



WALSALL FOOTBALL CLUB

2008|2009 Brochure



WELCOME

The Banks's Stadium has attracted around 1.3 million visitors during the past year.

The diversity of events being staged here... professional football... conferences... exhibitions... weddings... private parties... cabaret shows... sporting dinners... boxing dinner shows... a weekly Sunday Market... are unsurpassed by any Premier or Football League stadium.

It is easy to understand how the Banks's Stadium has achieved its popularity... great location... 1,200 car parking spaces... proximity to rail and motorway links... superb hospitality facilities that can host functions ranging from 2 to 700 guests... and a standard of service that ensures customers return time after time.

The purpose of this brochure is to introduce you to the facilities, activities and services available at the Banks's Stadium on matchdays and throughout the week:

- Advertising opportunities that will bring your company to the attention of a local, national and international audience;
- Matchday hospitality packages offering personal service and high quality catering in salubrious surroundings that will add a social dimension to your matchday experience;
- Matchday sponsorships that offer a unique combination of first class hospitality for your guests and advertising opportunities to enhance the profile of your business;
- The range of rooms, facilities and services available at the Banks's Stadium for business and private events.

An exciting year lies ahead.

Having established ourselves back in League One, the club will be looking to make further progress towards reclaiming its Championship status and achieving some cup glory in the process.

At the same time we will continue to build the reputation of the Banks's Stadium as the area's top conference and events venue.

Be assured that we will be doing our very best to ensure that whatever the purpose of your visit, you will enjoy the Banks's Stadium experience during the coming months.

Roy Whalley
Commercial Director





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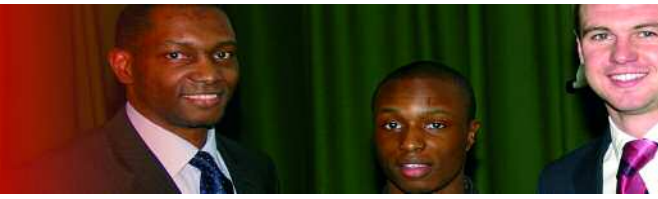
COMMERCIAL DEPARTMENT
01922 651 412
commercial@walsallfc.co.uk

CONFERENCE, BANQUETING & EVENTS
01922 651 418
events@walsallfc.co.uk

TICKET OFFICE
0871 663 0111 / 0871 663 0222
tickets@walsallfc.co.uk

COMMERCIAL PARTNERS





MATCHDAY HOSPITALITY

MAKE your visit to the Banks's Stadium a real social occasion.

THE VIP MATCHDAY HOSPITALITY PACKAGE INCLUDES:

- Car parking
- Superb four-course meal in The Bonser Suite
- Matchday Programme
- Centre stand match ticket
- Half-time refreshments
- Access to licensed bar facilities before and after the game

Price Per Person: **£55** (INCLUDING VAT) for category B games

Price Per Person: **£65** (INCLUDING VAT) for category A games

VIP GOLD SEASON TICKET

TREAT yourself to an extra special matchday experience.

The VIP Gold Season-Ticket includes the following for all Walsall FC home League and Cup games throughout the 2008/09 season:

- Your reserved dining table
- Superb four-course meal in The Bonser Suite
- Matchday Programme
- Centre stand season-ticket
- Half-time refreshments
- Car parking

Price Per Person: **£1,200** (+VAT)

EXECUTIVE BOXES

THERE are 13 newly-refurbished Executive Boxes at the Banks's Stadium, centrally located in the Txt 64446 Health Stand with easy access to the facilities in The Bonser Suite and offering panoramic views of the pitch.

THE EXECUTIVE BOX PACKAGE INCLUDES:

- Five car parking permits
- Seating capacity for ten guests
- Ten Matchday Programmes
- LCD television with satellite provision and access to Saddlers TV
- Intercom to bar and waitress service
- Refreshments at half-time
- Use of The Priory Lounge
- Full catering service available
- All Walsall FC home League, Cup, friendly and potential play-off fixtures included

The price per season is: **£7,250** (+VAT) Prices start from: **£450** (+VAT) per match



SWIFTS EXECUTIVE CLUB

INTRODUCE a social dimension to your visit to the Banks's Stadium and enjoy the facilities offered by the Swifts Executive Lounge.

THE SWIFTS EXECUTIVE CLUB PACKAGE INCLUDES:

- Car parking
- Use of the Swifts Executive Lounge on matchdays with access to a licensed bar and catering service
- Matchday Programme
- Half-time refreshments
- Reserved seat in the Swifts Club section of the Txt 64446 Health Stand
- All Walsall FC home League, Cup and friendly fixtures included

Price Per Person per season: **£720** (INCLUDING VAT)

Price Per Person per match: **£36** (INCLUDING VAT)





MATCH SPONSORSHIP

AN ACTION-packed and memorable day that will delight your corporate clients and personal friends.

MATCH SPONSORSHIP PACKAGE INCLUDES:

- Car parking
- Behind-the-scenes stadium tour
- Matchday Programme and souvenir for each guest
- Four-course meal with wine
- Centre stand match tickets
- Half-time refreshments
- Access to licensed bar facilities
- Opportunity to nominate the Walsall FC Player of the Match (Match Sponsor to donate prize)
- Autographed Walsall FC football presented by the Player of the Match
- Group Photograph
- Electronic scoreboard advertising
- Sponsor message via the public address system
- Full page, full colour advertisement in the Matchday Programme
- Acknowledgement of your sponsorship on Saddlers TV around the stadium and on the Official Club Website in the build-up to the game.

Prices from: Adults £85* (+VAT) Juniors £45* (+VAT) . Prices are based on parties of 20 guests and subject to amendment for selected games.

MATCHDAY MASCOT

A DAY to remember for any youngster - leading The Saddlers onto the pitch and taking part in the pre-match activities.

MATCHDAY MASCOT PACKAGE INCLUDES:

- Car parking
- Four course pre-match meal
- Matchday Programme
- Souvenir gift for each guest
- Centre stand match ticket
- Full Walsall FC replica kit for the Mascot
- Acknowledgement of sponsorship plus editorial and photograph of the Mascot in the Matchday Programme
- Half-time refreshments
- Presentation of signed Walsall FC football to Mascot by the Player of the Match
- Photographs of the Mascot before and after the match
- DVD of mascot available at £15 per copy
- Acknowledgement of your sponsorship on the Official Club Website in the build-up to the game

£270 (inc VAT) based on a party of four guests. Extra guests are priced at £65 each for category A games (inc VAT) and £55 each for category B games (inc VAT)

PLAYER SPONSORSHIP

THE MOST exciting and cost-effective way to be associated with The Saddlers and identify with your favourite player.

PLAYER SPONSORSHIP BENEFITS INCLUDE:

- Your name or that of your company next to the player of your choice in every Matchday Programme and on the Official Club Website throughout the season.
- At the end of the season you will receive the shirt worn by your chosen player during the course of that season.

£300 (+VAT) per player



MATCHBALL SPONSORSHIP

MATCHBALL Sponsorship continues to be one of the most popular and value-for-money corporate packages available at Banks's Stadium.

MATCHBALL SPONSORSHIP PACKAGE INCLUDES:

- Car parking
- Behind-the-scenes stadium tour
- Matchday Programme and souvenir for each guest
- Four-course meal with wine
- Centre stand match tickets
- Half-time refreshments
- Access to licensed bar facilities
- Autographed Walsall FC football presented by the Player of the Match
- Acknowledgement of sponsorship on the front cover and inside of the Matchday Programme
- Group photograph
- Acknowledgement of your sponsorship on Saddlers TV around the stadium and on the Official Club Website in the build-up to the game

Prices from: Adults £85* (+ VAT) Juniors £45* (+ VAT)

Prices are based on a minimum of six guests and subject to amendment for selected games.





ONLINE ADVERTISING

THE OFFICIAL Walsall FC Website - www.saddlers.co.uk - is the perfect place to advertise and reach a large, captive audience.

YOUR COMPANY NAME WILL BE SEEN BY:

- An average of 25,000 unique monthly visitors
- Over 300,000 page views per month
- Over 20,000 registrants

The price for web sponsorship is **£3,000** per year
or **£300** per month

The price for online club shop sponsorship is **£1,500** per year
or **£150** per month

MATCHDAY PROGRAMME ADVERTISING

THE WALSALL FC Matchday Programme is a big hit with Saddlers' supporters and provides a superb advertising medium for any business.

- Over 100,000 copies were produced last season
- It has a high retention value, unlike newspapers
- A 52-page, full-colour, glossy publication
- We will assist with your artwork at no extra cost if required

Prices per season are **£3,500** (+ VAT) for a full-page;
£2,000 (+ VAT) for a half-page and **£1,250** (+ VAT) for a quarter-page

Prices per match are **£400** (+ VAT) for a full-page; **£250** (+ VAT) for a half-page and **£175** (+ VAT) for a quarter-page

SADDLERS TV

PURCHASE premium television advertising slots on Saddlers TV, our very own matchday television channel.

- Televisions situated at 31 points around the stadium with giant screens in The Bonser Suite and Stadium Suite
- Your advert will appear alongside previous match highlights, player and staff interviews plus live action from the Premier League and Football League

- Attractive prices for a highly-visual impact on matchday with a 20-second advert played a minimum of 20 times per game

The price is **£1,250** (+ VAT AND FULL PRODUCTION COSTS) for the full season.

M6 ADVERTISING

BANKS'S Stadium, located within 70 yards of the M6 Motorway, at the point where it is the busiest stretch of motorway in Europe, offers the most spectacular advertising site outside central London. We have five prime illuminated advertising sites, which are seen by:

- Over 200,000 vehicles per day
- Around two million people per week, eight million people per month or 100 million people per year
- Each sign has two 40'0" by 10'0" illuminated panels, with two main advertising frames angled towards the north and southbound motorway carriageways

Contact the Commercial Department on **01922 651 412** for more information

STADIUM ADVERTISING

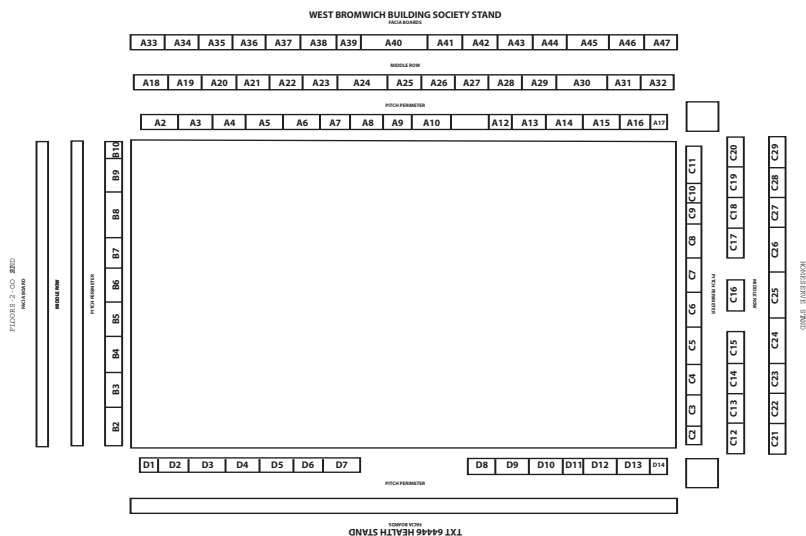
STADIUM Advertising offers an effective advertising vehicle for your company to reach a large captive audience, both at the match and on television.

A wide range of TV and non-TV sites are available:

	LOCATION	PRICE
WEST BROMWICH BUILDING SOCIETY STAND		
Pitch perimeter		
(TV sites - size approx. 20'x2')	A2 - A4	£2,000
	A10	£3,000
	A15 - A17	£2,000
Middle Row	All sites - 20'x2'6"	£800
Facia Board	All sites - 20'x2'6"	£1,000

FLOORS-2-GO STAND

Pitch perimeter		
(TV sites - size approx. 20'x2')	B2 - B4	£1,500
	B5 - B6	£3,000
	B7 - B10	£2,000



HOMESERVE STAND

Pitch perimeter

(TV sites - size approx. 20'x2')	C2 - C5	£1,500
	C6 - C7	£3,000
	C8 - C11	£2,000

Middle Row All sites - 20'x2'6" £800

Facia Board All sites - 20'x2'6" £1,000

NON-TV SITES

TXT 64446 HEALTH STAND D1 - 30 £1,000





THE ULTIMATE CONFERENCE VENUE

THE BANKS'S Stadium boasts one of the largest and most prestigious conference & banqueting venues in the Midlands.

WE OFFER THE FOLLOWING:

- A wide range of stylish suites that accommodate up to 700 guests
- An extensive range of food and beverages
- Bescot Station - just 500 yards from the stadium, linking to the national rail network
- Excellent road links - we are situated just 1 mile from the M6 Junction 9
- The highest number of free car parking spaces for a UK football venue - 1,200 within the stadium grounds

This prestigious venue offers extensive flexibility of use with a full range of facilities, and is suitable for every occasion or event. Whether you are planning an intimate private party or an important board meeting, our experienced event organisers are on hand to guide you through every step. Our professional and dedicated Operations Team co-ordinate all our events, ensuring no detail is left to chance.

To arrange a visit from one of our sales team, or to view the superb facilities we have to offer, please contact us on 01922 651 418 or email events@walsallfc.co.uk

THE STADIUM SUITE

- Capacity for up to 700 delegates
- Designated entrance foyer with reception desk
- Cloakroom and toilet facilities
- Cabaret stage
- Two fully equipped dressing rooms
- Sound & lighting system
- Internet access - wifi
- Two licensed bars and a wine bar
- Fully air-conditioned
- Natural daylight & overlooking pitch



CAPACITY: Reception 700 delegates
 Theatre Style Seating 650 delegates
 Dinner/Cabaret 400 delegates

THE BONSER SUITE

- Capacity for up to 600 guests
- Fully air-conditioned
- Dedicated entrance & reception area with cloakroom
- Lift for easy access
- Stage, state-of-the-art sound & lighting system
- Internet access - wifi
- A prestigious setting for major business conferences or social events
- Two sets of acoustic retractable walls gives the suite a flexibility to divide into three separate areas
- The three rooms that make up the Bonser Suite are; the Priory Lounge, Mayfair Lounge and Savoy Lounge.



CAPACITY: Reception 600 delegates
 Theatre Style Seating 500 delegates
 Dinner/Cabaret 320 delegates



SWIFTS EXECUTIVE LOUNGE

- Ideal room for private parties, weddings & seminars
- PA system
- Internet access - wifi
- Toilet facilities
- The room holds a license for Civil Ceremonies
- Fully air-conditioned
- Natural daylight



CAPACITY: Reception 100 delegates

Theatre Style Seating 70 delegates

Dinner/Cabaret 40 delegates

DIRECTORS LOUNGE

- Ideal for small business meetings, small functions & civil ceremonies
- The Directors Lounge has its own bar and toilet facilities
- TV monitor and video
- Natural daylight



CAPACITY: Boardroom Style 20 delegates

EXECUTIVE BOXES

- Newly-refurbished
- Ideal room for private parties, weddings & seminars
- PA system
- LCD Television
- Internet access - wifi
- Toilet facilities
- The room holds a license for Civil Ceremonies
- Fully air-conditioned
- Natural daylight



CAPACITY: Small business meetings 6 delegates



Here at Walsall Football Club, our comprehensive programme of events allows us to cater for all tastes.

From cabaret shows to sporting dinners, comedy nights to boxing dinner shows; whatever corporate entertainment you are looking for, you will find it right here at the Banks's Stadium.

A host of events take place throughout the year with some of the biggest names on the circuit set to appear in the months ahead.

Each event includes a delicious meal, comedian and the main artist.

For more information, call the Commercial Department on

01922 651 412

or visit www.m6j9.com

For more events, visit

www.m6j9.com

UPCOMING EVENTS

JULY

11 'A Kick Up The 80's' - Eighties Tribute
Tickets £20 to include our summer menu, which is homemade lasagne or £30 to include four-course meal

AUGUST

1 Andy Fairweather Low
Tickets £30 to include four-course meal
29 Talon - Eagles Tribute
Tickets £30 to include four-course meal

SEPTEMBER

19 The Magic Of Motown
Tickets £30 to include four-course meal

OCTOBER

4 Comedy Night - with Frank Carson, Stan Boardman & Ian 'Sludge' Lees
Tickets £30 to include four-course meal
9 Sporting Dinner with Peter Shilton & comedian John Stiles
Tickets £30 to include five-course meal
16 Amateur Boxing Dinner Show plus comedian Ian 'Sludge' Lees
Tickets £30 to include five-course meal
31 The Dictionary of Soul
Tickets £30 to include four-course meal

NOVEMBER

14 Alvin Stardust
Tickets £30 to include four-course meal
15 The ELO Experience - Electric Light Orchestra tribute
Tickets £30.00 to include four-course meal
20 Sporting Dinner with Joe Royle & comedian Mike Kelly
Tickets £30 to include five-course meal
21 The Drifters
Tickets £30.00 to include four-course meal

DECEMBER

3 Sporting Dinner with Stan Collymore & comedian Johnnie Casson
Tickets £35 to include five-course meal
4 Sporting Dinner with Lord Charles Brocket & comedian Paul Le Vent
Tickets £35 to include five-course meal
10 The Four Tops
Tickets £35 to include four-course meal
11 Amateur Boxing Dinner Show plus comedian Ollie Spencer
Tickets £30 to include five-course meal
19 Christmas Lunchtime Special with Roger De Courcey
Tickets £25 to include four-course meal
21 Joe Longthorne Christmas Special
Tickets £50 to include four-course meal
22 Christmas Lunchtime Special with Norman Collier
Tickets £25 to include four-course meal

FIXTURES

AUGUST

Sat	9	Yeovil Town
Tue	12	Darlington (Carling Cup 1)
Sat	16	Scunthorpe United
Sat	23	Crewe Alexandra
Wed	27	(Carling Cup 2)
Sat	30	Southend United

SEPTEMBER

Sat	6	Leyton Orient
Sat	13	Bristol Rovers
Sat	20	Brighton and Hove Albion
Wed	24	(Carling Cup 3)
Sat	27	Carlisle United

OCTOBER

Sat	4	Hereford United
Sat	11	Peterborough United
Sat	18	Hartlepool United
Tue	21	Leicester City
Sat	25	Leeds United
Tue	28	Swindon Town

NOVEMBER

Sat	1	Northampton Town
Sat	8	(F.A. Cup 1)
Wed	12	(Carling Cup 4)
Sat	15	Colchester United
Sat	22	Milton Keynes Dons
Tue	25	Oldham Athletic
Sat	29	(F.A Cup 2)

DECEMBER

Wed	3	(Carling Cup 5)
Sat	6	(Huddersfield Town)
Sat	13	Millwall H
Sat	20	Cheltenham Town
Fri	26	Stockport County
Sun	28	Tranmere Rovers

JANUARY

Sat	3	Carlisle United (F.A. Cup 3)
Wed	7	(Carling Cup Semi-Final 1)
Sat	10	Brighton and Hove Albion
Sat	17	Peterborough United
Wed	21	(Carling Cup Semi-Final 2)
Sat	24	Hereford United (F.A. Cup 4)
Tue	27	Swindon Town
Sat	31	Leeds United

FEBRUARY

Tue	3	Leicester City
Sat	7	Hartlepool United
Sat	14	Colchester United (F.A. Cup 5)
Sat	21	Northampton Town
Sat	28	Yeovil Town

MARCH

Sun	1	(Carling Cup Final)
Tue	3	Scunthorpe United
Sat	7	Southend United (F.A. Cup 6)
Tue	10	Crewe Alexandra
Sat	14	Bristol Rovers
Sat	21	Leyton Orient
Sat	28	Cheltenham Town

APRIL

Sat	4	Millwall
Sat	11	Tranmere Rovers
Mon	13	Stockport County
Sat	18	Huddersfield Town (F.A. Cup Semi-Final)
Sat	25	Milton Keynes Dons

MAY

Sat	2	Oldham Athletic
Sat	30	(F.A. Cup Final)

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