



WALSALL FOOTBALL CLUB

2009 | 2010 Brochure



WELCOME

The installation of what is surely Europe's largest outdoor illuminated advertising sign will make the Banks's Stadium a major landmark along the M6 Motorway....and that is certain to mean more visitors on top of the 1.3 million that already pay us a visit during the course of the year.

The Banks's Stadium is known as 'the stadium that never sleeps' and, during the next 12 months, Walsall Football Club will continue to stage a vast array of events, upholding our reputation as one of the key sporting, business and entertainment venues in the West Midlands.

An easily accessible location by road or rail, extensive car parking facilities, modern, multi-functional suites, live League One football, appearances from top names in the world of sport and showbusiness, the UK's most popular weekly Sunday Market and a reputation for top-class catering all contribute to making the Banks's Stadium Walsall's number one visitor attraction.

For businesses the stadium offers purpose built facilities for conferences of all sizes, trade exhibitions, banquets and opportunities for corporate entertaining on matchdays and through our extensive programme of Sporting Dinner and Amateur Boxing Dinner Shows.

With its diverse range of function rooms, the Banks's Stadium is an ideal venue for weddings and family parties as well as being the perfect venue for cabaret nights, sporting dinners and Christmas functions. We also offer a memorable matchday experience, which allows businesses to not only provide top class corporate entertainment through a range of matchday sponsorship opportunities, but also to enhance their profile in a sporting setting.

Supporters can also enhance their matchday experience by using the superb facilities on offer in both the Bonser Suite and the Stadium Suite. Both suites features large screen televisions showing the live lunchtime 'big match', licensed bar service and matchday meal packages available at attractive prices.

As you can see from everything that takes place here, the Banks's Stadium is a major visitor attraction and is therefore a very effective advertising vehicle. Stadium advertising can put the name of your company in front of a large captive audience as well as benefitting from weekly television coverage throughout the season. The likes of our Matchday Programme, Official Website and Matchday Television channel also offer excellent opportunities for enhancing the profile of your company.

This brochure will provide you with information about the facilities, sponsorship and advertising opportunities available as well as highlighting the vast array of events that make the Banks's Stadium the most vibrant venue in the West Midlands.

Best regards

Roy Whalley
Commercial Director

WITH ITS DIVERSE RANGE OF FUNCTION ROOMS, THE BANKS'S STADIUM IS AN IDEAL VENUE FOR WEDDINGS AND FAMILY PARTIES AS WELL AS BEING THE PERFECT VENUE FOR CABARET NIGHTS, SPORTING DINNERS AND CHRISTMAS FUNCTIONS.



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USEFUL NUMBERS

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

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

TICKET OFFICE
01922 651 414/416
tickets@walsallfc.co.uk

COMMERCIAL PARTNERS



MATCHDAY HOSPITALITY

BE A VIP for the day...

The VIP 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: **£50** (inc VAT) for category B games

Price Per Person: **£60** (inc VAT) for category A games

VIP GOLD SEASON TICKET

ENJOY the VIP treatment all season long...

Covers all Walsall FC home League and Cup games throughout the 2009/10 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: **£1,035** (+ VAT)

EXECUTIVE BOXES

RECENTLY refurbished 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

MAKE your visit a social occasion...

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** (inc VAT)

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

COMBO DEALS

Package A - Combined Advertising & Hospitality Packages

The opportunity for your company to have a profile at the Banks's Stadium throughout the 2009/10 campaign with:

20ft x 2 ft 6" stadium advertising board made to your specification

Plus: A table for ten guests at an upcoming Sporting Dinner of your choice

Cost of package: **£1,100** (inc VAT where applicable)

Package B - Four-Game Executive Box Package

Choose any four games from our Coca-Cola League One fixture list and, for each of these games, you can enjoy:

- Exclusive use of an executive box for ten guests
- Car parking permits
- Pre-match buffet
- Matchday programmes
- Half-time refreshments

Cost for all four fixtures: **£2,000** (+ VAT) Book early to get the widest choice of games.

Package C - Corporate Hospitality Package

A package that includes the very best of our corporate entertaining opportunities.

Associate Match Sponsorship for a Walsall FC home League fixture:

- Six guests
- Car parking
- Pre-Match four-course meal
- Gift and matchday programme for each guest
- Centre Stand match ticket
- Half-time refreshments
- The name of your company on the front page of the matchday programmes, Electronic Scoreboard, Saddlers TV, Official Website and announced on the PA System
- Group photograph and presentation of an autographed Walsall FC Football

Combine this great Matchday Package with a table for ten guests at the Sporting Dinner of your choice.

Cost: **£800** (+ VAT)

MATCH SPONSORSHIP

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

LEAD your team out onto the hallowed Banks's Stadium turf...

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 £60 each for category A games (inc VAT) and £50 each for category B games (inc VAT)



PLAYER SPONSORSHIP

GET CLOSER to your heroes...

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

GREAT value sponsorship package

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

ONLINE advertising at its best...

Your company will be seen by:

- An average of 30,000 unique monthly visitors
- Over 300,000 page views per month
- Over 20,000 registrants

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

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

MATCHDAY PROGRAMME ADVERTISING

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

ADVERTISE your company on television...

- 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

ADVERTISE just 70 yards from the busiest stretch of motorway in Europe...

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

REACH a large captive audience, both at the match and on television...

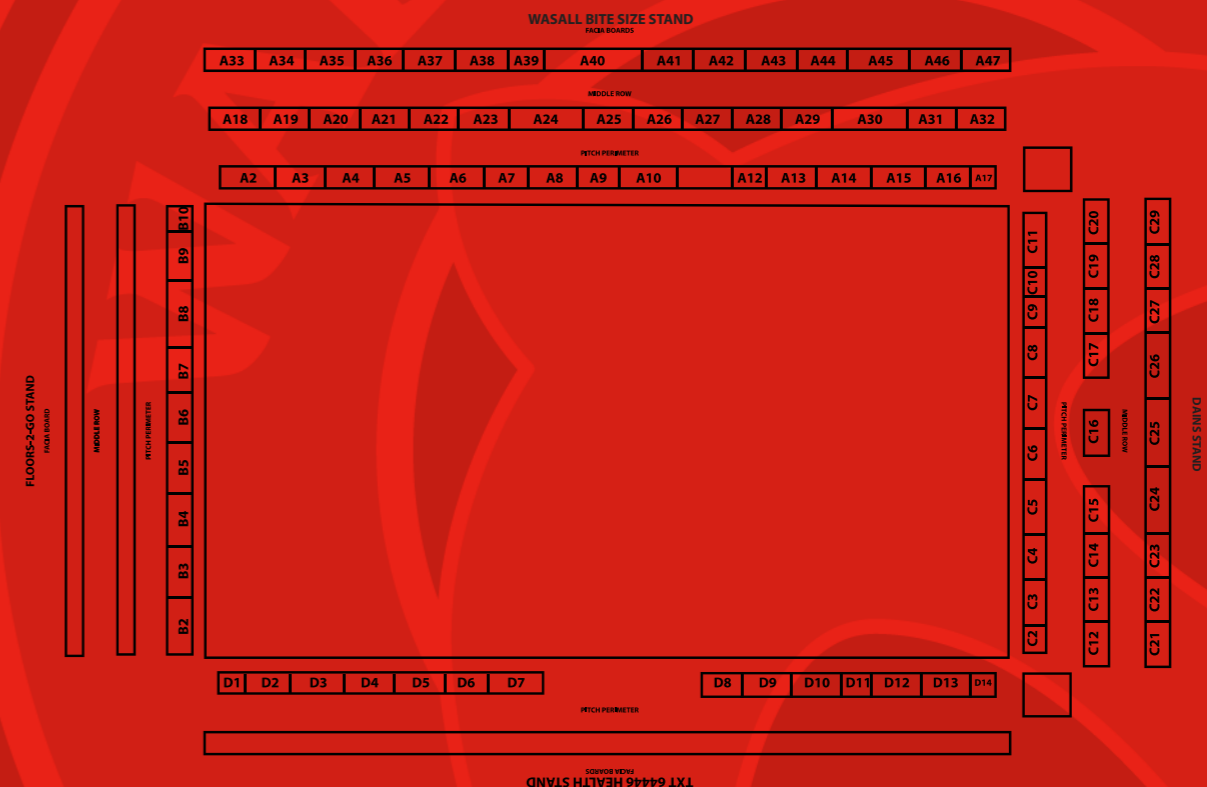
A wide range of TV and non-TV sites are available:

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

DAINS STAND	LOCATION	PRICE
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	LOCATION	PRICE
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 & events venues in the Midlands.

We offer the following:

- All our suites can host civil ceremonies
- 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 an appointment with one of our sales team, or to view the superb facilities we have to offer, please contact us on 01922 651 418 or email sales@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 and pitch view

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 & restroom facilities
- 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 & Savoy Lounge

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



SWIFTS

EXECUTIVE LOUNGE

- Ideal room for private parties, weddings & small business meetings
- PA system
- Internet access - wifi
- Restroom
- 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 & toilet facilities
- TV monitor & video
- Natural daylight

Capacity: Boardroom Style 20 delegates



EXECUTIVE BOXES

- Recently refurbished
- Ideal room for small business meetings & interviews
- PA system
- LCD Television
- Internet access - wifi
- Restroom facilities
- Fully air-conditioned
- Natural daylight

Capacity: Small business meetings 6 delegates

UPCOMING EVENTS

AUGUST

28 Talon – Eagles Tribute

Tickets are £30 and include a four-course meal or £18 show only

SEPTEMBER

17 Russell Johnson's Quiz Night

£6.00 per team of four

25 'Magic Of The 80's'

Tickets are £30 and include a four-course meal or £18 show only

OCTOBER

2 Magic Of Motown

Tickets are £30 and include a four-course meal or £18 show only

8 Sporting Dinner with John Conteh and comedian Mick Miller

Tickets are £30 and include a four-course meal

15 Amateur Boxing Dinner Show plus comedian Micky Gunn

Tickets £30 to include four-course meal

17 Comedy Night with Jimmy Cricket, Johnnie Casson and Jed Stone

Tickets are £30 and include a four-course meal or £18 show only

NOVEMBER

12 Russell Johnson's Quiz Night

£6.00 per team of four

13 The Billy Fury Experience

Tickets are £30 and include a four-course meal or £18 show only

19 Sporting Dinner with Jimmy Greaves and comedian Tom Pepper

Tickets are £35 and include a four-course meal

20 Smackee: The Musicals

Tickets are £30 and include a four-course meal or £18 show only

DECEMBER

2 Sporting Dinner with Jack Charlton and comedian Mike Farrell

Tickets are £35 and include a four-course meal

3 Sporting Dinner with Bryan Robson and comedian Jed Stone

Tickets are £35 and include a four-course meal

10 Christmas Amateur Boxing Dinner Show with comedian Lee Wilson

Tickets are £35 and include a five-course meal

17 Christmas Amateur Boxing Dinner Show with comedy impressionist Leslie Gibson

Tickets are £35 and include a five-course meal

20 An evening with Joe Longthorne

Tickets are £50 to include four-course meal

DECEMBER

22 Russell Johnson's Quiz Night

£6.00 per team of four

31 New Years Eve with The Searchers and comedian Ollie Spencer

Tickets are £65 to include a five-course meal

31 New Years Eve with 'Thank You For The Music' and comedian Ian 'Sludge' Lees

Tickets are £60 to include a four-course meal

The Banks's Stadium is more than just 90 minutes. We are the venue 'that never sleeps'.

From Cabaret Shows to Sporting Dinners, Comedy Nights to Boxing Dinner Shows; we have something for everybody.

Events take place throughout the year and we guarantee one thing: a great night out.

Delicious food, great acts in superb surroundings...

It has to be the Banks's Stadium.

For more information, call the Events Team on

01922 651 418

or visit www.m6j9.com

sales@walsallfc.co.uk



FIXTURES

AUGUST

Sat	8	Brighton and Hove Albion	A
Tue	11	Accrington Stanley (Carling Cup 1)	A
Sat	15	Southend United	H
Tue	18	Leeds United	H
Sat	22	Charlton Athletic	A
Wed	26	(Carling Cup 2)	
Sat	29	Gillingham	H

SEPTEMBER

Sat	5	Norwich City	A
Sat	12	Tranmere Rovers	A
Sat	19	Swindon Town	H
Wed	23	(Carling Cup 3)	
Sat	26	Hartlepool United	A
Tue	29	Huddersfield Town	H

OCTOBER

Sat	3	Carlisle United	H
Sat	10	Milton Keynes Dons	A
Sat	17	Exeter City	H
Sat	24	Colchester United	A
Wed	28	(Carling Cup 4)	
Sat	31	Wycombe Wanderers	A

NOVEMBER

Sat	7	(F.A. Cup 1)	
Sat	14	Stockport County	H
Sat	21	Brentford	A
Tue	24	Oldham Athletic	H
Sat	28	(F.A. Cup 2)	

DECEMBER

Tue	1	Yeovil Town	A
Wed	2	(Carling Cup 5)	
Sat	5	Southampton	H
Sat	12	Millwall	A
Sat	19	Leyton Orient	H
Sat	26	Bristol Rovers	A
Mon	28	Norwich City	H

JANUARY

Sat	2	Charlton Athletic	H
		(F.A. Cup 3)	
Wed	6	(Carling Cup Semi-Final 1)	
Sat	9	Southend United	A
Sat	16	Brighton and Hove Albion	H
Wed	20	(Carling Cup Semi-Final 2)	
Sat	23	Leeds United	A
		(F.A. Cup 4)	
Sat	30	Gillingham	A

FEBRUARY

Sat	6	Bristol Rovers	H
Sat	13	Oldham Athletic	A
		(F.A. Cup 5)	
Sat	20	Brentford	H
Tue	23	Yeovil Town	H
Sat	27	Southampton	A
Sun	28	(Carling Cup Final)	

MARCH

Sat	6	Millwall	H
		(F.A. Cup 6)	
Sat	13	Leyton Orient	A
Sat	20	Colchester United	H
Sat	27	Exeter City	A

APRIL

Sat	3	Stockport County	A
Mon	5	Wycombe Wanderers	H
Sat	10	Tranmere Rovers	H
		(F.A. Cup Semi-Final)	
Tue	13	Huddersfield Town	A
Sat	17	Swindon Town	A
Sat	24	Hartlepool United	H

MAY

Sat	1	Carlisle United	A
Sat	8	Milton Keynes Dons	H
Sat	15	(F.A. Cup Final)	

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