

COMMERCIAL & HOSPITALITY

2011/12



**SKY BLUES
TOGETHER**



WELCOME

Coventry City is a club with its sights set on the future - but casting an eye to its past. It is 50 years since Jimmy Hill started the Sky Blue revolution - and since then the club has built a rich tradition in the local and regional community. We aim to build on that tradition by fostering even stronger links with businesses and organisations across the region. We have a strong vision of building a club whose success on the field is reflected by the achievements off it.





EXECUTIVE SUITES

12 AND 20 SEATER SUITES AVAILABLE

Our Executive Suites provide a great environment for you to exclusively entertain guests and clients. Whether you watch from inside the box or utilise the comfortable padded seats directly outside, you can be sure to enjoy the atmosphere of the match in style.

Suites are available with a variety of dining options from no dining, buffet style, 2 course and 3 course to suit your individual requirements.

BENEFITS INCLUDE:

- ◆ Inclusive access to all CCFC home matches including league, cup and friendlies
- ◆ Exclusive access to your pitch view executive suite
- ◆ Reserved luxury padded seats (with personalised nameplates) directly situated in front of your suite
- ◆ Choice of dining options
- ◆ VIP car parking (three per box)
- ◆ Free use of executive suites on non-matchdays (12 times per annum – subject to availability)
- ◆ Complimentary matchday programmes and team sheets
- ◆ TV
- ◆ Your own host/hostess (included in dining suites only)
- ◆ Priority access to purchase away match tickets

**From £8,250 + vat
for a 12 seater executive suite**



**RICOH
ARENA**



JAGUAR CLUB

THE ULTIMATE MATCHDAY EXPERIENCE

The Jaguar Club provides the ultimate in matchday hospitality in one of the most contemporary, stylish and elegant lounges and restaurants in UK football.

Linked with the luxurious Jaguar brand, The Jaguar Club provides premium matchday hospitality.



JAGUAR

£2,500 + vat per seat

BENEFITS INCLUDE:

- ◆ Inclusive four course dining in the Jaguar Club restaurant at all CCFC home league matches
- ◆ Inclusive access to all CCFC home matches including league, cup and friendlies
- ◆ Access to the Jaguar Lounge and Restaurant
- ◆ Central Director's Box padded seats with armrests and personalised nameplate
- ◆ Complimentary half-time tea and coffee
- ◆ VIP car parking (one space per two memberships)
- ◆ Free use of the Jaguar Lounge or Suite on a non-matchday (once per annum – subject to availability)
- ◆ Free use of executive suites on non-matchdays (12 times per annum – subject to availability)
- ◆ Complimentary matchday programmes and team sheets
- ◆ Large screen TV's in Jaguar Lounge and Restaurant
- ◆ Priority access to purchase away match tickets
- ◆ Man of the Match presentation in the Jaguar Lounge



VICE PRESIDENTS

A PIECE OF HISTORY

Coventry City's Vice Presidents Club was originally established in 1964 making it the oldest corporate club in UK football history, It's pleasant atmosphere and fabulous lounges make it a great choice for businesses and fans alike.

BENEFITS INCLUDE:

- ◆ Inclusive access to all CCFC home matches including league, cup and friendlies
- ◆ Access to Jaguar Lounge and Restaurant
- ◆ A choice of two levels of membership with different seating locations
- ◆ Option to dine in the exclusive Jaguar Club Restaurant or '1883' restaurant
- ◆ Your own padded seat with a personalised nameplate
- ◆ Complimentary matchday programmes and team sheets
- ◆ Complimentary half-time tea and coffee
- ◆ Large TV Screens in lounge's
- ◆ VIP car parking (one space per two memberships)
- ◆ Priority access to purchase away match tickets
- ◆ Choice of Man of the Match presentations in E.ON Lounge or Jaguar Lounge
- ◆ Free use of executive suites on non-matchdays (12 times per annum – subject to availability)

Directors Box Seating
£1,425 + vat per seat

Executive Balcony Seating
£1,185 + vat per seat



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p r e m i e r c l u b

PREMIER CLUB

BUSINESS CLASS

Premier Club is Coventry City's Business Club, this package offers so much to our local business community. With added business benefits this package remains the perfect business tool.

With fantastic views from your own comfortable padded seats you can enjoy great sporting action in relaxed atmospheres whilst building stronger business relationships.

BENEFITS INCLUDE:

- ◆ Inclusive access to all CCFC home matches including league, cup and friendlies
- ◆ Access to the Yorkshire Bank Lounge or E.ON Lounge
- ◆ Invite to Networking Events
- ◆ Free use of executive suites on non-matchdays (12 times per annum – subject to availability)
- ◆ Your own padded seat with a personalised nameplate
- ◆ Name on the Premier Club 'Wall of Honour' in the main corporate atrium
- ◆ Complimentary matchday programmes and team sheets
- ◆ Complimentary half-time tea and coffee
- ◆ Monthly Fixed Payments, via direct debit
- ◆ Large TV screens in lounge's
- ◆ VIP car parking (subject to minimum seat purchase)
- ◆ Tradable and fully transferable
- ◆ Dedicated Account Manager
- ◆ 10% Discount in the CCFC shop
- ◆ Benefits and discounts at selected partner venues including hotels, golf clubs and spas
- ◆ Added value offers to members throughout the season
- ◆ Priority access to purchase away match tickets
- ◆ 10% discount on Chamber of Commerce Membership

**From £61.50 + vat per seat per month,
plus initial joining fee**



LEGENDS

PAST AND PRESENT

Enjoy your CCFC matchday experience alongside your terrace heroes and become a Legends Member. This membership is perfect for any fan looking for a great seat location and the luxury of a comfortable lounge.

This is a top option for all the family this season with great children rates from just £52 for under 7's, £160 for under 16's and a 25% discount for concessions.

This popular membership really is great value for money for any fan wanting somewhere to meet before and after the match.

BENEFITS INCLUDE:

- ◆ Inclusive access to all CCFC home matches including league, cup and friendlies
- ◆ Use of the Legends Lounge displaying the Club's memorabilia
- ◆ Your own padded seat with a personalised nameplate
- ◆ Complimentary matchday programmes and team sheets
- ◆ Complimentary half-time tea and coffee
- ◆ Priority access to purchase away match tickets

Adults - £685 inc vat per seat
Over 60's - £513.75 inc vat per seat
Children 7 to 15 - £160 inc vat per seat
Children under 7 - £52 inc vat per seat



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VIP HOSPITALITY DAYS - MATCH BY MATCH

'1883' RESTAURANT

Voted the winner of the Championship Matchday Hospitality Experience Award for 2011 our award winning 1883 matchday restaurant provides the perfect setting and experience to all our guests.

Situated in the fabulous E.ON Lounge with comfortable executive balcony padded seating, this VIP experience allows you to entertain guests or celebrate a special occasion in style.

- ◆ Access to the pitch view 1883 Restaurant
- ◆ Reserved padded seat located on the executive balcony
- ◆ Three course meal
- ◆ Man of the Match presentation
- ◆ Complimentary matchday programmes and team sheets
- ◆ Complimentary half-time tea and coffee
- ◆ VIP car parking (one per four places booked)
- ◆ Private cash bar facilities
- ◆ Season ticket holder discount available



Prices from only £59 + VAT per person

EXECUTIVE SUITES

Our Executive Suites provide a great environment for you to exclusively entertain guests and clients. Whether you watch from inside the box or utilise the comfortable padded seats directly outside, you can be sure to enjoy the atmosphere of the match in style. Suites are available on a match by match basis and include two course dining.

BENEFITS INCLUDE:

- ◆ Exclusive access to your pitch view executive suite
- ◆ Reserved padded seats directly situated in front of your suite
- ◆ VIP car parking (three per box)
- ◆ Complimentary matchday programmes and team sheets
- ◆ TV

From £800 + Vat for 12 people



ADVERTISING & SPONSORSHIP

Matchday Takeover

A Matchday Takeover gives your business a great opportunity to place itself in front of thousands of people and provides an excellent sampling and marketing solution.

Bring your brand to a CCFC match of your choice* and we will help deliver the perfect marketing, branding and sales exercise which incorporates fan engagement, programme advertising, scoreboard advertising, announcements and award-winning hospitality.

Other benefits include the full array of Match Sponsor benefits.

Match Sponsorship

Your sponsorship package includes:

- ◆ Pre-match, behind the scenes tour, including changing rooms, dug-outs and pitchside
- ◆ Photos on the pitch with the Captains and Officials just before kick-off (maximum of 4 from your party)
- ◆ Electronic scoreboard message during the match
- ◆ Tannoy announcement of your sponsorship
- ◆ Company logo on front cover of matchday programmes
- ◆ Framed signed replica shirt
- ◆ Full page advert in the matchday programme
- ◆ Access to the pitch-view E.ON Lounge
- ◆ Reserved padded seats on the executive balcony
- ◆ Complimentary matchday programmes and team sheets
- ◆ Three course meal in the 1883 restaurant, overlooking the pitch
- ◆ Man of the match presentation
- ◆ Cash bar

£2,500 + VAT *Subject to availability

From £1,500 + VAT for a table of 10 people



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ADVERTISING & SPONSORSHIP

Match Ball Sponsorship

Your sponsorship package includes:

- ◆ Pre-match, behind the scenes tour, including changing rooms, dug-outs and pitchside
- ◆ Photos on the pitch with the Captains and Officials just before kick-off (maximum of 4 from your party)
- ◆ Electronic scoreboard message during the match
- ◆ Tannoy announcement of your sponsorship
- ◆ Company logo on front cover of matchday programmes
- ◆ Receive a replica match ball signed by the man of the match
- ◆ Access to the pitch-view E.ON Lounge
- ◆ Reserved padded seats on the executive balcony
- ◆ Complimentary matchday programmes and team sheets
- ◆ Three course meal in the 1883 restaurant, overlooking the pitch
- ◆ Man of the match presentation
- ◆ Cash bar

From £1,000 + VAT for a table of 10 people

Player Sponsorship

Your sponsorship package includes:

- ◆ An advert on the Player Sponsor's page in every matchday programme across the season
- ◆ Invitation for two to attend CCFC training day
- ◆ Lunch with the management and players
- ◆ Presentation of a signed shirt by your sponsored player
- ◆ An executive box for 12 to any league match*
- ◆ Logo on digital scoreboard at all home matches
- ◆ Click through on ccfc.co.uk to your website
- ◆ One free use of a meeting room for 12 (subject to availability)*

£1,000 + VAT (*Subject to availability)



ADVERTISING & SPONSORSHIP

Advertising Boards

An extremely cost effective way of reaching a captive audience of over 350,000. We have a number of options including TV camera facing, pitch facing and crowd facing with prices to suit. Tailor your package by who you are trying to reach, be it home supporters, corporate clients, nationwide away supporters or TV audiences. Along with your bespoke board you will also receive a framed photo with your board in place and 2 match tickets to a game of your choice (subject to availability).

Prices start from only £750 + vat

Rotating Advertising Boards

Rotating Boards are the ideal way to get across large branded messages and businesses can capitalise on the exposure generated from this media. These eye-catching boards rotate at periodic times throughout the match giving your company maximum exposure.

Prices start from £12,000 + vat

Matchday Programme Advertising

Our full colour matchday programme, was recently voted the 2nd best in the country out of 116 professional teams. With sales between 3,000 – 4,000 per match and a readership on average of over 8,000 per game, advertising in it is a sure fire way to promote your business to a captive and loyal audience. Your advertisement will be included in the matchday programmes of your choice.

**Full-page advertisements are only £450 + vat
Discounts are available for adverts booked
for 2 games or more**

Club Sponsorship

Coventry FC is one of the most recognisable football brands in the country. We have a range of custom built sponsorships which give businesses and brands a wide range of benefits which deliver on a national scale. From Official Shirt Sponsors to Community Partners our tailored packages offer return on investment through visibility, PR, media, hospitality and much more. For more information on these opportunities please contact our Commercial Sales team.



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MEDIA REACH

FAN BASE:

- 16,400 + average attendance 2010/2011 season
- 95,000 registered and qualified members to CCFC newsletter
- Over 8,000 Season Ticket Holders
- 78% / 22% Male/Female

AGE:

- U18 11.60%
- 18-24 15.50%
- 25-34 21.90%
- 35-44 19.70%
- 45-54 16.70%
- 55-64 8.80%
- 65+ 5.80%

ONLINE:

- www.cfc.co.uk
- Monthly/Yearly Page Views 665,540 / 6,951,928
- Average Dwell Time 3.92 minutes (August 2010-August 2011)
- Twitter 4,722 followers
- Facebook 10,212 likes



**RICOH
ARENA**



Coventry City Football Club

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