



Commercial & Hospitality 2023/24 Brochure.

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2023/24 Commercial Brochure

Welcome.

Milton Keynes is the fastest growing city in the country. Sitting in the middle of the Oxford to Cambridge Arc brings a unique innovation and high growth business environment for Milton Keynes. Home to almost 300,000 people and a thriving economy, Milton Keynes is a world-leader in smart, sustainable innovation and green technology.

From Matchday and Player Sponsorships to advertising with MK Dons, we can help you reach a large captive audience in a variety of ways.



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Hospitality.

Sponsored by

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Club Platinum.

Treat yourself to an exclusive experience.

Wine and dine friends, family, staff or clients with an exceptional three-course meal in our impressive pitch facing restaurant sponsored by AZTech IT Solutions. Enjoy table service drinks, half-time tea, coffee and biscuits, and a reserved seat on the Directors' Balcony with a perfect view of all the action. Afterwards enjoy the Player of the Match presentation.

Seasonal Benefits include:

- Access to every scheduled MK Dons home English Football League match
- Reserved seats on the Directors' Balcony
- Dedicated entrance through the DoubleTree by Hilton hotel
- Access to the Pitcheside Bar & Lounge
- A delicious three-course meal and complimentary drink on arrival
- Matchday Programme and Teamsheet
- Half-time tea/coffee and biscuits
- Access to the Player of the Match presentation
- VIP parking (one permit per four places)
- 10% discount in the Castore Club Shop



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Club Platinum.

Seasonal benefits for businesses include:

- Invitation to attend annual member events
- Company listing on mkdons.com
- Company listing on Club Platinum welcome signage
- Seat name plaques
- Company listing in the Matchday Programme & website

	Seasonal	Casual
Adult	£ 2,125	£ 110
Under 12	£ 1,050	£ 60

All prices include VAT

**Under 12s must always be accompanied by a paying adult.*

Under 12 qualifying date - born on or after 01/09/2012, Under 12s receive a childrens meal.

Club Black.

Watch every home MK Dons league match from the comfort of your own Private Executive box.

Entertain family, friends, colleagues, or business associates in a first-class environment. Stunning panoramic views of the pitch mean you won't miss a second of the action, and if you do need to retreat to the comfort of your Private Box you can do so whenever you please.

Seasonal Benefits include:

- Access to every scheduled MK Dons home English Football League match
- 10 VIP reserved seats situated in front of the box
- Host drinks service
- Access to the Pitcheside Bar & Lounge
- VIP parking (three bays per box)
- A private bathroom
- Matchday Programme and Teamsheets
- Half-time tea/coffee and biscuits
- A large TV showing early kick offs and results service
- Access to level two Pitcheside Bar & Lounge
- Access to the Player of the Match Q&A located in the Ballroom
- Option to include food at additional cost on an adhoc basis
- 10% discount in the Castore Club Shop



Club Black.

Seasonal benefits for businesses continued:

- Advertising board in front of box (production and installation costs apply)
- Invitation to attend annual member events
- Company listing on mkdons.com
- Company listing on Club Black welcome signage
- Priority access to purchase hospitality boxes for other stadium events (where boxes are available and subject to agreement with the event organiser)
- Preferred daily delegate rate packages on hotel conference and events facilities
- Use of MK Dons Boardroom once per annum. Subject to availability. Food and beverage at an additional cost
- Company listing in the Matchday Programme & website

	Seasonal	Casual	Casual with grazing buffet
Adult	£ 11,000	£ 675	£ 975

All prices include VAT



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Matchday Sponsorship.



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Matchday Sponsorship.

Enhance your reputation and create unforgettable memories for your clients, associates, family and friends. Whether you are a local business, a multinational corporate or a group of friends and family, we have a wide range of sponsorship opportunities to suit your needs and objectives. Our Matchday Sponsorships start from as little as £475.00 plus VAT.



Match Sponsor (10 guests)

Choose the official Player of the Match and present the player with their award after the Full-time whistle. Our Matchday Sponsor will also be presented with a framed signed shirt by their chosen player.

CAT A	£2,394
CAT B	£2,100
CAT C	£1,500

Match Ball Sponsor (6 guests)

Receive an Official Replica Match Ball signed by the MK Dons Squad. After the final whistle, you will be presented with your gift in a commemorative case by the Official Player of the Match.

CAT A	£1,260
CAT B	£1,050
CAT C	£870

Head Coach Sponsor (8 guests)

Enjoy an exclusive Pre-match meet with the MK Dons First Team Head Coach, where you will receive a framed signed shirt. Gain an insight into the life of a professional football manager from behind the scenes just moments before the big Kick off.

CAT A&B	£1,860
CAT C	£1,500

All prices include VAT

For additional matchday sponsorship opportunities, please contact the Commercial Team.



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Player & Kit Sponsorship.

Show your support for an individual player and raise your profile throughout the season in the process with our Player Sponsorship options.



ean
ewington

4
Jack
Tucker



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Player & Kit Sponsorships.

Player Sponsorship

- Company or individual's name on the player sponsors' section of the official club website, including hyper-link to your chosen web page
- Company or individual's name on the big screen and social media during pre-match line up announcements
*Subject to player being selected in the matchday squad
- Invitation for you and one guest to attend the Player Sponsors' Presentation Evening with a sit down meal with your chosen sponsored player
- A mention in the Matchday Programme next to your chosen player
- Framed signed shirt, signed and presented to you by your sponsored player

£900 per player

All prices include VAT

Kit Sponsorship

- Ongoing recognition on the Player Sponsors section of the Official Club Website
- Mention in the Matchday Programme next to your chosen player
- Invitation for you and one guest to attend the Player Sponsors' Presentation Evening with a sit down meal with your chosen sponsored player
- Framed signed photograph, signed and presented to you by your sponsored player

£350 per player



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Advertising.



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Matchday Advertising.

Work with MK Dons to grow your business through cost effective advertising methods, reaching large captive audiences in a number of different ways

Big Screen Advertising

Stadium MK boasts large screens that have a powerful presence to help you reach your audience on a matchday. You can change the message on a game-by-game basis to suit your business and marketing needs.

Prices from

Seasonal: £4,800

Game-by-game basis: £480

Concourse Advertising

Located around the concourse at Stadium MK, you will be provided with 20 A3 promotional spaces to develop brand awareness to a targeted audience. Posters to be supplied by the advertiser.

Seasonal: £3,600

All prices include VAT

USE CODE DONS20

20% OFF



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Matchday Advertising.

Match ball Plinth Sponsor

Located in prime pitch side location in front of the tunnel providing the perfect branding opportunity for the build up of each game. The ball stays on the plinth until the Match Official collects the ball leading the teams onto the pitch.

Package includes:

- One Match Ball Sponsorship package at a English Football League fixture
- Group photo taken with the plinth at your sponsored fixture
- Coverage online

Seasonal: £10,200

All prices include VAT

Matchday Programme Sponsor

Sponsor the Matchday Programme for the Official printed MK Dons Matchday Programme. The Programme can be purchased from kiosks around the concourse whilst being handed out to every Hospitality guest.

- Logo on the front and back cover
- Full page advert every game

Seasonal: £6,000



Matchday Advertising.

Advertising Boards

Advertising boards at pitch level and the surrounding upper tier can be seen by hundreds of thousands of supporters and visitors to Stadium MK, as well as hundreds of thousands of TV and internet views via broadcasting highlights.

LED boards

- Adverts are in 30 second slots, each minute of advertising is split into 30 seconds per half
- League fixtures only guaranteed

Prices per minute

Seasonal: £1,800

Game basis: £300

All prices include VAT

TV Arc boards

- In view of camera for live games/ highlights
- Price excludes cost of production and installation
- League fixtures only guaranteed

Prices from

Seasonal: £4,800

Non-TV Arc boards:

- A variety of different locations available in upper and lower tiers
- Price excludes cost of production and installation
- League fixtures only guaranteed

Prices from

Seasonal: £2,400





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Advertising & Publications.

Website Advertising

With over 50,000 unique visitors per month, mkdons.com guarantees you outstanding exposure to a wide range of supporters. Packages vary depending on the range of options available.

Programme Advertising

See your advert each home game in our Matchday Programme. Programmes are available from kiosks from around the concourse as well as in Hospitality areas.

Half Page: £2,100 (Seasonal)

Full Page: £3,600 (Seasonal)

Fixture Card Advert

- Full page advert on Fixture Cards, which are distributed for free during July and August, throughout Stadium MK, and posted to hospitality guests by Club and community representatives

Prices from

Seasonal: £900

All prices include VAT



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THERE'S NO SUBSTITUTE



Suzuki Ignis. Small car, big SUV attitude and hybrid technology.

Find out more at cars.suzuki.co.uk

SUPPORTERS, NOT JUST SPONSORS

Model shown, Ignis 1.2 Dualjet Mild Hybrid SZ5 manual at £17,249 on the road including optional dual tone metallic paint at £700. **Fuel economy and CO₂ results for the Suzuki Ignis range in mpg (l/100km): Combined 51.3 (5.5) to 58 (4.9). CO₂ emissions: 124 to 110 g/km.** Figures shown are for comparability purposes; only compare fuel consumption and CO₂ figures with other cars tested to the same technical procedures. These figures may not reflect real life driving results, which will depend on a number of factors including the accessories fitted (post-registration), variations in weather, driving styles and vehicle load. Prices correct at time of print, Feb. 2022.