
HOSPITALITY & COMMERCIAL



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PRICING GUIDE

WELCOME TO THE MKM STADIUM

This is a very special football club and I feel privileged to have been made to feel so welcome by everyone associated with Hull City. It is my goal to give the fans and city a football club to be proud of.

For any football club or business to be successful, it needs a shared vision that is bought into by all its stakeholders. From arriving at Hull City I have always talked about the club being a family, and our commercial partners and hospitality members are an integral part of that family. Without the support of new and existing partners we will not be able to drive this club forward to where it deserves to be.

I'm proud and happy to say that the profile of Hull City continues to grow, with a huge international audience that offers a number of opportunities to us and our partners. It is an exciting time to be associated with our club and we look forward to seeing you at the MKM Stadium soon as we write the next chapter of Hull City's future together.

- Acun Ilicali
Chairman, Hull City



OUR NUMBERS

MAKE OUR AUDIENCE, YOUR AUDIENCE



OVER 2.58 MILLION
SOCIAL MEDIA FOLLOWERS

FOLLOWERS BREAKDOWN (AS OF 2022/23 SEASON)



1,016,936



402,372



582,200



10,020



571,000



£1.33M

TOTAL SOCIAL MEDIA
VALUE (2022/23 SEASON)



4.2 MILLION

ANNUAL CLUB
WEBSITE VISITS



74.4K

ACTIVE YOUTUBE
SUBSCRIBERS



15.8 MILLION

MONTHLY TWITTER
IMPRESSIONS

OUR NUMBERS

MAKE OUR AUDIENCE, YOUR AUDIENCE



STADIUM ATTENDANCE PEAKS

(2022/23 SEASON)



23,432

VS ROTHERHAM UTD
01.04.23



23,036

VS SWANSEA CITY
29.04.23



20,666

VS WATFORD
22.04.23



400K+

AVERAGE ANNUAL
STADIUM ATTENDANCE



~126.5K

AVG. ATTENDANCE GROWTH
(2021/22 SEASON TO 2022/23)



329K

AVERAGE LIVE TELEVISED
FIXTURE AUDIENCE



250K

WEEKLY EFL TV
HIGHLIGHTS AUDIENCE

CLUB PARTNER

THE MOST EXCLUSIVE PARTNER PACKAGE AT HULL CITY



As well as benefiting from a huge range of advertising inventory, as a Partner of Hull City you'll be joining a select group of like-minded businesses that enjoy award winning hospitality as well as exclusive networking opportunities.

Incredible exposure through a range of branding, advertising and promotion, as well as opportunities for matchday activation, Partner level status is a unique experience for you and your business.

Get close to the action and all the goings on at the club, both on and off the pitch, with exclusive invites to Partner events throughout the year.

- Brand exposure
- Networking
- Global platform
- Social media / Digital reach
- Brand credibility
- Behind the scenes access
- Exclusive event invites

Club Partners - Bronze, Silver, Gold or Platinum

Major Partners - Stadium, Shirt, Shorts, Trainingwear,
Training Ground, Academy, Restaurant



PLATINUM PARTNER



BRANDING

One minute pitch-facing LED
(50% coverage)

Player sponsorship

Three minutes crowd-facing
LED

Partner status
(logo on website, programme
and big screens)

Concourse screen advertising

Big screen advertisement

Full page matchday programme
advertisement

HOSPITALITY

Match Sponsorship at your
game of choice

Seasonal Executive box
(including food option)

ACTIVATION

Matchday activation

Partners matchday experience

One social media post
(across all platforms)

Official Club Partner video
(30 seconds)

Two child's mascot places

£40,000 PER SEASON

GOLD PARTNER



BRANDING

One minute pitch-facing LED
(50% coverage)

Player sponsorship

Three minutes crowd-facing
LED

Partner status
(logo on website, programme
and big screens)

Concourse screen advertising

Big screens advertisement

Full page matchday programme
advertisement

HOSPITALITY

Associate Match Sponsorship
at your game of choice

6 Ambassador Club
memberships

ACTIVATION

Matchday activation

Partners matchday experience

One social media post
(across all platforms)

Official Club Partner video
(30 seconds)

Two child's mascot places

£35,000 PER SEASON

SILVER PARTNER



BRANDING

One minute pitch-facing LED (50% coverage)

Player sponsorship

Three minutes crowd-facing LED

Partner status
(logo on website, programme and big screens)

Concourse screen advertising

Big screens advertisement

Full page matchday programme advertisement

HOSPITALITY

Associate Match Sponsorship at your game of choice

4 *Ambassador Club* memberships

ACTIVATION

Matchday activation

Two child's mascot places

One social media post
(across all platforms)

Partners matchday experience

£30,000 PER SEASON

BRONZE PARTNER



BRANDING

One minute pitch-facing LED (50% coverage)

Player sponsorship

Three minutes crowd-facing LED

Partner status
(logo on website, programme and big screens)

Concourse screen advertising

Big screens advertisement

Full page matchday programme advertisement

HOSPITALITY

Associate Match Sponsorship at your game of choice

4 *Premier Tiger* memberships

ACTIVATION

Matchday activation

Two child's mascot places

One social media post
(across all platforms)

Partners matchday experience

£25,000 PER SEASON

ADVERTISING & SPONSORSHIP

UTILISE THE REACH OF HULL CITY



Whatever your product or service, and whatever your budget, we can tailor a package that meets your business needs.

Hull City and the MKM Stadium offer a whole host of advertising and branding opportunities that will put your message in front of the eyeballs you want to see it.

Before, during and after the game, let us use the power of elite level sport to achieve your objectives.

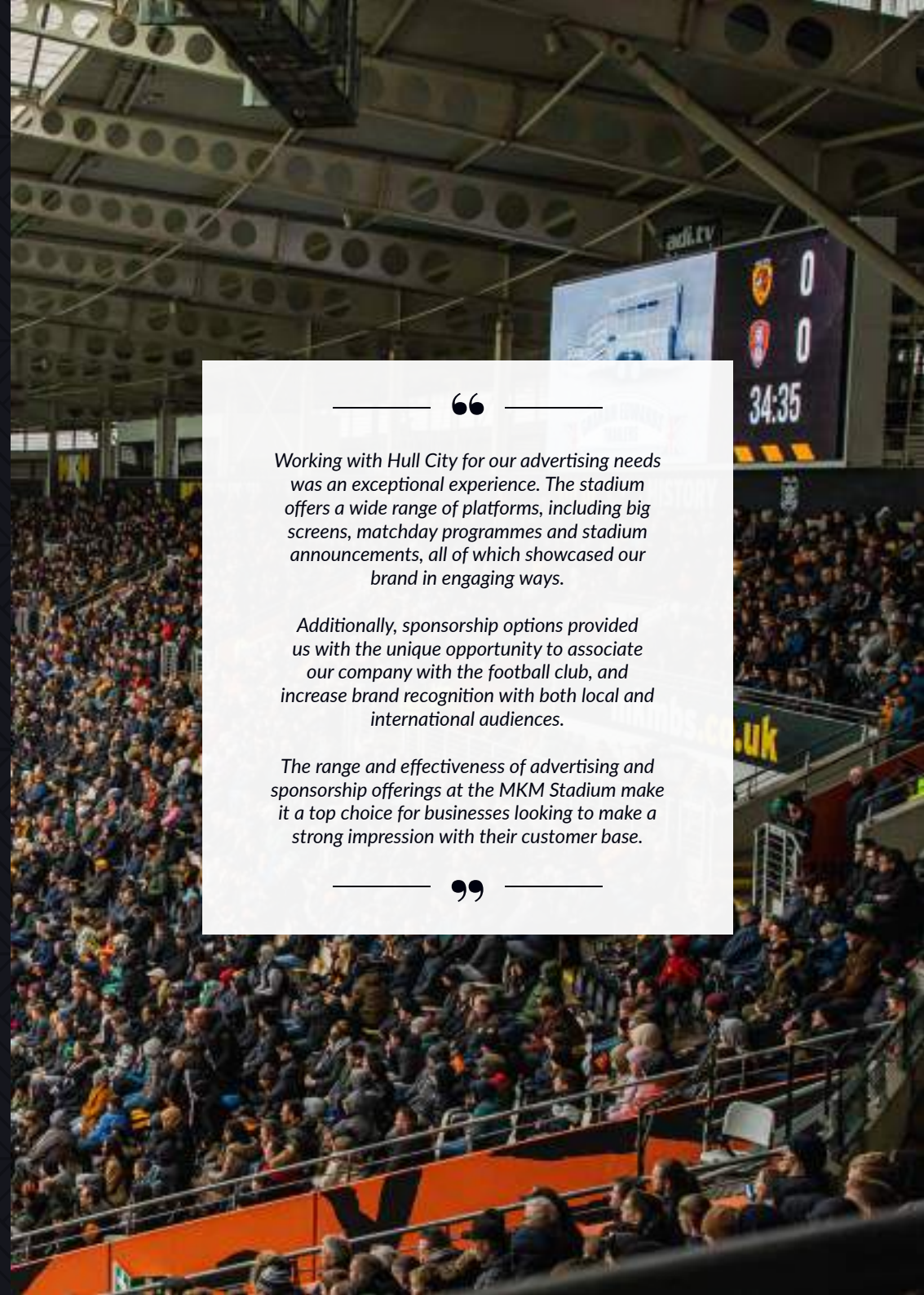
“

Working with Hull City for our advertising needs was an exceptional experience. The stadium offers a wide range of platforms, including big screens, matchday programmes and stadium announcements, all of which showcased our brand in engaging ways.

Additionally, sponsorship options provided us with the unique opportunity to associate our company with the football club, and increase brand recognition with both local and international audiences.

The range and effectiveness of advertising and sponsorship offerings at the MKM Stadium make it a top choice for businesses looking to make a strong impression with their customer base.

”



MATCHDAY DIGITAL ADVERTISING

BECOME A PART OF OUR
MATCHDAY SOCIAL FEEDS



Sponsorship of our various matchday social media posts leads to a huge amount of engagement, whether it's prior to kick-off or during the action.

PRICING

Matchday graphics	POA
Line-up graphics	£5,000
Half-time & Full-time score graphics	£6,000

NON-MATCHDAY DIGITAL ADVERTISING

BECOME A PART OF OUR
NON-MATCHDAY SOCIAL FEEDS



Our social media channels stay busy throughout the year, with evergreen content that keeps our fanbase engaged.

PRICING

Transfer signing graphics	£5,000
Player of the Match graphics	£5,000
Birthday graphics	£5,000
On This Day social posts	£4,000



LED ADVERTISING

Industry leading perimeter LED displays offer unrivalled impact within the stadium - with two options to choose from:

- LED Pitch-facing
- LED Crowd-facing (see above)

PRICING	
Pitch-facing (per minute 50% coverage) <small>(As part of premium packages)</small>	POA
Crowd-facing one minute	£1,000
Crowd-facing two minutes	£1,500
Each additional minute	£750



CONCOURSE SCREEN ADVERTISING

Corporate promo video you want to share? Concourse displays offer the chance to showcase your products or services to the full stadium.

PRICING

Concourse Display Advert
(Video or Still Image)

£2,500



BIG SCREEN ADVERTISING

Visible by all fans in the stadium on our two big screens*, Big Screen Advertising is a great way of advertising during the game to the whole stadium. The package includes a minimum of four showings of your advert every single home fixture.

PRICING

Big Screen Advert
(Video or Still Image)

from £2,000

*Screens are situated in our North and South stands



MATCHDAY ADVERTISING

A host of traditional sponsorship opportunities to reach your audience...

PRICING			
Programme advert	£3,500	"Guess the time of the first goal" sheets (Corporate areas)	£2,500
Added Time sponsorship	£3,000	Team sheets (Corporate areas)	£1,800
Substitutions sponsorship	£3,000	Flag Bearers sponsorship	POA
Corner sponsorship	£3,000		

BESPOKE ADVERTISING

Tailored advertising opportunities that can be adapted to suit your needs.

Perhaps you have a product launch and want to take advantage of our matchday takeover opportunity? Or have a presence at every game?

- Matchday Takeover
- E-Newsletter footer



PLAYER SPONSORSHIP

Meet your favourite player, see your business on the big screens and in the programme, plus experience hospitality in the **Circle Restaurant** and at the **Player of the Year Awards**. Player sponsorships really do have a bit of everything!

- Logo on big screens and matchday programme
 - Logo and link on the official club website
 - PA announcement alongside your player
- Two tickets to our annual *Player of the Year Awards*
 - Framed shirt
- Two match tickets in the *Circle Restaurant*

PRICING

Head Coach	£3,750
1 x Player (Category A)	£2,750
1 x Player (Category B)	£2,250
1 x Player (Category C)	£1,750



HOSPITALITY

AWARD WINNING, LOCALLY
SOURCED



“

Every experience I have had with hospitality at the MKM Stadium has been a joy. The staff are attentive, knowledgeable and approachable - always keeping the needs of the customer in mind.

The quality of the food is second to none - it's fantastic to know that such delicious options are sourced locally.

In my mind, everyone owes it to themselves to experience a day of hospitality at a stadium such as this. It really does elevate an already brilliant day out.

”



MATCHDAY SPONSORSHIP

An exciting combination of award winning hospitality, unique experiences and company brand exposure.

EXECUTIVE BOXES

Our executive boxes provide you with your own private, relaxed, premium environment – A real home from home.

THE AMBASSADOR CLUB

This four course fine dining experience showcases our award winning hospitality. Entertain, celebrate or simply dine out in style.

PREMIER TIGER

A real social hub for fans and business people alike. This premier package offers a sports bar environment in which to soak up the matchday atmosphere before taking to your executive seats.



MATCHDAY SPONSORSHIP

UNIQUE VIP EXPERIENCE

BRANDING

Get ready to see your name in lights as we provide you with brand exposure that will grab the attention of both our corporate guests and match day attendees. This includes our concourse screens, big screens, programme and more!

FOOD & DRINK

You and your guests will be treated to a locally sourced four course fine dining experience and of course receive a complimentary bar throughout your day.

ENTERTAINMENT

Hosted by our team of ex-players, their big personalities really bring your match-day experience to life. With behind the scenes tours and comic prizes it really is an unmissable experience.

“

Such a good day for all involved, the level of care shown from staff from all areas was fantastic and much appreciated. The level of exposure is priceless. It's such a good feeling and sight to see your brand everywhere, within a beautiful stadium. The matchday sponsorship creates a platform for your organisation to be recognised and appreciated, along with an experience you will not forget.

”

- Lloyd Tidder

Managing Director, *Language Is Everything*



PRICING

Match sponsor (10 people)	£2,900
Associate Match sponsor (10 people)	£2,700
Matchball sponsor (10 people)	£2,500



EXECUTIVE BOXES

INTIMATE AND BESPOKE



Whether you are entertaining existing or potential clients, saying thank you to employees or arranging a special occasion, our boxes are your own private space in which to create a day to remember.

From four course fine dining to our street food options, you can really tailor your experience to suit your party.

INCLUDES

- Your own private space
- Stunning views of the pitch
- Balcony seating for up to 10 people
- Choose how you want to dine



Having an executive box makes matchdays more of an event. Great access, great food, great service and most of all great seats make the whole experience a real pleasure for our family, friends and business acquaintances alike.



- Lee Hewitt, Executive box holder

PRICING (SEASONAL)

Executive Box	£16,000
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PRICING (MATCH BY MATCH)

Box and food for 10 guests	£1,550
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THE AMBASSADOR CLUB

PREMIUM FINE DINING IN
THE CIRCLE RESTAURANT



The Ambassador Club is all about great food, great seats and great service. Our locally sourced four course fine dining menu is certainly one not to be missed.

INCLUDES

- Four Course Fine Dining
- Spectacular Pitch Views
- Premium Bar Selection available to purchase
- Lounge Entertainment



The Circle restaurant is a great way to watch the football. It's an excellent room, with good views of the pitch. The food is really excellent and with a different menu every week, there is always plenty of choice.

The whole team are fantastic and they really look after you. It's a great atmosphere and always an enjoyable experience, win or lose with the football.



Fergus Beadle, Ambassador Club member

PRICING (SEASONAL)

Ambassador Club (inc. wine)	£2,500
Ambassador Club (exc. wine)	£2,300

PRICING (MATCH BY MATCH)

1 x Table of 10	£1,290
Per person	£129



PREMIER TIGER

A CASUAL & SOCIAL ENVIRONMENT IN THE KINGSTON SUITE



A relaxed place to enjoy being with fellow fans, have a few laughs and soak up the atmosphere in comfortable surroundings.

INCLUDES

- All home fixtures (including cup and friendlies)
- Executive car parking
- Prime seating
- Matchday entertainment
- Matchday programme
- Team sheets



My family and I have been Premier Tiger members for a number of years now and we all thoroughly enjoy ourselves on every matchday in the Kingston Suite. We love the fact we can quickly order food and drinks and then be able to sit down all together in comfort and listen to the pre-match ex-Tiger interview which is always insightful and good fun.



Paul Coombs, Premier Tiger member

PRICING (SEASONAL)

Premier Tiger, exc. food **£1,140**

PRICING (MATCH BY MATCH)

Per person **£79**

FIND YOUR PERFECT MATCH



	MATCH SPONSORSHIP	EXECUTIVE BOXES	AMBASSADOR CLUB	PREMIER TIGER
Four Course Meal	✓	Available	✓	
Three Course Meal		Available		
Two Course Meal		Available		
Street Food		Available		
Pie/Dish of the Day		Available		Available
Cash Bar		✓	✓	✓
Complimentary Bar	✓			
Drinks Package			Seasonal Member Optional	
Lounge Entertainment	✓		✓	✓
Parking	✓	✓	✓	✓
Team Sheet	✓	✓	✓	✓
Table Service	✓	✓	✓	



PRICING GUIDE

COMMERCIAL

	PRICE	NOTES
Club Partner Packages		Per season
Platinum Partner	£40,000	
Gold Partner	£35,000	
Silver Partner	£30,000	
Bronze Partner	£25,000	
Digital Advertising		Per season
Matchday graphics	POA	
Line-up graphics	£5,000	
Half-time & Full-time score graphics	£6,000	
Transfer signing graphics	£5,000	
Player of the Match graphics	£5,000	
Birthday graphics	£5,000	
On This Day social posts	£4,000	
LED Advertising		Per season
Pitch-facing (per minute) <small>(50% coverage)</small>	POA	As part of premium packages
Crowd-facing (1 minute)	£1,000	
Crowd-facing (2 minutes)	£1,500	
Each additional minute	£750	
Screen Advertising		Per Season
Concourse display advert	£2,500	Video or still image
Big screen advert	from £2,000	Video or still image
In-Stadium Matchday Advertising		Per season
Programme advert	£3,500	
Added Time sponsorship	£3,000	
Substitution sponsorship	£3,000	
Corner sponsorship	£3,000	
"Guess the time of the first goal" sheets	£2,500	Corporate areas
Team sheets	£1,800	Corporate areas
Flag Bearers sponsorship	POA	
Player Sponsorship		Per season
Head Coach	£3,750	
1 x Player (Category A)	£2,750	
1 x Player (Category B)	£2,250	
1 x Player (Category C)	£1,750	

PRICING GUIDE

HOSPITALITY

	PRICE	NOTES
Match Sponsorship		
Match Sponsor (10 people)	£2,900	
Associate Match Sponsor (10 people)	£2,700	
Matchball Sponsor (10 people)	£2,500	
Match By Match		10 guests
Executive Box and food option	£1,550	
Circle Restaurant - 1 x table of 10	£1,290	
Circle Restaurant - per person	£129	
Kingston Suite - per person	£79	
Seasonal		
Executive Box only	£16,000	
Ambassador Club, inc. wine	£2,500	
Ambassador Club, exc. wine	£2,300	
Premier Tiger, exc. food	£1,140	
Annual		inc. 4 places at event
Player of the Year Awards - 1 x table of 10	£1,500	
Player of the Year Awards sponsorship package	£2,000	

MAJOR PARTNERSHIPS

	PRICE
Stadium sponsor	POA
Shirt sponsor (front)	POA
Shirt sponsor (rear)	POA
Shirt sponsor (sleeve)	POA
Shorts sponsor	POA
Trainingwear / Training Ground sponsor	POA
Academy sponsor	POA
Circle Restaurant sponsor	POA
Kingston Suite sponsor	POA

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HULL CITY

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