

# Queen of the South Football Club

# SPONSORSHIP

# OPPORTUNITIES



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# Welcome

Queen of the South Football Club is a Scottish professional football club founded in 1919 and located at Palmerston Park in Dumfries. They are officially nicknamed The Doonhamers, but usually referred to as Queens or QOS.

The club has won national honours, winning the Division B Championship in 1950-51, the 2001-02 Second Division Championship and the 2002-03 Scottish Challenge Cup. Queens led Scotland's top division up until New Year in season 1953-54 and Queens highest finish in Scotland's top division was 4th in season 1933-34. They reached their first major cup final in 2008 when they reached the final of the Scottish Cup, where they were runners-up to Glasgow Rangers. Season 2012-13 saw Queen of the South F.C. have one of their most successful seasons to date, winning the SFL Division 2 and the 2012/13 Ramsdens Cup.

Season 2013-14 was a successful season with the team finishing fourth in their return to the Championship and reaching the first ever Championship play offs.

This season will see Rangers FC, Heart of Midlothian FC and Hibernian FC all compete in the championship - Which is sure to make a highly entertaining and talked about league.



## League Match Sponsorship - From £1100 + vat

League Match Sponsorship proves to be an extremely popular and successful way in which to host a table of friends, colleagues or clients.

The Match Sponsorship package includes:

- Complimentary drinks on arrival.
- Pre-match three course lunch for a party of 8\*, with wine.
- Complimentary match programmes and team sheets.
- Prime seating in the Hospitality Box for the match.
- Half time drink and food boost in the Hospitality Lounge.
- Selection by your party of the Man of the Match.
- Presentation by your party to the Man of the Match.
- Advert/message in the match day programme and acknowledgement on the match team sheets.
- Presentation of a framed shirt signed by the First Team squad and team photo.



## Gold Match Ball Sponsorship - From £900 + vat

Due to the popularity of League Match Sponsorship, we also offer Gold Match ball Sponsorship as an extremely attractive alternative package.

The Gold Match Ball Sponsorship package includes:

- Complimentary drinks on arrival.
- Pre-match three course lunch for a party of 8\*, with wine.
- Complimentary match programmes and team sheets.
- Seating in the Hospitality Box for the match.
- Half time drink and food boost in the Hospitality Lounge.
- Acknowledgement on the front cover of the matchday programme and on the match teamsheets.
- Presentation of a signed ball by the First Team squad and a team photo.



## Silver Match Ball Sponsorship - From £130 + vat

Queen of the South have a match ball sponsor for all home league and cup games.

Our Silver Match ball package includes:

- Acknowledgement on the front cover of the matchday programme.
- Acknowledgement on the team sheets.
- A team photograph commemorating your match ball sponsorship.
- 2 executive tickets for the match.
- A ball signed by the first-team squad.





## Stadium Advertising - From £450 + vat

Stadium advertising is a great way to promote your business and demonstrate your support of the Club.

Being the best supported football club in South-West Scotland, we offer the potential of great media coverage (including live TV coverage on BBC Alba) and ever-increasing crowds at home games.

The Club can organise the whole process from start to finish.



## Executive Club Membership - £425 + vat

As a member of the Executive Club, you receive a season ticket for the Sponsors Box in the main stand. With this, you can enjoy the use of the paying bar facilities in the Sponsors Lounge Bar prior to and after the game, receive free team sheets/programmes and seating in the Sponsors Box, with a food boost and tea/coffee at half time.

## Player Sponsorship - £150 + vat

Show your support for your favourite Queen of the South player by sponsoring him. We seek sponsorship for either the home and away strips of each of our players.

Our Player Sponsorship package includes:

- Acknowledgement in the matchday programme, beside your player.
- Acknowledgement on the official website, at your players' profile.
- Presentation of a replica shirt signed by your chosen player.



## Match Mascot - £70

A very special treat for a young supporter!!!

Queen of the South have up to two mascots at all home league and cup matches.

Arrive 30 minutes prior to kick-off to enjoy the build up to the match, and receive the following:

- Full Queen of the South strip.
- Tickets for 2 accompanying adults.
- Certificate of commemoration of your special day.
- Match programme, including a profile on the match mascots.
- Introduction to Dougie the Doonhamer.
- Photo opportunities with the first-team squad.
- Captain and Mascot lead the team out of the tunnel onto the Park.
- Seating for the match in the stand of your choice.

## Ballboy Sponsorship - £500 + vat

Come rain or shine, our hardy band of ball-boys are there in all weather making sure that the game continues to flow.

Supplied by our Youth system, we would seek sponsorship for our ball-boys to help guard them against the weather. Your sponsorship would provide raincoats for the youngsters', and your company logo will be displayed on the back, so that our supporters' can acknowledge the support you give to the kids!!!

## Youth Team Sponsorship - P. O. A.

Queen of the South run a successful Youth Development programme. This commitment by the club is part-funded through grants from the SFA, but the majority of the costs fall on the club itself. With ever-increasing costs for such necessities as pitch hire, transportation, training and match equipment, kit and facilities, coaching courses, etc. the club are seeking sponsors to assist us in this worthwhile programme. Help us produce the QoS stars' of the future, and in return your company shall receive:

- Sponsorship logo on the teams' home and away strip.
- An advert on the teams' website page.
- An advert on the Youth Round-Up page of the match day programme.
- Signed Top.



## Substitutes' Board Sponsorship - £500 + vat

A Queens' substitution, and everyone's attention is drawn to the board to see what change is about to be made. Take this opportunity to publicise your company by sponsoring the substitutes' board and all eyes within the stadium will be on you!!!

Each club has been provided with their own substitutes' board, so whether Queens' are playing at home or away, each substitution we make provides an opportunity to promote your company.

## Corporate Tannoy Announcements - From £100 + vat

If you wish to advertise your company, or perhaps a forthcoming event, then tannoy announcements allow you to reach your target audience on a match-by-match basis.

Our corporate tannoy announcement package includes:

- Two tannoy announcements between 2.30pm and kick-off.
- Two further tannoy announcements at half-time.

## Warm-Up Kit Sponsorship - £1000 + vat

You may not have won the Shirt Sponsorship Draw this season, but you can still have the players wearing your company logo on a match-day!!!

Before the players change into their shirt for the start of the match, they all wear their preferred club garment to warm-up in, and your company logo could be on it.

Our Warm-Up Kit Sponsorship Package includes :

- Your company logo on first-team training shirts.
- Picture with 1st Squad wearing warm up kit.

## Website Advertising - From £250 + vat

This year advertising on the Official Queen of the South Website has proven to be one of the most exciting and powerful ways of supporting the Club and promoting your business. With greatly increased numbers of new and existing viewers on the website, your message can reach a large and varied audience throughout the entire region and far beyond.

A number of businesses benefited from this form of advertising at the end of last season and were delighted with the response and number of hits to their own business website.



## Match Day Programme Advertising - P.O.A.

With average sales of 650 - 700 programmes for every league match, the purchase of the Queen of the South match day programme is always first on the "to do" list for both home and away supporters on arrival at Palmerston.

Advertising space in the programme is always much sought after by local businesses, keen to promote themselves to our fans' as supporters of the club.



## Teamsheet Sponsorship - From £200 + vat

The first question every fan wants answered on a match day is “who is in the team today?”, and for this reason, the distribution of our team sheets prior to the match is eagerly anticipated. When they look at the team sheet, they could see your company logo!!!

Our team sheets are distributed to all our hospitality guests as well as throughout the ground, and have become collectors’ items for many of our supporters, so you are guaranteed maximum exposure to our fan-base through this form of sponsorship.

## Season Ticket Sponsorship

Your company details/logo could appear on the back of the season tickets highlighting your support of the Club to our most committed fans.

Adult / Concession season ticket sponsorship - **£500 plus vat**

Junior Blues / Blues season ticket sponsorship - **£300 plus vat**



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