ROTHERHAM UNITED
FOOTBALL CLUB

FOREVER TOGETHER.
FOREVER PROUD.

CORPORATE OPPORTUNITIES 2018/19

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

WELCOME

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

THE AESSEAL NEW YORK STADIUM

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.

STADIUM BOX

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 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 BOX PACKAGE

FROM £1800+VAT
PER PERSON
(MINIMUM OF 12)

TAKE YOUR SEAT AND ENJOY THE GAME IN STYLE

- ACCESS TO YOUR BOX THREE HOURS BEFORE KICKOFF AND ONE HOUR POST-MATC
- ALL HOME LEAGUE FIXTURES INCLUDED
- COMPLIMENTARY USE OF YOUR BOX ON TEN OCCASIONS THROUGHOUT THE SEASON ON NONMATCHDAY DAYS*
- 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

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.

WWW.THEMILLERS.CO.UK
WWW.THEMILLERS.CO.UK
SPONSORS ALL INCLUSIVE MATCH PACKAGE

PRICING PER SEASON

SEASON PACKAGE 1

- All league games included
- 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
- Priority to purchase additional tickets to every home and away game including Cup Finals
- Car parking space
- Discounts on RUFC events

£1750+VAT PER PERSON

SEASON PACKAGE 2

- All league games included
- 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
- Priority to purchase additional tickets to every home and away game including Cup Finals
- Car parking space

£1550+VAT PER PERSON

★

THE PLATINUM PACKAGE

For the combined cost of a Gold and a Bronze match you can attend both a Platinum and a Bronze match, as long as they are booked as part of the Platinum package.

PRICING PER MATCHDAY.

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* - **£185**+VAT PER PERSON
GOLD - **£100**+VAT PER PERSON
SILVER - **£90**+VAT PER PERSON
BRONZE - **£85**+VAT PER PERSON

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* - **£165**+VAT PER PERSON
GOLD - **£90**+VAT PER PERSON
SILVER - **£80**+VAT PER PERSON
BRONZE - **£75**+VAT PER PERSON

MATCHDAY PACKAGE 3

- Pay bar facility
- Bar snacks available to buy
- Executive padded seats in the Eric Twigg Pukka Pies West Stand
- Match programme
- Team sheet
- Tea & Coffee at half time
- Car parking space

PLATINUM* - **£140**+VAT PER PERSON
GOLD - **£75**+VAT PER PERSON
SILVER - **£70**+VAT PER PERSON
BRONZE - **£65**+VAT PER PERSON

*PLATINUM MATCHES Throughout the season key fixtures will be billed as 'Platinum' matches.

VISIBILITY

BIG SCREEN ADVERTISING

1 Game	**£500+VAT**
5 Games	**£1750+VAT**
10 Games	**£3000+VAT**
Seasonal	**£4500+VAT**
Special announcement	**£35+VAT**

PROGRAMME ADVERTISING

Full Page	**£3000+VAT**
Half Page	**£2000+VAT**
Quarter Page	**£1200+VAT**
Player Sponsor	**£600+VAT**

ADVERTISING

Scrolling TV advertising – Seasonal	**£1750+VAT**
Static TV advertising – Seasonal	**£3000+VAT**
Programme Message	**£15+VAT**

PERIMETER BOARDS

AT THE AESSEAL NEW YORK STADIUM

Pitch side Prime location Size	18’ x 2’	**£3000***
Pitch side Crowd facing Size	18’ x 2’6”	**£1500***
Railing Board Prime location Size	15’ x 2’6”	**£2750***

**production costs apply.*

V.I.P 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.

V.I.P PACKAGE ONE

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 guided tour of the stadium
- 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
- Framed signed Millers shirt presented by the man of the match
- 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* - £3600+VAT
GOLD - £1950+VAT
SILVER - £1800+VAT
BRONZE - £1650+VAT

*PLATINUM MATCHES also include a Bronze category fixture of your choice

V.I.P PACKAGE TWO

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

- Pre match guided tour of the stadium
- 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
- Signed match ball
- Commemorative photograph taken with the captains and officials pre-match
- 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* - £2800+VAT
GOLD - £1500+VAT
SILVER - £1400+VAT
BRONZE - £1300+VAT

*PLATINUM MATCHES also include a Bronze category fixture of your choice

SPONSORSHIP OPTIONS

ASSOCIATE MATCH SPONSOR

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

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
- 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

PLATINUM* - **£2600**+VAT
GOLD - **£1400**+VAT
SILVER - **£1300**+VAT
BRONZE - **£1200**+VAT

***PLATINUM MATCHES** also include a Bronze category fixture of your choice

SPONSORSHIP OPTIONS

TEAM SPONSOR

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

For 8 people

- Tour of the stadium
- 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
- 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

PLATINUM* - **£2600**+VAT
GOLD - **£1400**+VAT
SILVER - **£1300**+VAT
BRONZE - **£1200**+VAT

***PLATINUM MATCHES** also include a Bronze category fixture of your choice

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

PLATINUM* - **£1950**+VAT
GOLD - **£1100**+VAT
SILVER - **£900**+VAT
BRONZE - **£850**+VAT

***PLATINUM MATCHES** also include a Bronze category fixture of your choice

SPONSORSHIP OPTIONS

MANAGER SPONSOR

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

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
- Signed ball
- 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* - **£1250**+VAT
GOLD - **£700**+VAT
SILVER - **£650**+VAT
BRONZE - **£550**+VAT

***PLATINUM MATCHES** also include a Bronze category fixture of your choice

SPONSORSHIP OPTIONS

PLAYER SPONSOR

This package caters for four guests, dining in our wonderful Platinum Lounge. With this sponsorship you will receive a shirt signed by the player of your choice.

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 signed shirt from the player of your choice
- 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* - £1250+VAT
GOLD - £700+VAT
SILVER - £650+VAT
BRONZE - £550+VAT

*PLATINUM MATCHES also include a Bronze category fixture of your choice

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 signed home shirt by the first team squad.

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 signed shirt from the player of your choice
- 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* - **£625**+VAT
GOLD - **£350**+VAT
SILVER - **£300**+VAT
BRONZE - **£275**+VAT

***PLATINUM MATCHES** also include a Bronze category fixture of your choice

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!

MATCHDAY MASCOT PACKAGE

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
- Silver Lounge passes
- On-site car parking
- Full home kit
- Two programmes
- Team sheets
- One seat for the mascot and two for their guests (additional tickets can be purchased, price from £72)

£250

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 explayers 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.

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.

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.

BECOME A PARTNER

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

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.

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 topnotch 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 family gatherings to large corporate dinners, we have the flexible facilities 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

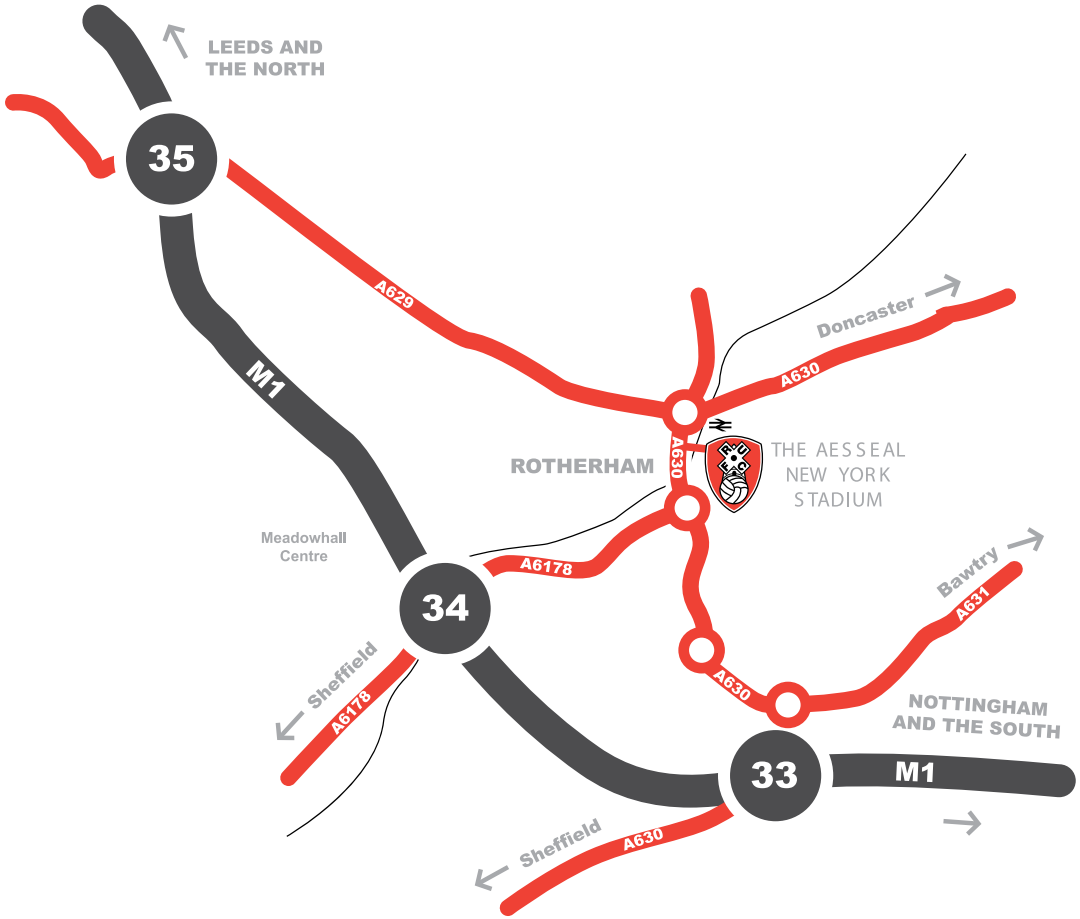
A CENTRAL LOCATION

The AESSEAL New York Stadium has become Rotherham's defining landmark - well known and admired throughout the region and a focal point for close on 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 a 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.



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