



ROTHERHAM UNITED
FOOTBALL CLUB

FOREVER TOGETHER.
FOREVER PROUD.

CORPORATE OPPORTUNITIES 2023/24

**WE STRONGLY BELIEVE IT IS OUR
RESPONSIBILITY TO HELP OUR
SPONSORS GROW THEIR BUSINESS**



Whilst many organisations, both nationally and locally, can offer you a variety of sponsorship options, we like to go that little bit further and we pride ourselves on creating commercial partnerships that deliver real, tangible, mutual benefits.

As a commercial team, we work hard to identify exactly what it is that will add value to your business and we want to develop long lasting relationships through two-way working and strongly believe it is our responsibility to help our sponsors grow their business.

This brochure outlines a wide assortment of commercial opportunities that your business could benefit from, but nothing is set in stone, we are keen to create tailored packages that reflect the individual requirements of your organisation. Whether you are interested in national or international media coverage, targeted activity in the Yorkshire area or even impressing one individual client, we have a range of options to help you achieve your goals.

So please do have a look through what Rotherham United can offer you and get in touch with either myself, or a member of the commercial team who will be more than happy to come and see you or invite you down to the AESSEAL New York Stadium to discuss in more detail how we can work together.

STEVE COAKLEY

Commercial Director

WELCOME



THE IDEAL LOCATION TO UNWIND WITH YOUR CLIENTS.

This is a great place to relax, unwind, enjoy a sumptuous meal and generally have a good time whilst watching the Millers in the company of clients, colleagues, friends or family.

THE AESSEAL NEW YORK STADIUM

The AESSEAL
NEW
YORK
STADIUM

A PRIVATE SPACE, PERFECT FOR YOU AND YOUR CLIENTS.

Take your place in one of our corporate boxes and give your guests or clients a day to remember at the AESSEAL New York Stadium. You'll have your own dedicated staff, serving you with our mouth-watering three course lunch and helping you with all your requirements.

The Executive Boxes have been designed with your every comfort and flexibility in mind, choose to sit in the warm surroundings of your box - or outside in the main stadium soaking up the electric atmosphere.

STADIUM BOXES

SEASONAL EXECUTIVE BOX

From £2200+VAT
Per Person
(Minimum of 10)

- ACCESS TO YOUR BOX 2 ½ HOURS BEFORE KICK OFF AND ONE HOUR POST-MATCH
- ALL HOME LEAGUE FIXTURES INCLUDED
- COMPLIMENTARY USE OF YOUR BOX ON TEN OCCASIONS THROUGHOUT THE SEASON ON NON-MATCHDAYS*
- FLAT SCREEN TV AND THREE-COURSE MEAL IN YOUR BOX OVERLOOKING THE PITCH
- DEDICATED STAFF TO ENSURE YOU AND YOUR GUESTS ARE LOOKED AFTER THROUGHOUT THE DAY
- ON SITE CAR PARKING SPACES INCLUDED
- MATCHDAY PROGRAMMES & TEAM SHEETS FOR ALL YOUR GUESTS
- EXECUTIVE PADDED SEATING

**TAKE YOUR SEAT AND
ENJOY THE GAME IN STYLE**

MATCHDAY HOSPITALITY

We have a superb range of seasonal and matchday hospitality packages available in the AESSEAL New York Stadium Platinum Lounge, all come with delicious food, panoramic views and executive seating to watch the game.

This is a great way of ensuring that you and your clients have a day to remember and an opportunity to relax.



SEASON PACKAGE 1

- All league games included
- Pay bar facility
- Private reserved table and three course meal with waitress service
- Executive padded seats in the Eric Twigg Pukka Pies West Stand
- Match programme
- Team sheet
- Tea & Coffee at half time
- Priority to purchase additional tickets to every home and away game including Cup Finals
- Reserved car parking space
- Discounts on RUFC events

**£2200+VAT
PER PERSON**

SEASON PACKAGE 2

- All league games included
- Pay bar facility
- Two course lunch (SHARED TABLES)
- Executive padded seats in the Eric Twigg Pukka Pies West Stand
- Match programme
- Team sheet
- Tea & Coffee at half time
- Priority to purchase additional tickets to every home and away game including Cup Finals
- Reserved car parking space

**£2000+VAT
PER PERSON**

PRICING PER SEASON

MATCHDAY PACKAGE 1

- Pay bar facility
- Three Course Lunch with waitress service
- Executive padded seats in the Eric Twigg Pukka Pies West Stand
- Match programme
- Team sheet
- Tea & Coffee at half time
- Car parking space
- Competitions and prizes

PLATINUM* - £250+VAT PER PERSON

GOLD - £140+VAT PER PERSON

SILVER - £130+VAT PER PERSON

BRONZE - £120+VAT PER PERSON

*PLATINUM MATCHES also includes a Bronze category game of your choice (Subject to availability)

MATCHDAY PACKAGE 2

- Pay bar facility
- Two Course Lunch
- Executive padded seats in the Eric Twigg Pukka Pies West Stand
- Match programme
- Team sheet
- Tea & Coffee at half time
- Car parking space
- Competitions and prizes

PLATINUM* - £240+VAT PER PERSON

GOLD - £130+VAT PER PERSON

SILVER - £120+VAT PER PERSON

BRONZE - £110+VAT PER PERSON

PRICING PER MATCHDAY

BIG SCREEN ADVERTISING

1 Game	£500+VAT
5 Games	£1750+VAT
10 Games	£3000+VAT
Seasonal	£4000+VAT
Special Announcement	£50+VAT

PROGRAMME ADVERTISING

Full Page	£3000+VAT
Half Page	£1700+VAT
Quarter Page	£1200+VAT
Player Sponsor	£750+VAT

ADVERTISING

Scrolling TV Advertising – Seasonal	£1750+VAT
Static TV Advertising – Seasonal	£3000+VAT

LED BOARD ADVERTISING

Mid-Tier	£2000
Advert to be shown twice throughout the match, 30 seconds each half.	per minute

**production costs apply.*



VISIBILITY

PERIMETER BOARDS

AT THE AESSEAL NEW YORK STADIUM

Front Row or LED (per minute)	£3500 +VAT*
Second Row Rail Board	£3200 NO VAT*
Pitch Facing non-TV (West Stand) Pitch Facing non TV	£1800 NO VAT*

**production costs apply.*



VIP MATCHDAY SPONSORSHIP

**AN IDEAL TIME TO ENTERTAIN
YOUR VALUED CUSTOMERS,
GUESTS AND STAFF TO ENJOY
A DAY WHICH THEY WILL
REMEMBER FOR A LONG TIME**

Not only do your guests get to be wined and dined in our impressive platinum suite but at the same time you get to raise the profile of your company.

MATCH SPONSOR

Become our official Match Sponsor and enjoy a three course set menu, with panoramic stadium views in the Platinum Lounge.

For 10 people

- Three course lunch with waitress service
- Pre-Match entertainment
- Executive seating in the Eric Twigg Pukka Pies West Stand
- Tea & Coffee
- Match day programme for each guest
- Team sheets for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Select the Millers man of the match
- Presentation of a framed signed Millers shirt
- Group photo taken by Rotherham United official photographer
- Full page advert in the Millers official matchday programme
- Your name/company logo on the cover of the official matchday programme, on the in stadium TVs and stadium Big Screen
- Exclusive gift for each guest
- Social media coverage with company logo appearing on the Club's Official Commercial Twitter pages
- Company logo shown on the jumbo screen
- All inclusive drinks package (includes draught beer & lager, bottled beer, house spirits, house wine & soft drinks)

PLATINUM* - £4400 + VAT

GOLD - £2400+VAT

SILVER - £2100+VAT

BRONZE - £2000+VAT

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

VIP PACKAGE ONE

MATCHBALL SPONSOR

This package caters for eight guests, dining in our impressive Platinum Lounge. Within this sponsorship package is the unique and memorable experience of being taken on to the pitch to present the match ball to the team captains.

For 8 people

- Three course lunch with waitress service
- Executive seating in the Eric Twigg Pukka Pies West Stand
- Matchday programmes for each guest
- Team sheet for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Cased and fully signed match ball
- Commemorative photograph taken with the captains and officials pre-match
- Group photo taken by Rotherham United official photographer
- Commemorative photograph taken with the man of the match
- Half page advert in the Millers official programme
- Social media coverage with company logo appearing on the Club's Official Commercial Twitter pages
- Your name/company logo on the cover of the official matchday programme, on the in-stadium TVs and stadium Big Screen
- All inclusive drinks package (includes draught beer & lager, bottled beer, house spirits, house wine & soft drinks)

PLATINUM* - £3400 + VAT

GOLD - £1850+VAT

SILVER - £1650+VAT

BRONZE - £1550+VAT

(All inclusive drinks can not be served whilst the game is being played)

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

VIP PACKAGE TWO

ASSOCIATE MATCH SPONSOR

This package caters for eight guests, dining in our wonderful Platinum Lounge. With this sponsorship you will receive a framed away shirt, signed by the first team.

For 8 people

- Three course lunch with waitress service
- Executive seating in the Eric Twigg Pukka Pies West Stand
- Matchday programmes for each guest
- Team sheet for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Framed away shirt, signed by the first team
- Commemorative photograph taken with the man of the match
- All inclusive drinks package (includes draught beers, house wines and soft drinks)
- Your name/company logo on the cover of the official matchday programme, on the in-stadium TVs and stadium Big Screen

PLATINUM* - £3200 + VAT

GOLD - £1750+VAT

SILVER - £1550+VAT

BRONZE - £1450+VAT

(All inclusive drinks can not be served whilst the game is being played)

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

SPONSORSHIP OPTIONS

TEAM SPONSOR

This package caters for eight guests, dining in our wonderful Platinum Lounge. With this sponsorship you will receive a framed Team Montage.

For 8 people

- Three course lunch with waitress service
- Executive seating in the Eric Twigg Pukka Pies West Stand
- Matchday programmes for each guest
- Team sheet for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Framed Team Montage
- Commemorative photograph taken with the man of the match
- All inclusive drinks package (includes draught beers, house wines and soft drinks)
- Your name/company logo on the cover of the official matchday programme, on the in-stadium TVs and stadium Big Screen

PLATINUM* - £3200 + VAT

GOLD - £1750+VAT

SILVER - £1550+VAT

BRONZE - £1450+VAT

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

SPONSORSHIP OPTIONS

PROGRAMME SPONSOR

This package caters for six guests, dining in our wonderful Platinum Lounge. With this sponsorship you will receive a signed framed programme.

For 6 people

- Executive seating in the Eric Twigg Pukka Pies West Stand
- Three course lunch with waitress service
- Matchday programmes for each guest
- Team sheet for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Signed framed programme
- Commemorative photograph taken with the man of the match
- All inclusive drinks package (includes draught beers, house wines and soft drinks)
- Your name/company logo on the cover of the official matchday programme, on the in-stadium TVs and stadium Big Screen
- Group photo taken by Rotherham United official photographer

PLATINUM* - £2600 + VAT

GOLD - £1450+VAT

SILVER - £1250+VAT

BRONZE - £1150+VAT

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

SPONSORSHIP OPTIONS

MANAGER SPONSOR

This package caters for four guests, dining in our wonderful Platinum Lounge. With this sponsorship you will receive a home shirt signed by the first team.

For 4 people

- Executive seating in the Eric Twigg Pukka Pies West Stand
- Three course lunch with waitress service
- Matchday programmes for each guest
- Team sheet for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Home shirt signed by the first team
- Commemorative photograph taken with the man of the match
- All inclusive drinks package (includes draught beers, house wines and soft drinks)
- Your name/company logo on the cover of the official matchday programme, on the in-stadium TVs and stadium Big Screen
- Group photo taken by Rotherham United official photographer

PLATINUM* - £1650 + VAT

GOLD - £900+VAT

SILVER - £850+VAT

BRONZE - £750+VAT

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

SPONSORSHIP OPTIONS

PLAYER SPONSOR

This package caters for four guests, dining in our wonderful Platinum Lounge. With this sponsorship you will receive a home shirt signed by the first team.

For 4 people

- Executive seating in the Eric Twigg Pukka Pies West Stand
- Three course lunch with waitress service
- Matchday programmes for each guest
- Team sheet for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Receive a home shirt signed by the first team
- Commemorative photograph taken with the man of the match
- All inclusive drinks package (includes draught beers, house wines and soft drinks)
- Your name/company logo on the cover of the official matchday programme, on the in-stadium TVs and stadium Big Screen
- Group photo taken by Rotherham United official photographer

PLATINUM* - £1650 + VAT

GOLD - £900+VAT

SILVER - £850+VAT

BRONZE - £750+VAT

(All inclusive drinks can not be served whilst the game is being played)

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

SPONSORSHIP OPTIONS

SHIRT OF THE DAY SPONSOR

This package caters for two guests, dining in our wonderful Platinum Lounge. With this sponsorship you will receive a home shirt signed by the first team.

For 2 people

- Executive seating in the Eric Twigg Pukka Pies West Stand
- Three course lunch with waitress service
- Matchday programmes for each guest
- Team sheet for each guest
- Tea & Coffee at half time
- On-site Car Parking
- Receive a home shirt signed by the first team
- Commemorative photograph taken with the man of the match
- All inclusive drinks package (includes draught beers, house wines and soft drinks)
- Your name/company logo on the cover of the official matchday programme, on the in-stadium TVs and stadium Big Screen
- Group photo taken by Rotherham United official photographer

PLATINUM* - £875 + VAT

GOLD - £500+VAT

SILVER - £400+VAT

BRONZE - £375+VAT

(All inclusive drinks can not be served whilst the game is being played)

*PLATINUM MATCHES also include a bronze game of your choice (subject to availability)

SPONSORSHIP OPTIONS

BE A MILLERS MASCOT!

WE'VE ALL DREAMT OF LEADING THE MILLERS OUT ONTO THE PITCH. MOST PARENTS HAVE ENVISAGED SEEING THEIR CHILDREN DOING THE SAME - AND HERE'S YOUR CHANCE TO MAKE THIS HAPPEN AT THE AESSEAL NEW YORK STADIUM!



Being a mascot is an action packed day especially when you think they have all this to do:

- Two course meal
- Meet the players in the dressing room before the match
- Lead the players out for the game
- Have a picture taken with the captains and officials prior to kick off
- Be presented with a signed football by the man of the match
- On-site car parking
- Full home kit for the mascot
- Two programmes
- Team sheets
- One seat for the mascot and two for their guests
(additional tickets can be purchased, price from £110+VAT pp)

GOLD - £375+VAT
SILVER - £350+VAT
BRONZE - £325+VAT

MATCHDAY MASCOT PACKAGE

SPECIAL EVENTS

OPPORTUNITIES FOR BUSINESS DON'T JUST REVOLVE AROUND WHAT HAPPENS ON MATCH DAYS. WE HAVE MANY BESPOKE EVENTS TAKING PLACE THROUGHOUT THE YEAR THAT OFFER VARIED AND INTERESTING ENTERTAINMENT OPTIONS FOR YOU AND YOUR CLIENTS.

Dinner Events with Guest Speakers

Throughout the season we have special luncheons and dinners featuring well known celebrities and ex-players who bring their experiences and interesting and funny stories to the AESSEAL New York Stadium. These are well attended, vibrant events that go down very well with our guests. This is a great way to treat your clients to something a little different and hopefully provide an experience that they would remember for a long time afterwards.

Corporate Away Trips

We organise special trips to selected away matches, including either breakfasts or pie and pea lunches followed by luxury coach travel to the stadium.

Awards Dinner

Every season we have our annual Awards Dinner. This proves to be a very popular evening for our corporate clients. As well as a three course dinner and guest speakers, the manager and chairman provide an overview of the season, followed by awards to individual players who have made the most significant contribution on the field.

SPECIAL EVENTS



BECOME A PARTNER

BECOME A CORPORATE MEMBER OF ROTHERHAM UNITED AND ENJOY A PARTNERSHIP THAT WILL SEE YOU BECOME A PART OF AESSEAL NEW YORK STADIUM EXPERIENCE. THE

There are a number of exciting ways that you can build a relationship with Rotherham United and see your company name associated with a successful forward-thinking club. Whether it's a Platinum Partner, Player Sponsor or Executive Box holder, there are a plethora of opportunities at the AESSEAL New York Stadium. As a club partner, your brand will be featured across the broad spectrum of club literature, including a website with worldwide reach, matchday programme read by over 3,000 people each game and any other club-produced materials. The AESSEAL New York Stadium and Rotherham United Football Club have a high profile which continues to rise, with success and increasing exposure.

BECOME A PARTNER

LIGHTING

www.benbennettjr.co.uk



www.the...

GROUP

Guard
ELECTRICAL COM

rola
rgy

MEAT

ROTHERHAM UTD
BALL CLUB

THE PERFECT PLACE TO ENTERTAIN

THE AESSEAL NEW YORK STADIUM'S SUPERB SUITES ARE THE PERFECT PLACE FOR YOUR BUSINESS TO HOLD CONFERENCES, BANQUETS, CELEBRATORY DINNERS OR EVEN PARTIES - A GREAT WAY TO WINE AND DINE YOUR CLIENTS!

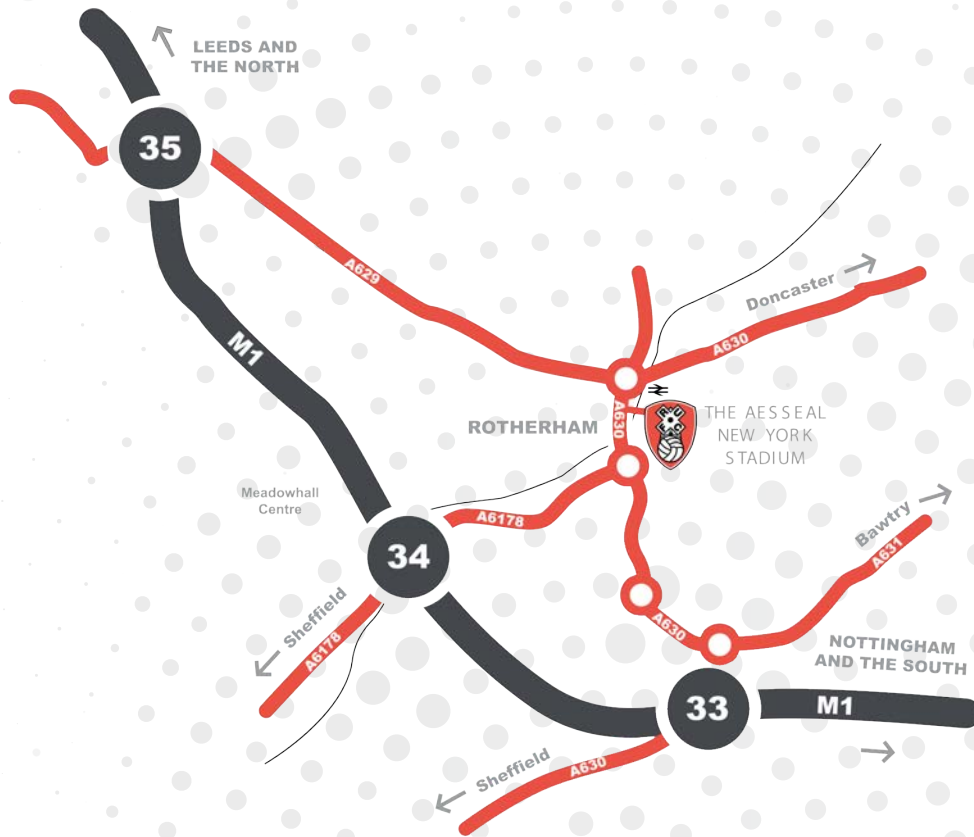
Conference Facilities

There are a wide range of suites available for corporate hire, ideal for every business event. Accommodating up to 400 delegates and overlooking the stunning pitch, this venue is situated in a unique, contemporary setting in which to hold your event. The fully accessible multi-purpose facilities have natural daylight and lend themselves to a wide range of events from corporate hospitality, conferences, seminars, product launches, exhibitions and training. All rooms are pitch facing presenting you with a stunning view of the ground. The food delivered at your corporate event is top notch and prepared by our specialist chefs. The menu on the day can be tailored to suit your requirements whether you require simple refreshments, light lunches, hot or cold buffets or a sit down meal.

Dinners & Parties

Whether you are celebrating a special occasion, hosting a private gathering or even creating your own themed event, we have a variety of function and banqueting rooms available for private hire. From small and experience to accommodate up to 400 guests. We have a range of party suites available at the AESSEAL New York Stadium, with our 1925 Suite being the largest for evening parties and celebrations. **For more information visit www.AESSEALnewyorkstadium.com or contact the sales team on 0844 414 0749 or sales-NYstadium@centerplate.co.uk**

**THE PERFECT
PLACE TO ENTERTAIN**







The AESSEAL New York Stadium has become Rotherham's defining landmark - well known and admired throughout the region and a focal point for close to half a million visitors per year.

Rotherham's central location means that the AESSEAL New York Stadium is easily accessible from most parts of the UK, situated very close to Junctions 33 and 34 of the M1 motorway. There is ample parking in the stadium's large car park.

The ground is also a short walk from Rotherham train station and central bus terminal.

Sheffield Robin Hood airport is just a few miles away off the M18.

	TWITTER FOLLOWERS	102K
	FACEBOOK FOLLOWERS	53K
	MONTHLY WEBSITE UNIQUE VISITORS	120K
	INSTAGRAM FOLLOWERS	16K
	YOUTUBE SUBSCRIBERS	8.5K
	LINKEDIN FOLLOWERS	4.5K

A CENTRAL LOCATION



Rotherham United Football Club (RUFC) Limited

The AESSEAL New York Stadium,
New York Way, Rotherham S60 1AH

Tel: 08444 140733

Fax: 08444 140744

Email: commercial@rotherhamunited.net