

WE ARE
LIVINGSTON FC



THE BACK TO **BLACK** SEASON



2016/17

MAIN SPONSOR
TONY MACARONI

STATE OF THE NATION



As a Livingston fan it has been a fraught few weeks. Behind the scenes it has been equally difficult. Since relegation became a reality, the operations committee have been crunching the numbers and looking at all of the current outstanding business issues and commitments, to determine the club's ongoing status as a full time club.

However, the good news is that the club remains viable and will continue to be West Lothian's only full time professional football club. The reality is however, for this to continue, we as Livingston supporters will have to get active, passionate and creative.

The club has, effectively, been run over the past season by an operations committee. Despite the ongoing legal disputes between previous board members and the legacy issues (such as the industrial tribunal that was reported in the media as a potential doomsday scenario for the club) the business of the club still had to be continued and it has fallen to these committee members (who are all volunteers) to make sure this happened.

In this period, Livingston FC, has traded and made a small profit in each of the past three years. Undoubtedly, the addition of Rangers and Hibernian to the Championship and their huge away support, have been a large contributory factor to this.

A final arrangement has been reached for a settlement on the club's behalf with the previous Directors and Shareholders. Unfortunately, the dispute and subsequent court cases that led from this, proved to be extremely public and damaging to the image of the club. Nevertheless, this chapter is now concluded and we can look to the future.

The Future and how your business can help.

For the first time since administration, the club is in a secure position and is being run by a team of people with no vested interests or ambitions to sell the lease on the football ground to a developer or supermarket chain. The club is in compliance with all of its legal and football obligations and there is no more legacy bad news in the background.

In order for the club to be successful and to continue as a full time entity beyond the coming season, we need your help and investment. The budget for this year will show a loss based on current costs and income projections. However, we want to ensure that the club bounces back to the Championship at the first opportunity. In order to do this, we need season ticket sales to grow and we need local businesses to invest in the club through sponsorship and corporate membership. All operational committee members will support the launch by purchasing their season tickets for the forthcoming season.

We plan to have five youth teams next year, including an under 20s team. This has been the catalyst for the quite unparalleled talent that we have seen come through the club. We also plan to reintroduce the free tickets for school children scheme because this is where many of our current fans first heard about the club and it became the vehicle through which they grew to love it. This is where we also need your business sponsorship, to make this initiative a success.

To paraphrase the famous speech by John F Kennedy; "it is time for fans to ask not what the club can do for them, but what they can do for the club".

If you can invest in any of the attached sponsorship initiatives, then you will become part of the club's DNA. All of us working together, with common cause, to make Livingston part of the community and something we are all proud to be part of.

We are Livingston.

MATCHDAY SPONSORSHIP



Matchday Sponsorship

Matchday sponsorship at Livingston FC offers a day to remember for clients, customers and friends to sample the finest in top class hospitality. The day can be tailored to suit the needs of the individual client so that they can promote their company, identify and market their products and services.

£950 + VAT per game
Dress code: Smart/Casual

MATCH DAY ITINERARY: (PARTY OF 10 GUESTS)

- Champagne reception in the Boardroom
- Tour of the stadium
- Lunch/Dinner with wine
- Executive Seating
- Half time Tea, coffee & Snacks
- Full time complimentary bar
- Complimentary matchday magazine

ADDITIONAL BENEFITS:

- Private car parking
- Executive gifts
- Trackside advertising
- Public address acknowledgements
- Match day magazine & Teamsheet
- Club photographer in attendance
- Man of the match presentation (gift to be supplied by sponsor)
- Matchday magazine advert
- Website credit

Team Sponsorship

This package has been created to cater for the increasing demand from companies, clients and friends to experience the corporate hospitality on offer at Livingston Football Club.

£575 + VAT per game
Dress code: Smart/Casual

MATCH DAY ITINERARY: (PARTY OF 6 GUESTS)

- Champagne reception in the Boardroom
- Tour of the stadium
- Lunch/Dinner with wine
- Executive Seating
- Half time Tea, coffee & Snacks
- Full time complimentary bar
- Complimentary matchday magazine

ADDITIONAL BENEFITS:

- Private car parking
- Executive gifts
- Trackside advertising
- Public address acknowledgements
- Match day magazine & Teamsheet
- Club photographer in attendance
- Man of the match presentation (gift to be supplied by sponsor)
- Matchday magazine advert
- Website credit

Match Ball Sponsorship

Match Ball Sponsorship caters for a party of four guests in the restaurant and always proves to be a great day out for clients, customers and friends.

£395 + VAT per game
Dress code: Smart/Casual

MATCH DAY ITINERARY: (PARTY OF 4 GUESTS)

- Champagne reception in the Boardroom
- Tour of the stadium
- Lunch/Dinner with wine
- Executive Seating
- Half time Tea, coffee & Snacks
- Full time complimentary bar
- Complimentary matchday magazine

ADDITIONAL BENEFITS:

- Private car parking
- Executive gifts
- Trackside advertising
- Public address acknowledgements
- Match day magazine & Teamsheet
- Club photographer in attendance
- Man of the match presentation (gift to be supplied by sponsor)
- Matchday magazine advert
- Website credit

CORPORATE HOSPITALITY



Premier BOX 5 Membership

The lounge is located in the Main stand and offers a panoramic view of the stadium; the glass fronted lounge can accommodate twenty members who are sure to enjoy this first class facility.

Total Cost per person:

Adult: 495

Senior Citizen: £315

Under 12: £135

Under 18: £205

MEMBERSHIP INCLUDES:

- Private car parking
- Entry via main reception
- Box seat
- Half time Tea/Coffee & snacks
- Executive Bar facilities Pre/Post match
- Complimentary match day magazine & Teamsheet
- Membership valid for:
18 Home League games

Meadowbank Lounge Membership

The Platinum Lounge is situated next to the Livingston FC Boardroom; Members will have the chance to meet with Player and Directors, visiting scouts and managers throughout the season.

Total Cost per person:

Adult: £400

Senior Citizen: £300

Under 12: £135

Under 18: £205

MEMBERSHIP INCLUDES:

- Private car parking
- Entry via main reception
- Box seat
- Half time Tea/Coffee & snacks
- Executive Bar facilities Pre/Post match
- Complimentary match day magazine & Teamsheet
- Membership valid for:
18 Home League games

The Ferranti Restaurant

The restaurant is situated within the West stand and offers excellent food and wine in a most attractive setting.

Total cost per person: £55

Dress cost: Smart/Casual

MATCH DAY ITINERARY:

- Private car park
- Entry via the Main reception area
- Lunch/dinner with a glass of wine
- Executive Seating
- Half time Tea, Coffee & Snacks
- Full time pay bar
- Matchday Magazine & Teamsheet

STADIUM ADVERTISING



Stadium Advertising

East Stand:

A Touch Line (Free Standing) E1-E18	£1250
B Touch Line E1-E16	£1250
C Upper Tier E17-E23	£700

West Stand:

A Touch Line W1-W20	£1250
B Upper Tier W21-W30	£700

South Stand:

A Touch Line S1-S13	£1250
B Goal Line (Free Standing)	£1250
C Upper Tier S1-S17	£700

North Stand

A Touch Line N1-N13	£1250
B Goal Line (Free Standing)	£700
C Upper Tier N1-N17	£700

For an additional £150 + VAT have your company linked to the LFC Website

Stand Sponsorship

Propel yourself in front of all Livingston home fans and competitor away fans by sponsorship of a stand. This is an ideal platform to promote your brand, product and/or service and will show your commitment and partnership with the football club.

With only four stands available, get in touch with us as soon as possible. The package includes:

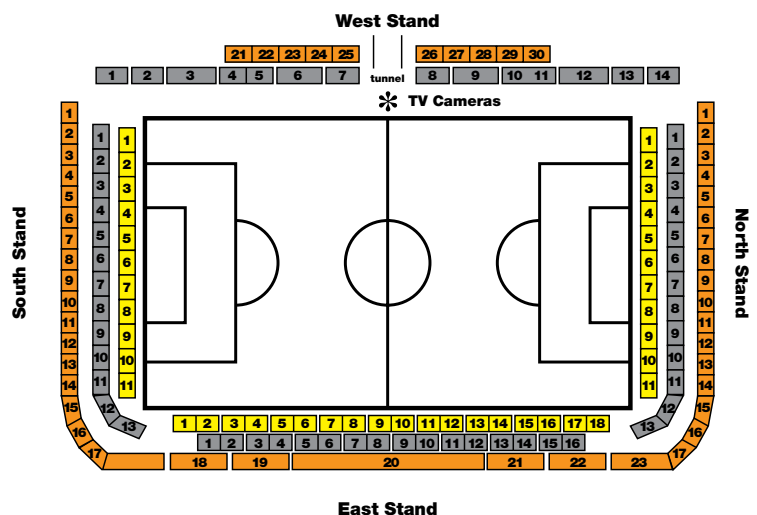
- Internal and external signage
- Sponsor name on all tickets for the stand
- 1 Match day sponsorship
- Adverts in the Match day magazine
- Website advert
- 3 public address announcements per match

Total Cost per season: £5500 + VAT

Standard Board Sizes:
6M x 760mm

East Stand Free standing Sizes:
4.4m x 610mm

Please note: all rates are subject to VAT charges at the standard rate. Production costs are not included.



ADVERTISING & SPONSORSHIP



Matchday Magazine Advertising

Full Page	£975 + VAT
Half Page	£525 + VAT
Third	£375 + VAT
Quarter	£275 + VAT

Advertisers appear in every edition of the Roar matchday magazine (18 league game & cup games) for an additional £150 + VAT have your company linked to the LFC website.

Why not put your name on the Livingston first team kit!

- Top (back)
- Shorts
- Training & Bench wear kit

On offer to sponsors is a generous advertising and corporate hospitality package. Full details Available on request.

Mini Bus Sponsorship

Livingston Football club have a mini bus and a kit van which transports the first team and youth teams to locations throughout Scotland and offers advertisers the opportunity to promote their products or service at a very competitive rate.

Cost per panel: £500 + VAT

Feature Sponsorship

Sponsor a feature in the match day magazine on a seasonal basis.

Total Cost: £150 + VAT

Leaflets Distribution

Have your leaflets distributed on matchday & also inserted into the matchday magazine – leaflets to be supplied by the advertiser.

Total Cost: £200 + VAT

Ball Boys Sponsorship

Sponsoring the clubs ball boys is a great way to promote your name, company or product at every match.

- Name on the back of tracksuits
- Advertisement in every matchday magazine
- One perimeter advertising site
- Name check on PA System
- Two Season tickets valid for every home league game
- Exclusive photograph with team manager and ball boys

Total cost: £1750 + VAT

Player Sponsorship

Sponsor your favourite player for the Season and you will receive the following:

- Your name/company name listed in every matchday magazine.
 - Autographed colour photograph of your player and yourself.
 - Your player will be available to attend events and functions on your request subject to availability
 - At the end of the season you will receive your players' autographed jersey.
 - You and a guest will be invited to a game in our platinum lounge for your presentation
- Home Shirt: £120 + VAT | Away Shirt: £120 + VAT

Matchday Mascot

A great day for the kids and ideal birthday or Christmas present. The package includes:

- Tour of the stadium.
- Visit the players in the home dressing room
- Take part in the pre match warm up
- Run out with the team at the start of the match
- Name & photograph in the match day magazine
- Commemorative photograph and certificate
- Full set of Livingston home or away kit
- Two stand tickets

Total Cost: £120 + VAT

THE GRASSROOTS INITIATIVE



THIS SEASON LIVINGSTON FC ARE INTRODUCING A NEW INITIATIVE

A Community Sponsorship Scheme which invites Companies and/or individuals to sponsor tickets for the schools in their local area.

The aim is to provide the opportunity for children and students 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.

The West Lothian Youth Foundation will administer and liaise with the schools.

The package includes the following:

- Match tickets for a selected league match for every child who wants to attend.
- Pupils from the school will be flag bearers and welcome out the teams.
- Match day magazine advert for the company.
- 1 match day hospitality package for a party of 4 on the day their local schools attend.
- Links to LFC social media and website.
- Stadium advert (upper tier site) for promotion of products through the Livingston FC network/fan base and via social media.

With the support of the sponsors the scheme will help strengthen the clubs links with the local community while highlighting the sponsors commitment to the community.

LIVINGSTON YOUTH PROGRAMME SPONSORSHIP

Livingston operate a comprehensive youth development programme which includes:

- Under 13s
- Under 15s
- Under 17s
- Under 20s

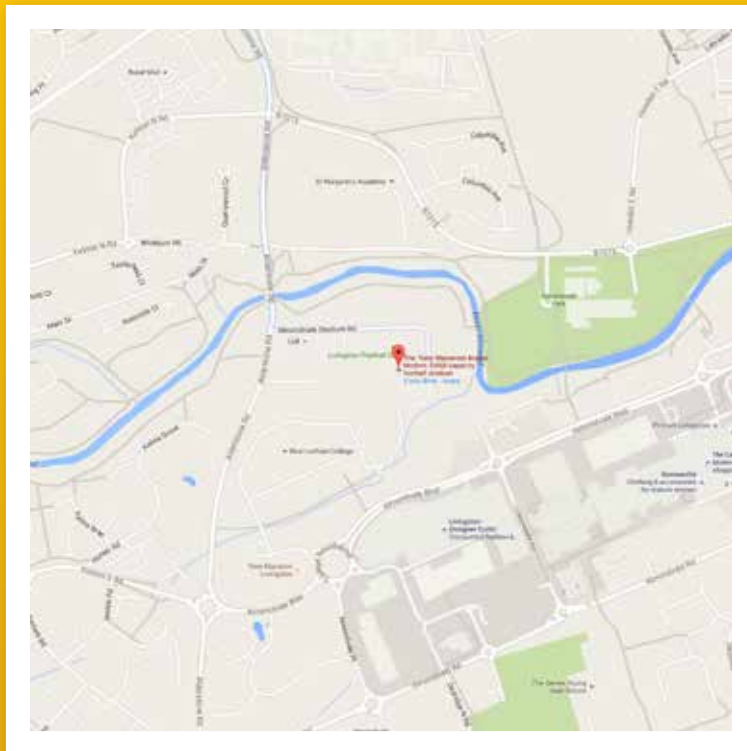
The proud sponsor of the programme will receive the following:

- Name on all teamwear
- Extensive advertising in the main stadium plus external advertising East Stand (facing training pitch).
- Full page advertisement Matchday Magazine.
- Four centre stand seats valid for all home fixtures.
- Links to LFC website & social media.

£5000 + vat per team
or £15,000 + vat for all four
(Payment schemes available)



**WE ARE
LIVINGSTON FC**



Livingston Football Club

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