

LIVINGSTON FOOTBALL CLUB 2013/14

MAIN SPONSOR





Onwards and upwards

As another football season comes to an end, we will reflect on another successful campaign for Livingston FC.

2012-13 will be remembered as a season of ups and downs for us - on and off the field - but with a top half finish secured again, we can all be proud that our club has punched above its weight in the Irn Bru First Division.

We can also take great satisfaction from more of our own young players making the breakthrough into our first team, and in the case of Stefan Scougall, at international level with Scotland Under 21s also!

With the formation of the new Scottish Professional Football League commencing in Season 2013/14 which incorporates an exciting play off structure which will provide increased media exposure and will stimulate interest in the Scottish game

Our new management team of Richie Burke and Mark Burchill are already building their squad for the challenges which lie ahead in 2013-14 – negotiating contracts with existing players, identifying the most capable young players from our youth teams and scouting potential signings from elsewhere.

With our new shirt and stadium sponsor Energy Assets secured for the next three seasons this gives the club an ideal platform to progress.

The financial challenges in the second tier of Scottish football are well documented and make our job of retaining full time professional football in West Lothian difficult. Nevertheless we remain totally committed to competing on this basis, at the highest level we can, and providing a career path for talented young players.

On the subject of finances, as a club we have a range of income streams, sponsorship & advertising, conference & banqueting and matchday income all of which play a major part of the financial model which are key to the ongoing full time structure at Livingston Football Club.

Our aim is to build a successful team playing football in the right way – and to do so engaging with the local community and our current partners is essential as we move into the new campaign.

To that end, we have put together a comprehensive package of commercial opportunities to suit all budgets, full details of all advertising, sponsorship and matchday hospitality packages are contained within this brochure.

Whether you are an existing commercial partner or are thinking of joining the team for the first time, myself and my colleagues are here to discuss your requirements.

I look forward to welcoming you to the stadium during the course of 2013/14.

A handwritten signature in black ink, appearing to read 'Charles Burnett', is located below the main text.

Charles Burnett
Commercial Director
Livingston Football Club

CORPORATE HOSPITALITY



Premier Lounge Membership

The lounge is located in the Main stand and offers a panoramic view of the stadium; the glass fronted lounge can accommodate twenty members who are sure to enjoy this first class facility.

Total Cost per person:

Adult: £535

Senior Citizen: £340

Under 12: £130

Under 18: £215

MEMBERSHIP INCLUDES:

- Private car parking
- Entry via main reception
- Box seat
- Half time Tea/Coffee & snacks
- Executive Bar facilities Pre/Post match
- Complimentary match day magazine & Teamsheet
- Membership valid for:
 - 18 Home League games
 - 1 Stand ticket for a pre-season friendly
 - 1 Stand ticket for the Ramsdens/League Cup tie first round (Lounge facilities will be available to members at an additional cost)

ADDITIONAL BENEFITS:

Lothian Lotto Weekly Draw

- Entry into the Lothian Lotto weekly draw for 25 Weeks commencing 1st August. Senior citizens will be entered in for 10 weeks (applies to members 16 years and over)
- 15% discount on:
 - Match day hospitality
 - Room hire
 - Club merchandise (excluding replica strips)
 - Sponsorship & advertising

Platinum Lounge Membership

The Platinum Lounge is situated next to the Livingston FC Boardroom; Members will have the chance to meet with Player and Directors, visiting scouts and managers throughout the season.

Total Cost per person:

Adult: £475

Senior Citizen: £320

Under 12: £125

Under 18: £195

MEMBERSHIP INCLUDES:

- Private car parking
- Entry via main reception
- Box seat
- Half time Tea/Coffee & snacks
- Executive Bar facilities Pre/Post match
- Complimentary match day magazine & Teamsheet
- Membership valid for:
 - 18 Home League games
 - 1 Stand ticket for a pre-season friendly
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 - Club merchandise (excluding replica strips)
 - Sponsorship & advertising

Corporate Dining

The restaurant is situated within the West stand and offers excellent food and wine in a most attractive setting.

Total cost per person: £70

Dress cost: Smart/Casual

MATCH DAY ITINERARY:

- Private car park
- Entry via the Main reception area
- Lunch/dinner with a glass of wine
- Executive Seating
- Half time Tea, Coffee & Snacks
- Full time pay bar
- Matchday Magazine & Teamsheet





MATCH DAY HOSPITALITY

Matchday Sponsorship

Matchday sponsorship at Livingston FC offers a day to remember for clients, customers and friends to sample the finest in top class hospitality. The day can be tailored to suit the needs of the individual client so that they can promote their company, identify and market their products and services.

£950 + VAT per game
Dress code: Smart/Casual

MATCH DAY ITINERARY: (PARTY OF 10 GUESTS)

- Champagne reception in the Boardroom
- Tour of the stadium
- Lunch/Dinner with wine
- Executive Seating
- Half time Tea, coffee & Snacks
- Full time complimentary bar
- Complimentary matchday magazine

ADDITIONAL BENEFITS:

- Private car parking
- Executive gifts
- Trackside advertising
- Public address acknowledgements
- Match day magazine & Teamsheet
- Club photographer in attendance
- Man of the match presentation (gift to be supplied by sponsor)
- Matchday magazine advert
- Website credit

Team Sponsorship

This package has been created to cater for the increasing demand from companies, clients and friends to experience the corporate hospitality on offer at Livingston Football Club.

£575 + VAT per game
Dress code: Smart/Casual

MATCH DAY ITINERARY: (PARTY OF 6 GUESTS)

- Champagne reception in the Boardroom
- Tour of the stadium
- Lunch/Dinner with wine
- Executive Seating
- Half time Tea, coffee & Snacks
- Full time complimentary bar
- Complimentary matchday magazine

ADDITIONAL BENEFITS:

- Private car parking
- Executive gifts
- Trackside advertising
- Public address acknowledgements
- Match day magazine & Teamsheet
- Club photographer in attendance
- Man of the match presentation (gift to be supplied by sponsor)
- Matchday magazine advert
- Website credit

Match Ball Sponsorship

Match Ball Sponsorship caters for a party of four guests in the restaurant and always proves to be a great day out for clients, customers and friends.

£395 + VAT per game
Dress code: Smart/Casual

MATCH DAY ITINERARY: (PARTY OF 4 GUESTS)

- Champagne reception in the Boardroom
- Tour of the stadium
- Lunch/Dinner with wine
- Executive Seating
- Half time Tea, coffee & Snacks
- Full time complimentary bar
- Complimentary matchday magazine

ADDITIONAL BENEFITS:

- Private car parking
- Executive gifts
- Trackside advertising
- Public address acknowledgements
- Match day magazine & Teamsheet
- Club photographer in attendance
- Man of the match presentation (gift to be supplied by sponsor)
- Matchday magazine advert
- Website credit

STADIUM ADVERTISING



Stadium Advertising

East Stand:

A Touch Line (Free Standing) E1-E18	£1100
B Touch Line E1-E16	£1100
C Upper Tier E17-E23	£600

West Stand:

A Touch Line W1-W20	£1100
B Upper Tier W21-W30	£600

South Stand:

A Touch Line S1-S13	£1100
B Goal Line (Free Standing)	£1100
C Upper Tier S1-S17	£600

North Stand

A Touch Line N1-N13	£1100
B Goal Line (Free Standing)	£600
C Upper Tier N1-N17	£600

For an additional £150 + VAT have your company linked to the LFC Website

Standard Board Sizes:

6M x 760mm

East Stand Free standing Sizes:

4.4m x 610mm

Please note: all rates are subject to VAT charges at the standard rate. Production costs are not included.

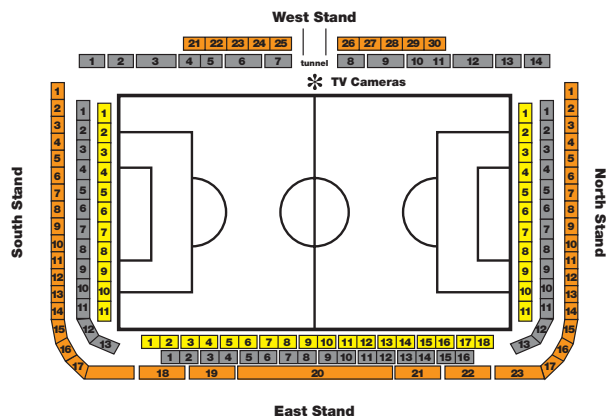
Stand Sponsorship

Livingston Football Club has four stands, each of which offers an ideal platform for a sponsor to maximise their partnership with the club.

The Package includes the following:

- Internal/external signage – to be supplied by the sponsor
- Sponsors name to be carried on all tickets relative to the stand.
- 1 match day sponsorship
- Advertisement in Matchday magazine and website credit
- 3 public address announcements per match

Total Cost per season: £5000 + VAT



ADVERTISING & SPONSORSHIP



Ball Boys Sponsorship

Sponsoring the clubs ball boys is a great way to promote your name, company or product at every match.

- Name on the back of tracksuits
- Advertisement in every matchday magazine
- One perimeter advertising site
- Name check on PA System
- Two Season tickets valid for every home league game
- Exclusive photograph with team manager and ball boys

Total cost: £1750 + VAT

Player Sponsorship

Sponsor your favourite player for the Season and you will receive the following:

- Your name/company name listed in every matchday magazine.
- Autographed colour photograph of your player and yourself.
- Your player will be available to attend events and functions on your request subject to availability
- At the end of the season you will receive your players' autographed jersey.
- You and a guest will be invited to a game in our platinum lounge for your presentation

Home Shirt: £150 + VAT
Away Shirt: £125 + VAT

Matchday Magazine Advertising

Full Page	£975 + VAT
Half Page	£525 + VAT
Third	£375 + VAT
Quarter	£275 + VAT

Advertisers appear in every edition of the Roar matchday magazine (18 league game & cup games) for an additional £150 + VAT have your company linked to the LFC website.



Livi Lion Sponsorship

Not only does Livi Lion attend all home games, he also attends some away games giving you an even bigger opportunity to promote your company:

- Sponsors name on Livi Lions top
- Colour advertisement in every Match day magazine
- Invitation to come and meet Livi Lion at the end of the season.
- Souvenir photograph with Livi Lion

Total Cost: £750 + VAT

Feature Sponsorship

Sponsor a feature in the match day magazine on a seasonal basis.

Total Cost: £150 + VAT

Mini Bus Sponsorship

Livingston Football club have a mini bus and a kit van which transports the first team and youth teams to locations throughout Scotland and offers advertisers the opportunity to promote their products or service at a very competitive rate.

Cost per panel: £500 + VAT

Leaflets Distribution

Have your leaflets distributed on matchday & also inserted into the matchday magazine – leaflets to be supplied by the advertiser.

Total Cost: £200 + VAT

CONFERENCE & EVENTS CENTRE



Conference & Events Centre

At Livingston Football Club we can offer a wide range of facilities and expertise to ensure your event will exceed all your expectations.

Whether you're looking for a venue to host a small board meeting, a large exhibition or a theatre style conference we will be able to suit your requirements.

Our 3 main Function suites can also host and cater to Weddings, Birthday parties (including 18th & 21st) funeral tea, Gala dinners and many more.

Room Capacities

Meadowbank/Ferranti Suite

U Shape	25
Boardroom	30
Classroom	30
Theatre	80
Dinner	80
Reception	80

Almondvale Suite

Theatre	250
Classroom	150/200
Dining	250

Annual Events

Daily Delegate Package:

Room hire in a choice of 6 conference suites from 9am – 5pm accommodating from 12-200 delegates:

- Freshly brewed Tea & filtered Coffee on Arrival
- Working Lunch – Chef's Soup of the day with freshly prepared sandwiches
- Mid afternoon Tea & Coffee
- Data Projector and Projection screen
- Access to complimentary on-site car parking

£25 + VAT per person

Christmas Party nights

Hogmanay Party night

Burns Night:

Hold your own Event:

Wedding Receptions, Birthday Parties, Anniversaries, Funeral Teas

To make a booking or enquire about our facilities please contact the club on:

Tel: 01506 417000

Email: lfcreception@livingstonfc.co.uk



LIVINGSTON - IRN-BRU SCOTTISH FOOTBALL LEAGUE FIRST DIVISION

Wed Jul 10	Rotherham Utd	H	Pre-Season friendly
Sat Jul 13	Wolverhampton Wanderers	H	Pre-Season friendly
Tue Jul 16	Partick Thistle	H	Pre-Season friendly
Sat Jul 27	Ramsdens Cup 1		
Sat Aug 3			S.F.L Cup 1
Sat Aug 10	Alloa Athletic	A	
Wed Aug 14	England v Scotland (friendly)		
Sat Aug 17	Queen of the South	H	
Wed Aug 21	Ramsdens Cup 2		
Sat Aug 24	Falkirk	H	
Wed Aug 28			S.F.L Cup 2
Sat Aug 31	Dundee	A	
Fri Sep 6	Scotland v Belgium		
Sat Sep 7	Ramsdens Cup 3		
Tue Sep 10	Macedonia v Scotland		
Sat Sep 14	Morton	H	S.F.A Cup 1
Sat Sep 21	Dumbarton	A	
Wed Sep 25			S.F.L Cup 3
Sat Sep 28	Cowdenbeath	H	
Sat Oct 5	Hamilton Academical	A	S.F.A Cup 2
Sat Oct 12	Raith Rovers	A	
Sun Oct 13	Ramsdens Cup Semi-final		
Tue Oct 15	Scotland v Croatia		
Sat Oct 19	Alloa Athletic	H	
Sat Oct 26	Dundee	H	
Wed Oct 30			S.F.L Cup 4
Sat Nov 2			S.F.A. Cup 3
Sat Nov 9	Falkirk	A	
Sat Nov 16	Dumbarton	H	
Sat Nov 23	Morton	A	
Sat Nov 30			S.F.A Cup 4
Sat Dec 7	Cowdenbeath	A	
Sat Dec 14	Hamilton Academical	H	
Thu Dec 26	Queen of the South	A	
Sat Dec 28	Raith Rovers	H	
Thu Jan 2	Falkirk	H	
Sat Jan 11	Dundee	A	
Sat Jan 18	Morton	H	
Sat Jan 25	Dumbarton	A	
Sat Feb 1	Queen of the South	H	
Sun Feb 2			S.F.L Cup Semi-final
Sat Feb 8			S.F.A. Cup 5
Sat Feb 15	Alloa Athletic	A	
Sat Feb 22	Hamilton Academical	A	
Sat Mar 1	Cowdenbeath	H	
Sat Mar 8	Falkirk	A	S.F.A Cup 6
Sat Mar 15	Dundee	H	
Sun Mar 16			S.F.L Cup final
Sat Mar 22	Raith Rovers	A	
Tue Mar 25	Alloa Athletic	H	
Sat Mar 29	Dumbarton	H	
Sat Apr 5	Morton	A	
Sun Apr 6	Ramsdens Cup final		
Sat Apr 12	Hamilton Academical	H	S.F.A Cup Semi Final
Sat Apr 19	Cowdenbeath	A	
Sat Apr 26	Queen of the South	A	
Sat May 3	Raith Rovers	H	
Wed May 7			S.F.L Play-off Semi-final (1)
Sat May 10			S.F.L Play-off Semi-final (2)
Wed May 14			S.F.L Play-off final (1)
Sat May 17			S.F.A Cup final
Sun May 19			S.F.L Play-off final (2)



Livingston Football Club

The Energy Assets Arena, Alderstone Road,
Livingston, EH54 7DN

Tel: 01506 417000

www.livingstonfc.co.uk

MAIN SPONSOR

