



COMMERCIAL BROCHURE



BRENTFORD FOOTBALL CLUB

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REAL FANS REAL FOOTBALL

BRENTFORD FOOTBALL CLUB

A GENUINELY DIFFERENT FOOTBALL CLUB.

THANK YOU FOR TAKING THE TIME TO LOOK AT THE MANY COMMERCIAL OPPORTUNITIES AVAILABLE AT BRENTFORD FOOTBALL CLUB, A TRUE COMMUNITY CLUB WITH WELL ESTABLISHED LINKS TO AN EXTENSIVE SUPPORTER BASE IN LONDON'S SOUTH WEST AND ALONG THE M3/M4 CORRIDOR.

Season 2011/12 has seen dramatic change throughout the Club with an influx of highly rated players, a new and internationally recognised Manager and upgrades to all departments as we enter a new era in the Club's development. Whether your interest is simply to support your Club or with a view to generating interest in your

business and increase revenue we can provide a solution tailored to your needs and this brochure will explain the various facilities available.

Commercial partnerships are vital to the progress of the Club and our aim is to provide a first class service in all departments so please feel free to contact us for any further information you may need and we look forward to welcoming you to Griffin Park as a new business partner very soon.

sales@brentfordfc.co.uk
or call 0845 3456 442 (option 2).



MATCHDAY PACKAGES

WE OFFER VARIOUS SPONSORSHIP PACKAGES ON MATCHDAYS.

BECOME A VIP FOR THE DAY WHEN YOU TAKE UP ANY OF OUR FANTASTIC HOSPITALITY PACKAGES.

MATCHDAY SPONSORSHIP

The Premium package is "Match Sponsorship" which includes:-

- Prominent positioning on the cover of the Match Programme as the official Match Sponsor
- A full page advertisement for your company in the match programme
- A 1/2 page editorial on your business, occasion or event
- Your company logo prominently displayed throughout the Stadium via concourse TV
- Introduction to the stadium as Official Match Sponsor via a PA system announcement before the match and at half time
- Up to 10 places in the Sponsors Lounge to enjoy Griffin Parks match day Hospitality including a tour of the ground, a 3 course meal & VIP seating
- A Team shirt or match ball signed by the entire Brentford FC match squad presented to you by the Man Of The Match in the Sponsor's Lounge
- Prominent positioning on the Official Brentford FC website including a summary of your company information and a hyperlink to your own website

MATCH BALL SPONSORSHIP

"Match Ball Sponsorship" is also available:-

- Prominent positioning on the cover of the Match Programme as the Official Match Ball Sponsor
- Hospitality for 4 people (more on request) in the Sponsor's Lounge to enjoy Griffin Parks match day Hospitality
- ¼ Page editorial in the match day programme to publicise your business, occasion or event
- Presentation of the signed match ball in the Sponsor's Lounge following the game

Further Sponsorship opportunities including Programme Sponsorship are available and can be tailor-made to fit your campaign or special occasion

For more information or an informal chat about how we can assist you please feel free to contact the Commercial Department on 0845 3456 442 Option 2

MATCHDAY HOSPITALITY

The Hospitality package at Griffin Park includes:-

- 3 course meal plus bar facilities (2 courses for midweek fixtures)
- Half time refreshments
- Vote for and meet the man of the match
- A guided tour of the ground
- Match day programme & Teamsheet
- Premium Match Seating
- Brentford FC related quiz + Prizes

ADVERTISING WITH BRENTFORD FOOTBALL CLUB

WE HAVE MANY OPTIONS TO SHOW YOUR SUPPORT AND ENHANCE YOUR BUSINESS.

PERIMETER BOARDS

ADVERTISE TO THOUSANDS OF FANS

AT EVERY BRENTFORD FC HOME FIXTURE.

TV coverage of The Football League overall reached a total of 29.5 million adults in Season 2010/11 with fixtures at Griffin Park featuring weekly on the BBC's League round-up plus 3 live SKY Sports broadcasts featuring our run to the final in the Johnstone's Paint Trophy. Perimeter advertising is the highest profile way to publicise your business within the stadium and in front of the television cameras on a weekly basis but it plays just one part in the overall advertising partnership with the Club and we utilise all modern day methods to maximise the impact of your advertising via the Brentford FC database and Social Networking facilities. A typical Perimeter Advertising package includes:-

- Inclusion in the Match Day Programme feature giving full details of your business
- Quarterly access to the BFC database
- Ongoing marketing support throughout the season

PROGRAMME ADVERTISING

ADVERTISE IN OUR FULL COLOUR 64 PAGE B5 GLOSSY PROGRAMME.

The match day programme at Griffin Park has just gone through a design make-over and is now 64 pages, perfect bound and matt finished not forgetting that it's read by almost half those who attend a match and then shared between friends... Programme advertising is a cost effective and high profile way to deliver your message directly to our supporters whether that message is commercial or personal and advertising can be placed game by game or for the entire season according to your requirements.

WEBSITE ADVERTISING

The Brentford Football Club website becomes increasingly popular as supporters find it easier to keep up to date with important news from the club online. The Clubs development of social networking has resulted in a tenfold increase in membership and added a valuable facility to the clubs ability to communicate.

In May 2011 the Brentford FC website had 28,395 registered members who viewed an average of 8 pages per visit. We now also boast 10,250 facebook members and over 2,200 followers on Twitter giving us a very broad and effective reach.

Online advertising opportunities include:-

- Site & Article Sponsorship
- Website advertising



In addition to the website, the Club now offers a fully de-duplicated and categorised database of registered supporters with whom we are able to communicate directly in order to distribute important news and commercial opportunities and we can tailor any marketing campaign to use these facilities most effectively.

PLAYER SPONSORSHIP

SPONSORING A PLAYER CAN BE AN EFFECTIVE WAY OF ADVERTISING OR CAN MAKE A GREAT GIFT FOR A LOVED ONE.

SPONSORING A PLAYER'S KIT ENTITLES YOU TO:

- The player's actual shirt, signed and presented at the end of the season
- Recognition next to the player's profile in the matchday programme
- Recognition on the official website
- An invitation to a special sponsors event

STADIUM HIRE

GRIFFIN PARK HAS PROVEN TO BE A VERSATILE STADIUM IN RECENT YEARS AND IS REGULARLY HIRED FOR USES OTHER THAN ITS PRIMARY USE.

GRIFFINPARK HAS PLAYED HOST TO NUMEROUS HIGH PROFILE FOOTBALL FIXTURES NOT INVOLVING OUR OWN TEAM. ENGLAND U17 INTERNATIONALS, THE WOMEN'S FA CUP AND FULL INTERNATIONALS SUCH AS GHANA VS SENEGAL HAVE ALL BEEN STAGED AT THE FAMOUS STADIUM BY THE RIVER THAMES UNDER THE FLIGHT PATH OF HEATHROW AIRPORT AND WITHIN EASY DISTANCE OF CENTRAL LONDON.

Movies such as Green Street, Mike Bassett: England Manager and GOAL! used our facilities as a location as have Harry Enfield, Ian Wright, Bradley Walsh and numerous advertising agencies for their various television productions and we are regularly used by neighbouring SKY TV and the BBC for sporting and topical news features. The facilities here at GriffinPark can be adapted to offer production offices, catering for cast and crew plus wireless

internet access and car parking and we have developed close links to many location and production management agencies that now use our venue on a regular basis.

Following the end of the regular football season the pitch and facilities at Griffin Park are also available for Corporate and Charity match days when you can offer your staff the unique experience of playing a match at a professional football ground, changing in the same dressing rooms as the pro's and we can even provide match officials and the stadium bar for that post match celebration.

Other rooms available for private hire within Griffin Park are the Sponsors Lounge, which can comfortably seat up to 55 guests for a dinner or corporate meeting, and the Hive which is the stadium bar accommodating up to 150 people for parties and functions with our in-house caterers able to provide food and refreshments to whatever standard you may require.

EVENTS

WE STAGE A VARIETY OF EVENTS THROUGHOUT THE SEASON, AND ALL FEATURE DIFFERENT LEVELS OF PARTICIPATION AND SPONSORSHIP.

Our activities off the field range from sporting dinners to golf days and race meetings and in partnership with our Community Trust we have plans for a number of sporting and cultural events throughout the season that will present opportunities for both sponsorship and advertising.

In addition to our traditional season finale, The Big Red Ball, we will this year look forward to producing a number of dinners celebrating the rich history of this much loved Football Club to be staged in a number of the lavish Hotels and Restaurants that surround Griffin Park and we will be offering naming rights and sponsorship opportunities to local businesses who wish to play their part.

Always a very popular occasion the Brentford FC Golf Days attract participants from a broad range of the community and feature hole sponsorship and brand association possibilities. Partners in these events enjoy effective publicity even beyond the extensive database of registered Brentford supporters.

The Club is always available to discuss potential projects and ways in which we can work together to help you achieve your goals so please feel free to contact the Commercial Department for help and advice in planning an event.

