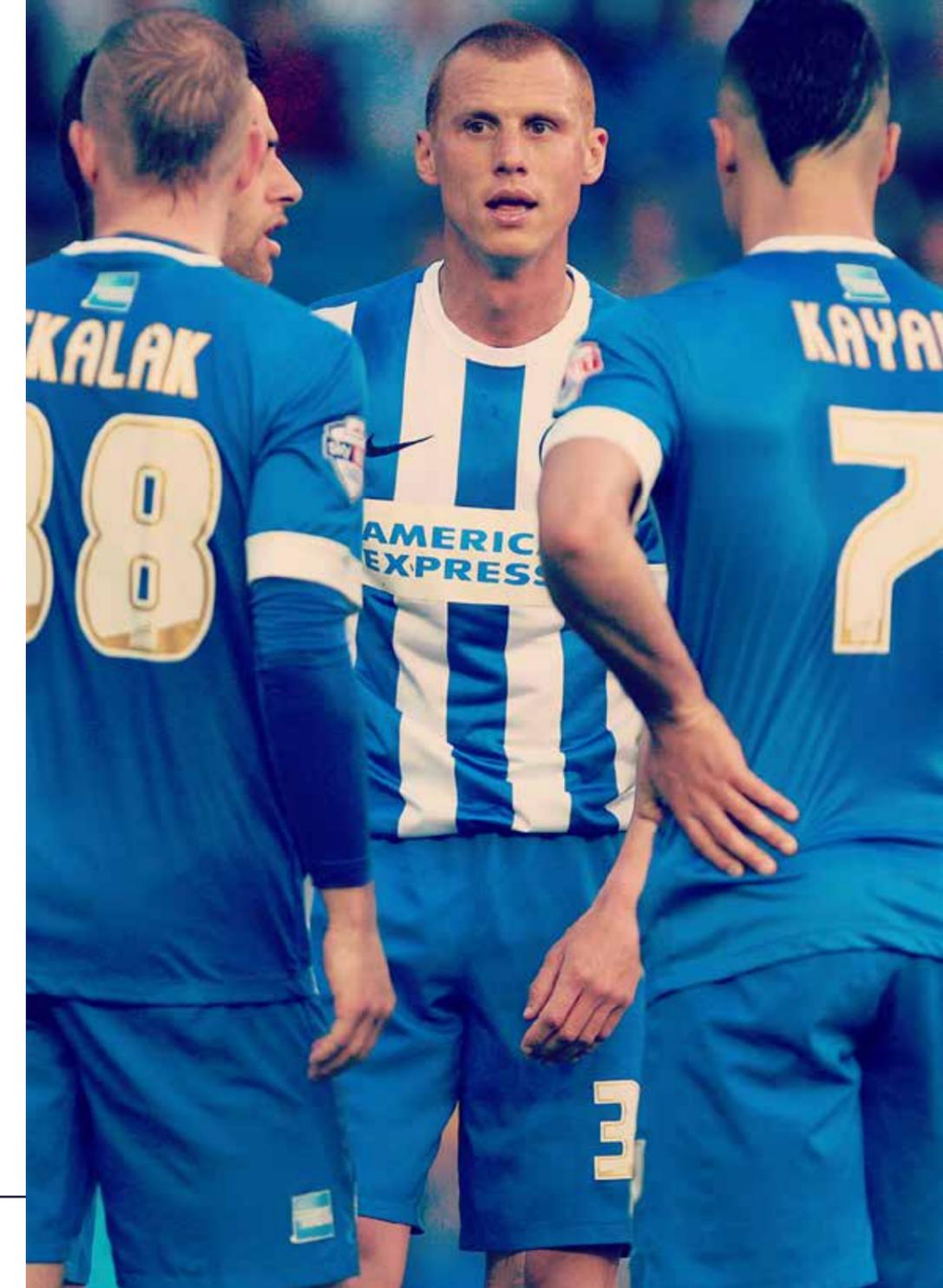
March 2017

Sat 11	Derby County	H
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April 2017

Sat 1	Blackburn Rovers	H
Tue 4	Birmingham City	H
Mon 17	Wigan Athletic	H
Sat 29	Bristol City	H

Fixtures are correct at time of going to print and are subject to change.



CONTACT US

Contact the commercial team today

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www.1901club.co.uk



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