



THE EDINBURGH ACADEMICAL FOOTBALL CLUB

SPONSORSHIP OPPORTUNITIES 2011/12

It's amazing just how much exposure your business can receive by embarking on a marketing partnership with Edinburgh Accies. With large crowds heading to Raeburn Place – described as the 'cradle of rugby football in Scotland' - for RBS Premier 1 and National Cup home matches and thousands visiting our regularly updated website each month, you are onto a winner when you advertise with 'The Accies'!

KIT SPONSOR

Your company logo on the 1st XV squad kit for the duration of the season.

Your company also gets a mention in all 1st XV match day programmes and on the EAFC website homepage.

- **Playing Jerseys - Front Stomach** – £10,000+VAT includes advertising board on stand, advertising banner on team sheet in match programme, 1 x pre-match lunch sponsorship, website advertising etc - please contact Jason Parrott (contact details below) for further information.
- **Playing Jerseys - Back Top** – £5,000+VAT includes pitchside advertising board
- **Playing Jerseys - Back Bottom** – £3,000+VAT includes pitchside advertising board
- **Playing Jerseys - Front Top** – £2,750+VAT left & right sides available
- **Playing Jerseys – Sleeve** – £2,500+VAT left & right sleeves available
- **Shorts – Back Left** – £2,500+VAT
- **Track Suits - Front Stomach** – £2,000+VAT
- **Track Suits – Back Top** – £1,500+VAT
- **1st XV Squad Polo Shirts** – £1,500+VAT
- **1st XV Squad Formal Sky Shirts** – £1,500+VAT



POST PROTECTORS

£1,750+VAT

- A great way to raise the profile of your company via 1st XV pitch post protectors for every home match showing your company logo/website on each of the 4 protectors, or even a different logo/website on each
- Mention (name or company) in all 1st XV match day programmes
- Mention (name or company with hyperlink) on 'Sponsors' page on the EAFC website



MATCH SPONSOR

Sponsor a home 1st XV league or cup match of your choice £750+VAT**

- Table for 10 at pre-match lunch – includes lunch with wines
- Advertising banner on team sheet in match day programme
- Mention (name or company) in all 1st XV match day programmes
- Mention (name or company with hyperlink) on 'Sponsors' page on the E AFC website
- Advertising / promo material in the clubhouse by arrangement

PITCH SIDE WEDGE

£600+VAT

- Advertising wedge positioned pitch side in a prominent position
- Triangular shape – double sided - 10ft x 2ft x 2ft x 2ft
- Mention (name or company) in all 1st XV match day programmes
- Mention (name or company with hyperlink) on 'Sponsors' page on the E AFC website
- Can be used by the sponsor for other events away from Raeburn Place by arrangement



STAND / PITCH SIDE BOARD

£700 / £500+VAT

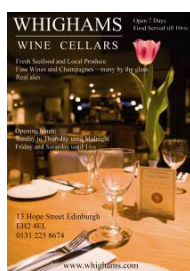
- Advertising board on stand roof (£700) or pitch side (£500)
- Board 10ft x 2ft – permanently fitted
- Mention (name or company) in all 1st XV match day programmes
- Mention (name or company with hyperlink) on 'Sponsors' page on the E AFC website



MATCH PROGRAMME ADVERTISEMENT (FULL COLOUR)

Home league and/or cup matches – includes a mention on 'Sponsors' page on the E AFC website

- Back Cover Page – £500+VAT (provide A5 artwork)
- Inside Front or Back Cover Page – £400+VAT (provide A5 artwork)
- Full Page – £250+VAT (provide A5 artwork)
- Half Page – £150+VAT (provide A6 artwork)
- Quarter Page – £80+VAT (provide A7 artwork)



MAN OF THE MATCH AWARD

£150+VAT

- Choose from any league and/or cup match**
- A bottle of champagne to the winner (included) of this award presented by the sponsor after the match
- Mention (name or company) in all 1st XV match day programmes
- Mention (name or company with hyperlink) on 'Sponsors' page on the EAFC website

PLAYER SPONSOR

Sponsor a player for the season - £150+VAT

- Sponsor (name or company) listed against player in all match day programmes (list of 1st XV Squad players TBC)**
- Sponsor (name or company with hyperlink) listed against the player on the EAFC 'Player Profile' page.



ASSOCIATE PLAYER SPONSOR

Sponsor a player for the season - £80+VAT

- Sponsor (name or company with hyperlink) listed against the player on the EAFC 'Player Profile' page.

MATCH BALL SPONSOR

£150+VAT

- Choose from any league and/or cup match**
- Mention (name or company) in all 1st XV match day programmes
- Mention (name or company with hyperlink) on 'Sponsors' page on the EAFC website

N.B. Packages can be tailored to suit your specific requirements

* 10% discount available for 3 year agreement

** Subject always to availability

All prices subject to VAT at 20%

All cheques payable to 'EASC'

All sponsorship opportunities are for 1 season 2011/12 unless otherwise stated



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SPONSORSHIP OPPORTUNITIES 2011/12

	<u>Cost</u>	<u>Number</u>	<u>Total</u>
Kit Sponsor:			
Playing Jerseys - Front Stomach	10,000.00		
Playing Jerseys - Back Top	5,000.00		
Playing Jerseys - Back Bottom	3,000.00		
Playing Jerseys - Front Top Left	2,750.00		
Playing Jerseys - Front Top Right	2,750.00		
Playing Jerseys – Sleeve Left	2,500.00		
Playing Jerseys – Sleeve Right	2,500.00		
Shorts – Back Left	2,500.00		
Track Suits - Front Stomach	2,000.00		
Track Suits - Back Top	1,500.00		
1st XV Squad Polo Shirts	1,500.00		
1st XV Squad Formal Sky Shirts	1,500.00		
	1,750.00		
Post Protectors			
	750.00		
Match Sponsor			
Pitch Side Wedge/Boards:			
Pitch Side Wedge	600.00		
Advertising Board (above stand)	700.00		
Advertising Board (pitch side)	500.00		
Match Programme Advert:			
Back Cover Page A5	500.00		
Inside Front or Back Cover Page A5	400.00		
Full Page A5	250.00		
Half Page A6	150.00		
Quarter Page A7	80.00		
	150.00		
Man of the Match Award			
	150.00		
Player Sponsor			
	80.00		
Associate Player Sponsor			
	150.00		
Match Ball Sponsor			
	150.00		
SUB TOTAL			
VAT @20%			
TOTAL			



THE EDINBURGH ACADEMICAL FOOTBALL CLUB

HOME FIXTURES 2011/12

6 home league games (4 pre-match lunches) before league splits into 2 leagues of 8 teams:
Premier A (top 8 teams in Prem 1) and Premier B (bottom 4 from Prem 1 + top 4 from Prem 2)

Fixture	Date & Kick Off	Opposition
RBS Prem 1	3 rd Sept 2011, 3pm	Glasgow Hawks
RBS Prem 1*	17 th Sept 2011, 3pm	Boroughmuir
RBS Prem 1*	1 st Oct 2011, 3pm	Hawick
RBS Prem 1	15 th Oct 2011, 3pm	Aberdeen Grammar
RBS Prem 1	22 nd Oct 2011, 3pm	Gala
RBS Prem 1*	5 th Nov 2011, 2pm	Currie
Edinburgh Cup*	19 th Nov 2011, 2pm	Heriot's

League splits - 3 home games (2 further pre-match lunches + Calcutta Cup Lunch):

National Cup	TBC	TBC
RBS Prem 1	TBC	TBC
RBS Prem 1	TBC	TBC
RBS Prem 1	TBC	TBC
RBS Prem 1	TBC	TBC
National Cup	TBC	TBC
RBS Prem 1	TBC	TBC
National Cup	TBC	TBC
Calcutta Cup Lunch**	4 th Feb 2012, 5pm	England
RBS Prem 1	TBC	TBC

* Pre-Match Lunch @ Raeburn Place

** International Fundraising Lunch @ Raeburn Place meet at 12 noon

For all lunch bookings, please contact Jason Parrott on +44 (0)7799 484 863 or sponsorship@edinburghaccies.com