



**Premier  
League**

**BRIGHTON & HOVE ALBION  
FOOTBALL CLUB**

**ADVERTISING OPPORTUNITIES 2018/19**

[www.BrightonAndHoveAlbion.com](http://www.BrightonAndHoveAlbion.com)



---

# WELCOME TO BRIGHTON & HOVE ALBION

**AFTER A MEMORABLE FIRST SEASON IN THE PREMIER LEAGUE FOR BRIGHTON & HOVE ALBION FOOTBALL CLUB, THE AMERICAN EXPRESS COMMUNITY STADIUM WILL AGAIN WELCOME SOME OF THE BIGGEST FOOTBALL CLUBS IN THE WORLD DURING THE 2018/19 SEASON.**

---

With sell-out crowds across the season, the American Express Community Stadium is the ideal venue to entertain guests and enjoy the perfect matchday experience in one of our exclusive restaurants or corporate boxes.

With Brighton & Hove Albion competing at the highest level in English football, we have a host of exciting new partnership and sponsorship opportunities available for the upcoming Premier League and FA Women's Super League seasons. Be a part of our success and our growing local and global fanbase.

[www.BrightonAndHoveAlbion.com](http://www.BrightonAndHoveAlbion.com)



# PREMIER LEAGUE MATCHDAY ADVERTISING

---

## BE SEEN ON MATCHDAYS AT THE AMERICAN EXPRESS COMMUNITY STADIUM.

With sell-out crowds across last season, as well as millions across the UK watching live and highlights of the action, exposure for businesses at the American Express Community Stadium is greater than ever.

## THE UNPARALLELED REACH AND INFLUENCE OF THE PREMIER LEAGUE:

- Across the 2017/18 season, 659,649 supporters visited the American Express Community Stadium
- In the UK, 31% of adults are more likely to trust a brand involved with a Premier League club
- Brighton & Hove Albion were the 8th most-watched team in the Premier League during the 2017/18 season
- Brighton & Hove Albion matches had a global TV audience of over 35 million for the 2017/18 season
- Matches broadcast to 188 countries across the globe

01273 878278  
commercial@bhafc.co.uk

# MATCHDAY ADVERTISING PACKAGE OPTIONS

## BUSINESS CLUB PREMIUM PLUS

- 3 minutes of dynamic advertising on the East Stand mid-tier LED
- 12-metre static pitchside perimeter board within the stadium
- Hospitality for 10 guests in HB's for a category A match
- Hospitality for 10 guests in HB's for a category B match
- Hospitality for 10 guests in HB's for a category C match
- Table for 10 guests at the End of Season Awards Dinner
- Matchday car parking space
- Network My Club membership
- Use of the official sponsors logo
- A signed Brighton & Hove Albion home shirt

£25,000 + VAT

## BUSINESS CLUB PREMIUM

- 2 minutes of dynamic advertising on the East Stand mid-tier LED
- 12-metre static perimeter board within the stadium
- Hospitality for 10 guests in HB's Restaurant for a category A match
- Table for 4 guests at the End of Season Awards Dinner
- Matchday car parking space
- Network My Club membership
- Use of the official sponsors logo
- A signed Brighton & Hove Albion home shirt

£15,500 + VAT

## BUSINESS CLUB PLUS

- 1 minute of dynamic advertising on the East Stand mid-tier LED
- Hospitality for 10 guests in HB's Restaurant for one category B or C match
- Matchday car parking space
- Network My Club membership
- Use of the official sponsors logo
- A signed Brighton & Hove Albion home shirt

£7,500 + VAT

## BUSINESS CLUB

- 1 minute of dynamic advertising on the East Stand mid-tier LED
- Network My Club membership

£3,750 + VAT

01273 878278  
commercial@bhafc.co.uk



# BUSINESSES NETWORKING

---

## NETWORK ALBION BUSINESS CLUB

Working with businesses in Brighton and Hove, and across the south-east of England, is an important part of our commitment to our local business community. Our monthly networking events offer businesses quality opportunities to network and promote to like-minded businesses to the backdrop of our iconic stadium.

- Monthly networking events at the American Express Community Stadium
- Exclusive use of the Network Albion logo for shop/office windows, websites or other marketing material
- Company listing in the matchday programme for every home match (approximate distribution of 9,000 copies per match)
- Monthly members' e-newsletter
- Company profile page on the Network Albion website
- Numerous other benefits and promotions throughout the year

## MEMBERSHIP PRICES PER BUSINESS

Annual: £600 + VAT (1 month FREE)

Monthly: £55 + VAT

To join the business club, please contact the Network Albion Business Club team at Network My Club.

Email: [info@networkmyclub.co.uk](mailto:info@networkmyclub.co.uk)  
or visit [www.networkalbion.co.uk](http://www.networkalbion.co.uk)





01273 878278  
commercial@bhafc.co.uk

## PARTNERSHIP OPPORTUNITIES

THE OPPORTUNITIES PARTNERING WITH BRIGHTON & HOVE ALBION CAN BRING HAVE NEVER BEEN GREATER.

The Premier League is the world's most popular sports league and businesses around the globe can be a part of our continued success and growing international fanbase.

### WE CAN DELIVER:

- National, European and global exposure
- Valuable and impactful brand association
- Enhanced reputation
- Engagement with our growing supporter base
- Access to new markets, networking and commercial opportunities



To speak with a member of the commercial team regarding any of our packages, or to discuss your own requirements, please call 01273 878278 or email [commercial@bhafc.co.uk](mailto:commercial@bhafc.co.uk).



**Premier  
League**

**COMMERCIAL TEAM**

01273 878278

[commercial@bhafc.co.uk](mailto:commercial@bhafc.co.uk)

**BRIGHTON & HOVE ALBION FOOTBALL CLUB**

American Express Community Stadium,  
Village Way, Brighton BN1 9BL  
[www.BrightonAndHoveAlbion.com](http://www.BrightonAndHoveAlbion.com)



[/officialBHAFC](https://www.facebook.com/officialBHAFC)



[@officialBHAFC](https://twitter.com/officialBHAFC)



[/officialBHAFC](https://www.instagram.com/officialBHAFC)

**AMERICAN  
EXPRESS**

