



LIVINGSTON FOOTBALL CLUB

COMMERCIAL SALES
OPPORTUNITIES
2017/18





THE FUTURE STARTS HERE

As a supporter and football man, it's a privilege for me to be involved in bringing stability, on and off the field, to Livingston Football Club.



This year promises to be one of the most important and exciting seasons in the Club's history. We've been promoted back into the Ladbrokes Championship at the first time of asking, playing open and attractive football under David Hopkin and the coaching staff. During that run we scored 80 goals - a total bettered in Scotland only by Celtic - and ended the season with a club record nine wins in a row.

Along with my fellow supporters on the Board, we're working incredibly hard behind the scenes to look after the long-term welfare of the Club. As part of that process, we're offering fans the opportunity to have a controlling stake in the Club by investing through our open share offer. We hope that this helps us to create stronger links with our supporters and the community in West Lothian. We're also in the advanced stages of planning to bring a state of the art synthetic playing surface to the Tony Macaroni Arena for the 2018/19 season which will make the stadium an even greater asset to the community.

We can look forward with optimism to the season ahead. Under David Hopkin we have a squad of players we believe will be extremely competitive in the league. The profile of the Club will be raised with the Ladbrokes Championship featuring more heavily on television and online streaming services. And with an eye to the future, the Livingston Football Club Youth Academy teams and Development Team continue to develop exciting young talent to promote to our First Team.



We would love you and your business to become part of the Livingston Football Club family. We have a range of advertising and sponsorship options available in this brochure and can work with you to tailor packages to suit any size of business. And our Grassroots campaign offers businesses the opportunity to demonstrate corporate responsibility and engagement with the West Lothian community by sponsoring free tickets for schools and youth groups.

This is your opportunity to be part of our future. Together we can help our Lions roar back in the Ladbrokes Championship.

John J Ward & The Board of Directors
Livingston Football Club



CORPORATE HOSPITALITY 2017/2018

WHERE ELSE WOULD YOU WANT TO BE ON MATCHDAY?

WE CAN OFFER A VARIETY OF EXCLUSIVE PACKAGES WHETHER YOU WANT TO IMPRESS CLIENTS OR HAVE A DAY OUT WITH FRIENDS. YOU WILL HAVE AN AMAZING TIME IN THE EXTREMELY COMFORTABLE FERRANTI PRIVATE DINNING AREA.

MATCH DAY & TEAM SPONSORSHIP

We would be delighted to offer your business the opportunity to nurture, grow and develop your client and staff relationships with a truly remarkable matchday experience. We would encourage you to provide additional promotional material to use on the day to your benefit to showcase your brand.

As the Match or Team Sponsor you will also receive 3 public address system announcements promoting your business or event with an additional welcome on the Livingston FC website.

Please note that all Corporate Hospitality prices are subject to VAT at the standard rate.



GENERAL HOSPITALITY

A family birthday treat, a girls or boys day out, we are delighted to offer hospitality in the Ferranti Suite for tables seating 2 to 16 guests.

It truly is a fabulous day, where you are wined and dined while enjoying this memorable sporting experience.

ORDER OF EVENTS

- Arrive at the ground at 1pm
- Reserved car parking
- Complimentary drink on arrival
- Optional tour of the Stadium
- Three course meal with choice of wine
- Executive Seating
- Half time refreshments
- Pay as you go bar
- Complimentary ROAR matchday programme
- Meet with Livingston man of the match



STADIUM ADVERTISING



STAND SPONSORSHIP

For maximum exposure this is the ideal platform to promote your brand. Advertising boards high above the stadium for all fans and TV cameras to capture. Only four stands available. £5,500 plus VAT.

This package includes:

- Your company on the LFC website
- External and internal signage
- 1 matchday sponsorship, including hospitality for 10 (please refer to page 3 Corporate Hospitality)
- Complimentary ROAR matchday programme
- Public address system announcements
- Photograph with the team and your branding



PITCH ADVERTISING

Let your business be captured from the touchlines on to national TV.
All stands, East, North, West and South £1,250 plus VAT
All upper tiers £700 plus VAT

This package includes:

- Your company on the LFC website
- External signage
- 4 one day hospitality passes
- Internal signage, if provided and displayed throughout the club
- Complimentary ROAR matchday programme
- Advertising in our ROAR matchday programme
- Discounted leaflet drops

Please note that all Corporate Hospitality, Sponsorship and Advertisement prices are subject to VAT charged at the standard rate. Production costs are not included.

SPONSORSHIP OPPORTUNITIES 2017/2018



TONY MACARONI
Vive per Mangiare



INVEST in the FUTURE of your CLUB

Support the club and invest in our future via sponsorship or shareholding as we move into a new era of fan ownership and the possibility of installing a 4G all-weather surface next season which will open the stadium to the community. The club needs your support more than ever.

For the first time in the club's history there is a possibility that the club can and will be owned by fans, supporters, community and the West Lothian Business Sector: Sponsors large and small, from global organisations to sole traders will help us to determine the future success of the Club.

Grasp this amazing opportunity to showcase your business, promote your social responsibility and be part of our exciting future.

YOUR CLUB NEEDS YOU!

- First Team shirt sponsor (back only)
- Short sponsor
- Sock sponsor
- Away kit sponsor
- Ball boy sponsor
- Player Sponsor (choose your idol)
- Matchday mascot (great for birthday gift)
- ROAR matchday magazine
- Half time raffle
- Half time penalty shoot out!



BRAIDWOOD
MOTOR COMPANY
ESTABLISHED
FOR OVER
25 YEARS



SEASON TICKET PRICES 2017/2018

CATEGORY	PRICE	PRICE PER GAME	WALK UP PRICE PER GAME X 18	SEASON SAVING
Adult	£240	£13.33	£18 x 18 = £324	£84
Concession	£150	£8.33	£12 x 18 = £216	£66
Under 16's	£18	£1	£5 x 18 = £90	£72
Family Ticket 2 Adults & 2 under 16's	£500	£6.95	£46 x 18 = £828	£328

CATEGORY	PRICE	THE PACKAGE INCLUDES	
Meadowbank Lounge	£220 + Season Book	Private car parking Entry via main reception Premium seating HT tea, coffee & snacks	Executive bar pre & post match Complimentary ROAR matchday programme Complimentary team sheet Entry to all 18 League games
Ferranti Restaurant	£475 + Season Book	Private car parking Entry via Main Reception Premium seating 3 course meal pre-game HT tea, coffee & snacks	Executive bar pre & post match Complimentary ROAR matchday programme Complimentary team sheet Entry to all 18 League games
Glass-box Adult	£575	Private car parking Entry via main reception to 18 League games Internal premium seating within the Glass-box Complimentary ROAR matchday programme and team sheet Half time tea, coffee & snacks	
Glass-box Concession	£475	Private car parking Entry via main reception to 18 League games Internal premium seating within the Glass-box Complimentary ROAR matchday programme and team sheet Half time tea, coffee & snacks	
Glass-box Under 16	£275	Entry via main reception to 18 League games Internal premium seating within the Glass-box Complimentary ROAR matchday magazine and team sheet Half time tea, coffee and snacks	



**BE PROUD
BE POSITIVE
BE LIVINGSTON**

WE ARE LIVINGSTON FC



Sponsored football tickets to support your local team

grassroots initiative

Bringing Livingston FC to the Community

The Grassroots Initiative is a Community Sponsorship Scheme which invites companies and/or individuals to sponsor tickets to Livingston FC home matches for the schools and community groups in their local area.

The aim is to provide the opportunity for children to experience a match day courtesy of their sponsor. The sponsor will benefit through recognition in the wider community and with customers who measure social responsibility initiatives.

Not only do the Grassroots Initiative Partners gain sponsored child tickets but they will also be given the opportunity to take part in specially arranged match day activities. This could include taking part in half time entertainment on the pitch, flag bearers or even ball boys and ball girls. So what are you waiting for, sign up to become a Grassroots Initiative Partner and help support your local professional football club!

If you would like your school, community group or football club to become part of the Grassroots Initiative please contact West Lothian Youth Foundation on 01506 417000, email: info@wlyf.org.uk or visit: www.livingstonfc.co.uk/community/grassroots-initiative/



GRASSROOTS INITIATIVE PACKAGE

The sponsor's name on all tickets, the sponsor's name on the seating that has been identified and allocated with their distinctive branding.

- Children will be flag bearers and welcome out the teams
- ROAR matchday magazine advert for the company
- 1 matchday hospitality for 4 people
- Full website advertising and update on offers
- Stadium upper tier advert

LIVINGSTON YOUTH PROGRAMME



Livingston has fostered an impressive list of players who have gone on to enjoy success with larger clubs such as Robert Snodgrass, Leigh Griffiths and Graham Dorrans.

It is so important that local youth is given a chance and this is a fantastic platform for companies who have integrity and who believe in social responsibility as well as supporting the local community. The visionary partners will receive coverage all over West Lothian and may even find their workforce of the future.

LIVINGSTON YOUTH PROGRAMME

Under 13

Under 14

Under 15

Under 17

Under 20 (Development Team)

Sponsor one team for £4,000 plus VAT or all 5 teams for £15,000 plus VAT.

Includes the first team ball boys sponsor kit, stadium advertising, full page advert in ROAR matchday magazine plus four centre stand tickets for all home games, hospitality every month and website advertising.



LIVINGSTON FOOTBALL CLUB


**BE PROUD
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