



# COMMERCIAL BROCHURE

2016/17 Season



# WELCOME TO WALSALL FOOTBALL CLUB



The last few seasons for Walsall FC have been very exciting - both on and off the field.

On the pitch, the club has gone from strength to strength. In 2015, we played at Wembley Stadium for the first time in our history after reaching the Johnstone's Paint Trophy final. And then last season, we finished in a highly-creditable third place in League One with an impressive tally of 84 points.

Our recent success has been built on hard work, dedication and ambition - qualities that run throughout the club. This also applies to our commercial department.

As always, we have some fantastic commercial opportunities here at the Banks's Stadium for both local and national businesses.

We feel our personal and bespoke approach is what sets us apart at Walsall FC, and we pride ourselves on our award-winning customer service and hospitality.

We have some exciting new additions to the commercial brochure for the 2016/17 campaign and we look forward to you being a part of it.

We have something for everyone; whether you are looking for brand awareness or corporate hospitality, Walsall FC can cater for all.

Pride. Partnership. People.  
All the best

Wayne Thomas  
Commercial Manager

Contact the Commercial Team today  
**01922 651 400** | [wayne.thomas@walsallfc.co.uk](mailto:wayne.thomas@walsallfc.co.uk)





# ADVERTISING

**DIGITAL LED SCREEN** - £2,000<sup>+VAT</sup> per season. Price on application for match by match

Our stunning HD full-colour Digital LED Board provides live data and key messages pre-match and at half-time, and is a focal point for all fans and corporate guests. With a display dimension of 6 metres x 3 metres, it is highly visible throughout the ground. Our Digital LED Board packages can be tailor-made to suit your needs as an advertiser or to increase brand awareness. A package may include:

- 6 minutes coverage per game (24x15 second adverts)
- Full colour, fully animated, full impact adverts
- Adverts repeated on the LED screens throughout the corporate areas on matchday
- Artwork and Video production available on request to create your high impact advert for maximum impact (Terms and conditions apply.)
- Static and moving adverts
- Birthday adverts



## STADIUM ADVERTISING - from £600+ VAT per season

Internal Stadium Advertising offers a fantastic way to reach a huge captive audience, from supporters at the game, to those at home through TV coverage and social media, to conference delegates at the Stadium on a daily basis. A whole range of sites are available including:

- Prime pitch perimeter and TV arc sites ideal for those businesses seeking extended brand recognition on both a national and local level
- Non-TV sites and fascia advertising for companies wishing to advertise locally and to build their brand
- Crowd Facing sites which are an ideal introduction to the world of stadium advertising

## PROGRAMME ADVERTISING - from £1,500+ VAT per season

Price on application for match by match

Our new and Improved Matchday Programme is a very popular part of the matchday experience here at the Banks's. With over 1000 copies sold on a match by match basis it is a very cost effective way of promoting your Business or brand at Walsall FC

## WEBSITE ADVERTISING - Price on application

Our official website, saddlers.co.uk, had over 1 million visits and over 300,000 monthly visitors during the 2015-16 Season, Promoting your business through the website is fast, flexible and contemporary. Our website advertising packages offer:

- Various size adverts
- Changeable campaign artwork
- Direct link from official website saddlers.co.uk to your site

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## PLAYER SPONSORSHIP - £350<sub>+VAT</sub>

A unique way to gain exposure for your business and show your support for the club.

Benefits include

- Your name or company will be displayed alongside your chosen player's photo in the Matchday Programme for every game
- Full listing in the Sponsorship directory in the Matchday Programme
- Logo shown on our Digital screen alongside your sponsored player
- End of season receive your match worn signed shirt of the player

## PREMIUM PLAYER SPONSORSHIP - £500<sub>+VAT</sub>

Your Premium Player Sponsorship includes everything involved with our Player Sponsorship plus:

- Framed photo with your chosen sponsored player
- Framed signed match worn shirt at the end of the season

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# SPONSORSHIP

## MATCH SPONSORSHIP - £1,900<sup>+VAT</sup>

As our official Match Sponsor, your package includes:

- Company name and logo on the back of the Matchday Programme and on the Digital LED Board
- Full page advert in the Matchday Programme
- Option to have an article about your company on [www.saddlers.co.uk](http://www.saddlers.co.uk)
- Sponsorship announced through the PA system pre-match
- Exclusive Behind-the-Scenes Tour with our Matchday Host
- Sumptuous three-course pre-match meal with wine upon arrival in our Bonser Suite restaurant
- As a valued sponsor, you will receive a complimentary gift for each of your party and a Matchday Programme
- Half-time refreshments in the restaurant
- Presentation of your Man of the Match gift to the chosen player
- As recognition of your Matchday role, a framed photograph of your party with the Man of the Match will be sent to you

**Based on a party of 20 guests**





## **SADDLERS PLAYER SPONSORSHIP - £850<sub>+VAT</sub>**

- Company name and logo on the back of the Matchday Programme, Team sheet and on our LED Scoreboard
- Half page advert in The Matchday programme
- Your sponsorship will be announced through the PA system pre-match
- An exclusive Behind the Scenes Tour including the changing rooms, tunnel and the pitch
- Enjoy a sumptuous 3-course pre-match meal with wine and complimentary gift in our Bonser Suite restaurant
- Take your seat in excellent HomeServe Main Stand Centre seats to enjoy the game
- At half time, return to the restaurant for a choice of half time refreshments
- As recognition of your sponsorship, receive a signed Walsall FC football and a framed photo of your party receiving the ball from the Man of the Match will be sent to you

**Based on a party of 10 guests**

## **MATCHBALL SPONSORSHIP - £500<sub>+VAT</sub>**

The Matchball Sponsorship at Walsall Football Club is our most cost-effective option. The package includes:

- Company name and logo on the front of the Matchday Programme, and on the Digital LED Board
- Behind-the-Scenes Tour with our Matchday Host
- A sumptuous three-course pre-match meal with wine in our Bonser Suite restaurant
- As a valued sponsor, you will receive a complimentary gift for each of your party and a Matchday Programme
- Half-time refreshments in the restaurant
- As recognition of your matchday role and your sponsorship, receive a signed Walsall FC football

**Based on a party of 6 guests**

## **MATCHDAY MASCOT - £350<sub>+VAT</sub>**

The full Matchday Mascot package includes:

- The mascot kitted out with a full Saddlers Home or Away kit
- Your photo and a story in the Matchday Programme
- Mascot to lead the Super Saddlers on to the pitch and pose for photos with the Captain and Match Officials
- An exclusive Behind-the-Scenes Tour which includes access to the changing rooms, the tunnel and the pitch for those never to be repeated photo opportunities
- A Mascot host dedicated to making sure your day goes smoothly and that you have the day of your dreams
- The mascot and an additional three guests will enjoy a sumptuous three-course meal in our restaurant with full service, and an exclusive sponsor bag containing a gift for each of your party and a Matchday Programme
- As recognition of the important mascot role, receive a signed Walsall FC football
- A photo of the mascot on the pitch will be sent to you

**Based on a party of 4 guests to include the Mascot**

## **TEAM OF MASCOTS AVAILABLE ON REQUEST**

Contact the Commercial Team today  
**01922 651 400 | [wayne.thomas@walsallfc.co.uk](mailto:wayne.thomas@walsallfc.co.uk)**

A modern lounge area with black leather sofas, wooden coffee tables, and a patterned carpet. Large windows with red curtains offer a view of a stadium.

# 1888 Lounge

Contact the Commercial Team today

01922 651 400 | [wayne.thomas@walsallfc.co.uk](mailto:wayne.thomas@walsallfc.co.uk)



## THE BEST SEAT IN THE HOUSE



- First-class hospitality and exclusive bar facilities
- Live action from the day's BT Sport or Sky Sports game will also be beamed on the many LED television screens situated around the lounge
- Watching the game from the 1888 Lounge guarantees you a premium, padded seat for all home League and Cup fixtures within a dedicated section of the Main Stand or you can choose to watch the action from the viewing area within the Lounge\*
- The 1888 Lounge is open to over-16s only

### Season Membership | **£1,065**

- Season Ticket • Lounge Access • Car Park • Matchday Programme • Team Sheet • Half Time Refreshments • 4 Legend Events Per Season • In the exclusive 1888 leather seats, includes Friendly and Cup games

### Season Lounge Pass | **£250**

- Full Lounge Access • Car Park • Matchday Programme • Team Sheet • Half Time Refreshments • 4 Legend Events Per Season • In the exclusive 1888 leather seats, includes access for Friendly and Cup games

### Legend Return Events | **£60 per person**

### Match by Match | **£50 per person**

*"With an all inclusive membership and the exciting prospect of 4 legends return events, I had no hesitation in renewing my Season Ticket for the 2016/17 season."*

**Brin Morgan**

\*Please note a dress code applies in this lounge

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# EXECUTIVE BOX HIRE

- £550 per match<sup>+VAT</sup>  
Full season price on application



An executive box offers an exclusive way to experience a game at the Banks's and is a perfect way to celebrate a special occasion or to entertain clients or guests.

All nine executive boxes offer fantastic panoramic views of the pitch to watch all the action.

- Each box is served by your very own bar & waitress service
- Enjoy a choice of delicious half-time refreshments
- Each box features live BT Sport and Sky TV on flat screen TVs
- Seat up to 10 people with glorious views of the pitch
- All guests receive a Matchday Programme and hot-off-the-press Team Sheet
- Up to five car park passes are included in your package
- With a fantastic range of meals to order in your Box, the Corporate Executive Package offers the perfect package to enjoy the game.

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## EXECUTIVE MATCHDAY PACKAGE

£52.50 Adults | £26.25 Under 14's

Our most popular option offers everything you could want for a pitch-perfect time.

- Three-course pre-match carvery meal served in our Bonser Suite restaurant
- Matchday Programme and hot-off-the-press Team Sheet
- Excellent HomeServe centre stand match tickets
- Half-time refreshments of tea, coffee and a choice of sweet or savoury pastries served to your reserved table
- Waitress service and pre-bookable half-time drinks
- Car parking

## MATCHDAY PACKAGE

£21.50 Adults | £10.75 Under 14's

If you have already booked your match ticket, why not make your day that bit more special with our Matchday Package? It includes:

- A two-course carvery meal of starter and main from our vast carvery deck
- A reserved table for half-time with a choice of sweet or savoury refreshments waiting for you where you can choose from either fresh cream cakes and pastries or a choice of mini savoury pies





## PRE MATCH MEAL

£16.50 Adults | £8.25 Under 14's

Another option for match goers is our two-course Pre-Match Meal option which gives you:

- A choice of starter and main from our sumptuous carvery with a selection of meats and a vegetarian option
- Our matchday carvery deck is laden with a fantastic choice of vegetables, gravies and accompaniments
- The Pre-Match Meal option is a perfect, cost effective way to enjoy the match in style or to celebrate a special occasion with family and friends

For a Saturday, Matchday restaurant opens: 12:30pm

For a Tuesday Evening, Matchday restaurant opens: 6pm

Please note: Your table will not be reserved at half-time unless you are dining with our Executive Matchday or Matchday Package options.

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# BOOK THE BANKS'S

## NEW FOR THE 2016/17 BROCHURE

A truly unique experience to play on a professional League One pitch - perfect for a corporate or charity event.

Package Includes:

- 90 minutes of game time on the pitch
- Dressing room use pre and post-game, 30 minutes either side of the game
- Use of Digital LED screen on the day
- Match officials
- Official Match balls
- Free entry for spectators
- Free Parking
- Complimentary Photograph to capture your special moment

Prices start from £1,000<sub>+VAT</sub>

(Please note prices are subject to Time and date availability. The club reserves the right to re-arrange or cancel any of these games due to stadium or first team commitments.)

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# WALSALL FC GOLF DAY

A great opportunity to play alongside past and present stars of Walsall FC in our Annual Golf Day

- Play 18 holes of Golf in a four ball team (One player being an ex or current player or member of management ) at a prestigious local course
- Then back to the Bonser suite for a three course meal attended by current players and management with a manager's and captain's speech as part of the evening.
- There are also a variety of sponsorship packages available for this event if you are looking for Commercial benefits from the day
- And the opportunity to just book the meal package on the evening for you and your guests.

Please contact the Commercial team for further information or to book or reserve your place.

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# LEAGUE ONE FIXTURES 2016/17



## AUGUST

6	A.F.C. Wimbledon	H
13	Oldham Athletic	A
16	Chesterfield	A
20	Charlton Athletic	H
27	Bury	H

## SEPTEMBER

3	Bristol Rovers	A
10	Northampton Town	A
17	Bolton Wanderers	H
24	Peterborough United	A
27	Scunthorpe United	H

## OCTOBER

1	Millwall	H
8	Sheffield United	A
15	Shrewsbury Town	H
18	Gillingham	A
22	Swindon Town	A
29	Coventry City	H

## NOVEMBER

12	Milton Keynes Dons	A
19	Gillingham	H
22	Rochdale	A
26	Southend United	H

## DECEMBER

10	Fleetwood Town	A
17	Bradford City	H
26	Port Vale	A
31	Oxford United	A

## JANUARY

2	Rochdale	H
7	Millwall	A
14	Sheffield United	H
21	Bristol Rovers	H
28	Bury	A

## FEBRUARY

4	Northampton Town	H
11	Bolton Wanderers	A
14	Scunthorpe United	A
18	Peterborough United	H
25	A.F.C. Wimbledon	A
28	Chesterfield	H

## MARCH

4	Oldham Athletic	H
11	Charlton Athletic	A
14	Fleetwood Town	H
18	Southend United	A
25	Port Vale	H

## APRIL

1	Bradford City	A
8	Oxford United	H
15	Shrewsbury Town	A
17	Swindon Town	H
22	Coventry City	A
30	Milton Keynes Dons	H



To purchase your tickets for a matchday visit [www.eticketing.co.uk/walsallfc](http://www.eticketing.co.uk/walsallfc)  
Please note fixtures are subject to change

saddlers.co.uk



**CONTACT THE COMMERCIAL TEAM TODAY**

01922 651 400 | [wayne.thomas@walsallfc.co.uk](mailto:wayne.thomas@walsallfc.co.uk) |  
[wfcthevenue.co.uk/matchday](http://wfcthevenue.co.uk/matchday)

**Walsall Football Club**

Banks's Stadium, Bescot Crescent, Walsall,  
West Midlands, WS1 4SA