



QUEEN OF THE SOUTH
SPONSORSHIP BROCHURE
SEASON 2021-22

WHO ARE WE?

Who are we? We are a football club based in the south of Scotland! Our aim is to become a sustainable Scottish Premier League Club. This alongside the clubs ambition to make a huge impact on its local community, providing provisions to enhance the community in which supports us!

In order to achieve our aims we are reliant on local business' supporting the clubs vast advertising and commercial opportunities. This brochure will highlight ways in which you can support the club in which we will use to make the Football Club something Dumfries can take great pride in! A club with over 100 years of history has always been well supported locally and aims to maintain its strong relationship within the community.

Now would you like to be a part of that journey?

Queen of the South Community Trust work in health & social inclusion, education and community facilities. Work involves delivering projects and activities that benefit the community of Dumfries and Galloway. The football club already engage massively with the community. It is the aim of the Trust to take this on and add to an already staggering list. This year saw challenging times for everyone in the community.

Our community hubs in the arena. King George V and Lochmaben all being closed due to COVID-19 we had to be creative in how to aid our community.

The Social South, School is cool, Festive friends, Reverse Advent Calendar, Shirt donations, vaccine centre, Christmas presents to the Hospital and a COVID testing centre are all ways in which we aided our community during the pandemic.

Hopefully in the new year we will be able to be out and about again in person with every single group we normally engage with.

As a club we strive to engage and improve the community that supports us. We aim to Engage Empower and Evolve the people we work with.

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LEAGUE MATCH SPONSORSHIP

£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.

COMPLIMENTARY DRINKS ON ARRIVAL

PRE-MATCH 3 COURSE MEAL FOR A PARTY OF 8*

COMPLIMENTARY PROGRAMMES AND TEAM-SHEETS

PRIME SEATING IN THE HOSPITALITY LOUNGE

HALF-TIME DRINK AND FOOD BOOST

YOUR PARTY SELECTS MAN OF THE MATCH

PRESENTATION OF MAN OF THE MATCH BY YOUR PARTY

ADVERT/ MESSAGE IN THE QOS PROGRAMME AND ON TEAM-SHEETS

PRESENTATION OF SIGNED FRAMED SHIRT TO YOUR PARTY

FEATURE ON CLUBS SOCIAL MEDIA IN THE RUN UP TO THE GAME



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GOLD BALL SPONSORSHIP

£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*.

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 TEAM-SHEETS.**

**PRESENTATION OF A SIGNED BALL BY THE FIRST TEAM SQUAD
AND A TEAM PHOTO.**

FEATURE ON THE CLUBS SOCIAL MEDIA OUTLETS AS GOLD MATCH BALL SPONSOR



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SILVER BALL SPONSORSHIP

£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.**
- FEATURE ON THE CLUBS SOCIAL MEDIA OUTLETS AS SILVER MATCH BALL SPONSOR**



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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 Scotland) and ever-increasing crowds at home games. The Club can organise the whole process from start to finish.



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STADIUM FLOODLIGHT ADVERTISING £600+VAT

Why not have your business displayed from the highest free standing floodlights in Scottish Football for the whole stadium to see. 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 Scotland) and ever-increasing crowds at home games. The Club can organise the whole process from start to finish.



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PLAYER SPONSORSHIP

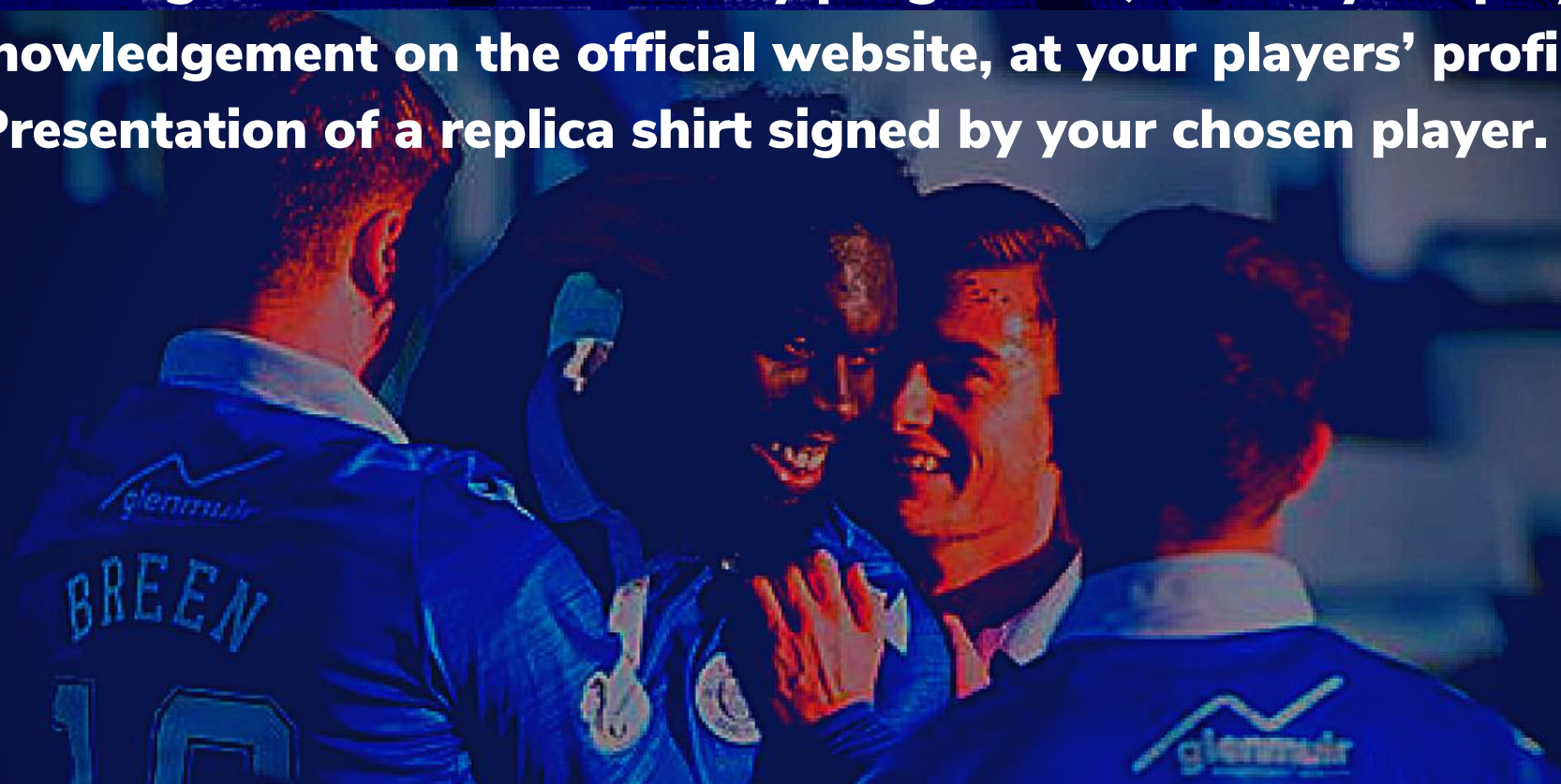
£150 + VAT

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.



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MATCHDAY MASCOT- £80

Queen of the South have 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 THEDOONHAMER.

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.



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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 your 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!!!



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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 using this worthwhile programme.

**HELP US PRODUCE THE QOS STARS' OF THE FUTURE, AND IN RETURN Y
OUR 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.



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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.



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MATCH DAY PROGRAMME ADVERTISING P.O.A.

With sales of 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.



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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.



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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.



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SOCIAL MEDIA SPONSORSHIP

P.O.A



Facebook followers - 8,768
Post reach last month - 44,700
Post engagement last month - 49,500



Instagram followers - 3,244
Post reach last month - 8,351
Interactions last month - 6363



Twitter followers - 18,200
Profile visits last month - 103K
Tweet impressions - 3.2million



QOSFC Official site 2019
Users - 157,146
Page views - 20,43348



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