



WORCESTER  
**WARRIORS**

WORCESTER WARRIORS  
2017/18 COMMERCIAL BROCHURE



**Sixways  
Stadium**

## 2017/18 COMMERCIAL PACKAGES

Welcome to Sixways Stadium, home of Worcester Warriors.

Located just off Junction 6 of the M5, the purpose-built stadium can hold up to 11,499 fans and boasts an indoor training centre which is the envy of the Rugby World. Backed up by four training pitches and a new state-of-the-art Artificial Grass Pitch, Warriors' ambitions on the field are being matched by the team off the field. Associating your business with Warriors is very rewarding. Whether it's bringing clients to enjoy our fantastic hospitality packages or associating your company by sponsoring one of the players, we believe we have a number of opportunities to suit your needs.

[WARRIORS.CO.UK/VIP](http://WARRIORS.CO.UK/VIP)



**EBC XV CLUB**

**RICOH LOUNGE**

**EAST STAND BOXES**

**SOUTH STAND BOXES**

**MATCH SPONSORSHIP**

**MATCH BALL SPONSORSHIP**

**PLAYER SPONSORSHIP**

**ADVERTISING PACKAGES**



**Sixways  
Stadium**





## THE ULTIMATE WAY TO WATCH PREMIERSHIP RUGBY

Enjoy the most exclusive package at Sixways Stadium. The EBC XV Club offers guests the opportunity to socialise with the great and the good of Worcestershire's business community on matchdays. Situated within the Duckworth Suite, the EBC XV Club hosts the home and away directors and offers guests the ultimate Sixways experience.

### YOUR PACKAGE INCLUDES:

- SPARKLING WINE ON ARRIVAL
- THREE-COURSE PRE-MATCH MEAL
- HALF A BOTTLE OF WINE PER PERSON
- POST-MATCH LIGHT BITES
- EAST STAND BALCONY SEATING
- MATCHDAY PROGRAMME
- ON-SITE CAR PARKING - ONE SPACE PER TWO PLACES

(ONE-COURSE RICOH LOUNGE PACKAGE FOR CUP MATCHES)

### PACKAGE PRICES -

ANNUAL - **£1500 + VAT\***

MATCH-BY-MATCH - **£135 + VAT**

LIMITED AVAILABILITY

For more information on any of our 2017/18 Commercial packages

**CALL** 01905 459346 **EMAIL** [VIP@WARRIORS.CO.UK](mailto:VIP@WARRIORS.CO.UK)

**WARRIORS.CO.UK/VIP**

\*DIRECT DEBIT OPTION AVAILABLE FOR ANNUAL PACKAGES



## RICOH LOUNGE

Enjoy a sumptuous pre-match meal on the top floor of the East Stand, before taking your seats to watch the action unfold from some of the best seats in the house. At half-time, return to the suite and warm yourself up with some complimentary tea or coffee, homemade soup or maybe something stronger before returning to your seat to watch the end of the game. Following the game, players from both teams will come up to the suite to suck up the post-match atmosphere. The Ricoh Lounge is an excellent way to enjoy a day out at the rugby.

There are two options available - with seats either on the balcony immediately outside or alternatively with Gold category seats in the stand below. Both options include the following dining package:

### YOUR PACKAGE INCLUDES:

- TWO-COURSE PRE-MATCH MEAL
- SOUP, TEA & COFFEE AT HALF-TIME
- MATCHDAY PROGRAMME
- ON-SITE CAR PARKING - ONE SPACE PER FOUR PLACES

(PREMIERSHIP ONLY AND PACKAGE REVERTS TO ONE-COURSE FOR CUP MATCHES)

### PACKAGE PRICES -

ANNUAL - **£1100 + VAT\***

MATCH-BY-MATCH WITH BALCONY SEAT - **£95 + VAT**

MATCH-BY-MATCH WITH GOLD STAND SEAT - **£85 + VAT**

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## EAST STAND HOSPITALITY BOX

Our East Stand hospitality boxes are excellent if you want to spend some quality time with clients, family or friends in a relaxed but private atmosphere. Guests can enjoy a relaxing drink or two in the Mercian Suite prior to enjoying a one-course, pre-match meal in their own private box. Our personal waiting service will take care of your needs from here, ensuring your glasses never get empty and you are able to enjoy the game.

### YOUR PACKAGE INCLUDES:

- 12-PERSON PRIVATE HOSPITALITY BOX
- 12 BALCONY SEATS IMMEDIATELY OUTSIDE YOUR BOX
- ONE-COURSE PRE-MATCH MEAL WITH OPTION TO ADD COURSES
- PERSONAL WAITING SERVICE
- 12 MATCHDAY PROGRAMMES
- PAY-BAR WITHIN THE COMMUNAL LOUNGE AREA
- THREE ON-SITE PARKING PASSES

### PACKAGE PRICES -

**ANNUAL - FROM £15,000 + VAT\*** DEPENDING ON LOCATION  
(PREMIERSHIP AND CUP MATCHES)

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## SOUTH STAND HOSPITALITY BOX

If you enjoy being close to the action then the South Stand is the place to be. Our South Stand boxes offer you the chance to watch the game from directly behind the posts.

Enjoy socialising with your guests in the lounge before getting up close to the action from your box.

### YOUR PACKAGE INCLUDES:

- TEN-PERSON PRIVATE HOSPITALITY BOX
- TEN BALCONY SEATS IMMEDIATELY OUTSIDE YOUR BOX
- ONE-COURSE PRE-MATCH MEAL WITH OPTION TO ADD COURSES
- PERSONAL WAITING SERVICE
- TEN MATCHDAY PROGRAMMES
- PAY-BAR WITHIN THE COMMUNAL LOUNGE AREA
- TWO ON-SITE PARKING PASSES

(PREMIERSHIP ONLY AND PACKAGE REVERTS TO ONE-COURSE IN THE RICOH LOUNGE FOR CUP MATCHES)

### PACKAGE PRICES -

**ANNUAL - FROM £9500 + VAT\*** DEPENDING ON LOCATION

**MATCH-BY-MATCH - FROM £850 + VAT** DEPENDING ON LOCATION

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\*DIRECT DEBIT OPTION AVAILABLE FOR ANNUAL PACKAGES



## MATCH SPONSORSHIP

Our Match Sponsor package is the perfect way to promote your business whilst enjoying top-class hospitality. You'll receive a table of ten within the EBC XV Club, a signed, framed Warriors shirt, branding on our social media, full-page programme advert, promotional space on our concourse and the option to pick your man-of-the-match.

### YOUR PACKAGE INCLUDES:

- TABLE OF TEN IN THE EBC XV CLUB
- FRAMED SIGNED WARRIORS SHIRT
- WARRIORS PLAYER TO DINE WITH GUESTS
- FLYERS ON EACH PLACE SETTING
- THE WARRIORS CONCOURSE PACKAGE
- FULL-PAGE PROGRAMME ADVERT
- WARRIORS SOCIAL MEDIA COVERAGE
- LOGO ON FRONT COVER OF MATCHDAY PROGRAMME
- PA ANNOUNCEMENTS PRE/HALF-TIME/POST-MATCH
- THREE ON-SITE PARKING PASSES

### PACKAGE PRICE -

**£2500 + VAT PER GAME** (EXCLUDES CUP MATCHES)

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**CALL** 01905 459346 **EMAIL** [VIP@WARRIORS.CO.UK](mailto:VIP@WARRIORS.CO.UK)  
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## MATCH BALL SPONSORSHIP

Our Match Ball Sponsor package gives guests the perfect opportunity to promote their business whilst spending time with guests within the Ricoh Lounge. You'll receive a table of ten in the Ricoh Lounge, a signed Warriors ball, branding on our social media, a half-page programme advert, space on our concourse and the option to pick your man-of-the-match.

### YOUR PACKAGE INCLUDES:

- TABLE OF TEN IN THE RICOH LOUNGE
- SIGNED WARRIORS BALL
- THE WARRIORS CONCOURSE PACKAGE
- HALF-PAGE PROGRAMME ADVERT
- WARRIORS SOCIAL MEDIA COVERAGE
- LOGO ON FRONT COVER OF MATCHDAY PROGRAMME
- PA ANNOUNCEMENTS PRE/HALF-TIME/POST-MATCH
- THREE ON-SITE PARKING PASSES

### PACKAGE PRICE -

**£1500 + VAT PER GAME** (EXCLUDES CUP MATCHES)

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## PLAYER SPONSORSHIP

Player Sponsorship gives you a season-long opportunity to associate your company with one of the Warriors players.

The package is designed to tick all boxes - from exposure on a matchday including your logo appearing in the matchday programme and on the big screen - to the personal touch with your sponsored player offering his time to do a player appearance. And to top it off, you'll receive a signed, match-worn shirt from your sponsored player.

### INTERNATIONAL PLAYER - £4000 + VAT:

- TWO PLACES AT PLAYER BEHIND-THE-SCENES LUNCH
- ONE MATCH-WORN SHIRT
- ONE SIGNED SHIRT
- CROWD-FACING ADVERTISING BOARD DOES NOT INCLUDE PRODUCTION
- BIG SCREEN ADVERT
- ONE PLAYER APPEARANCE SUBJECT TO AVAILABILITY
- POSITION ON PLAYER SPONSORS BOARDS
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE IN MATCHDAY PROGRAMME
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE ON WARRIORS WEBSITE
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE ON BIG SCREEN FOR TEAM ANNOUNCEMENT
- COMPANY LOGO ON TWITTER WHEN PLAYER SCORES

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### WARRIORS PLAYER - £2000 + VAT:

- TWO PLACES AT PLAYER BEHIND-THE-SCENES LUNCH
- ONE MATCH-WORN SHIRT
- ONE SIGNED SHIRT
- BIG SCREEN ADVERT
- ONE PLAYER APPEARANCE SUBJECT TO AVAILABILITY
- POSITION ON PLAYER SPONSORS BOARDS
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE IN MATCHDAY PROGRAMME
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE ON WARRIORS WEBSITE
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE ON BIG SCREEN FOR TEAM ANNOUNCEMENT
- COMPANY LOGO ON TWITTER WHEN PLAYER SCORES

### YOUNG PLAYER - £500 + VAT:

- TWO PLACES AT PLAYER BEHIND-THE-SCENES LUNCH
- ONE MATCH-WORN SHIRT
- POSITION ON PLAYER SPONSORS BOARDS
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE IN MATCHDAY PROGRAMME
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE ON WARRIORS WEBSITE
- COMPANY LOGO NEXT TO THE PLAYER'S PROFILE ON BIG SCREEN FOR TEAM ANNOUNCEMENT
- COMPANY LOGO ON TWITTER WHEN PLAYER SCORES

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## ADVERTISING

Over 500,000 people will pass through the doors at Sixways Stadium in any one year. Whether it be for sport, music, conferencing or events, our multi-use venue is perfect to gain brand awareness both locally and nationally.

### PLATINUM ADVERTISING PACKAGE - £10,000 + VAT:

- LARGE LEESAN STAND DRIVEWAY BOARD
- TWO SOUTH STAND PITCH-FACING BOARDS
- TWO CROWD-FACING BOARDS
- BIG SCREEN ADVERT
- FOUR PLACES IN THE EBC XV CLUB FOR A PREMIERSHIP GAME OF YOUR CHOICE

### GOLD ADVERTISING PACKAGE - £5000 + VAT:

- LEESAN STAND DRIVEWAY BOARD
- SOUTH STAND PITCH-FACING BOARD
- CROWD-FACING BOARD
- BIG SCREEN ADVERT
- TWO PLACES IN THE RICOH LOUNGE FOR A PREMIERSHIP GAME OF YOUR CHOICE

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### CROWD-FACING BOARDS

With average crowds of 9000 per game, placing your brand under the nose of the Warriors fans is a great way to raise profile for your business.

### YOUR PACKAGE INCLUDES:

- CROWD-FACING ADVERTISING BOARD
- TWO PLACES IN THE RICOH LOUNGE FOR A CUP GAME OF YOUR CHOICE

PACKAGE PRICE -  
**£750+ VAT**

### CONCOURSE ADVERTISING

The Warriors Concourse is the epicentre of activity prior to the start of every game. With access to the Sixways Store, Ticket Office and Main Reception, this is a key touch point for fans as they access the stadium.

Placing an exhibition trailer, gazebo or centrepiece can raise your profile but also gives you the opportunity to capture data from both home and away supporters.

### YOUR PACKAGE INCLUDES:

- SIGNED MATCH BALL
- SPACE FOR STAND, BANNERS AND MARKETING MATERIALS ON MAIN CONCOURSE
- MENTION IN THE COMMERCIAL NEWS SECTION OF THE MATCHDAY PROGRAMME
- SOCIAL MEDIA RECOGNITION PRE-MATCH
- FIVE MATCH TICKETS FOR A GAME OF YOUR CHOICE

PACKAGE PRICE -  
**£500 + VAT**

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## CONTACT US



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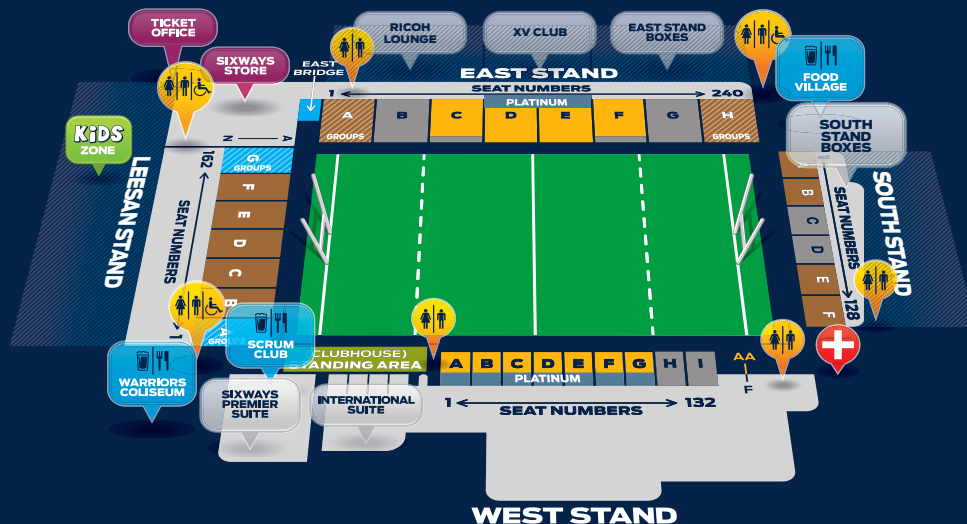




# Sixways Stadium

Corporate dining areas are shown on the map marked in silver.

To discuss any of our 2017/18 Commercial packages please **call 01905 459346** or **email [VIP@warriors.co.uk](mailto:VIP@warriors.co.uk)**, where one of the team will be on hand to answer any questions you may have.



SIXWAYS STADIUM WARRIORS WAY WORCESTER WR3 8ZE  
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