



RAITH ROVERS

COMMERCIAL BROCHURE

2024 / 2025



RRFC

Kirkcaldy Ford Centre

KIRKCALDY CABS
01592 654321

YourFordCentre

www.yourfordcentre.co.uk

M.Rees

07557 350 045

KIP

inch

FREE SH



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NOTE FROM THE CEO

As the CEO of Raith Rovers Football Club, it is my great pleasure to present to you the exciting commercial opportunities on offer. This season marks the next step in our journey, one with ambition, community, and excellence at the heart of everything we do.

We continue to strive to strengthen our squad, enhance our facilities, and deepen our engagement with the fans and the broader community. Our goals are clear; to achieve competitive success and contribute positively to the community that supports us.

Commercial partnerships are at the heart of our strategy. They enable us to grow, innovate, and achieve our aspirations. Whether you are a long-standing partner or considering joining the Rovers family for the first time, we value your support and look forward to building mutually beneficial relationships that drive success for both parties.

We are committed to delivering value and excellence, to ensure your involvement with Raith Rovers is as rewarding as possible.

Thank you for your continued support and belief in Raith Rovers Football Club. Together, let's make the 2024/2025 season a memorable and triumphant one.



Andrew Barrowman | Chief Executive Officer



RRFC IN NUMBERS

At Raith Rovers, our club extends far beyond the players on the pitch.

With a focus on community engagement, open communication, and bold creativity, we're redefining what it means to be a football club in the modern era.

Last season was a record-breaking year, with attendances doubling and our social media reaching over 92 million people.

This season, as we aim to be even bigger, better and stronger; we invite you to join us and be a part of it.



2022/2023

2023/2024

8.9m



76.2m



984k



3.1m



75.5k



4.4m



4.1m



6.8m



0



1.5m



ATTENDANCE

1,982



4,192

SEASON TICKETS

1,450



2,249

HOSPITALITY

4.1★



4.7★



PREFERRED
FAMILY
SECTION

DEAN PARK
HOTEL

SPONSORSHIP
OPPORTUNITIES

Life for
RY S
C

MATCH SPONSORSHIP

Entertain clients or celebrate a special occasion with friends and family.

Our highly popular matchday sponsorship package offers you the chance to not only have a great day out with unparalleled behind the scenes access, but also gives you an affordable platform to advertise your company.

PACKAGE PRICES

CAT B Game*	£1,500 + VAT
CAT A Game*	£1,750 + VAT
Full Audio Emotion Captain's Lounge Hire	£3,000 + VAT



YOUR EXPERIENCE:

Up to 10 Guests

Arrive 2.5 hours before kick-off

Welcome from Club official

Stadium tour

Complimentary drinks

3-course meal

Former player meet and greet

Exclusive Main Stand seating

Selection of Man of the Match

Framed signed shirt presentation

YOUR EXPOSURE:

Matchday LED advertising

Social media recognition before and throughout match

Recognition on matchday preview email

Recognition on Club website

Pre and in-game tannoy announcements

Recognition in matchday programme

*Category A: Dunfermline and Falkirk

*Category B: All other league matches

BALL SPONSORSHIP

YOUR EXPERIENCE:

Up to 6 guests

Arrive 2.5 hours before kick-off

Welcome from Club official

Complimentary drinks

3-course meal

Former player meet and greet

Exclusive Main Stand seating

Signed ball presentation

YOUR EXPOSURE:

Matchday LED advertising

Social media recognition

Recognition on matchday email

Recognition on Club website

Pre-game tannoy announcement

Recognition in matchday programme



Take home a signed ball and enjoy a day at the football with friends, family or clients as Ball Sponsors at Stark's Park.

PACKAGE PRICES

CAT B Game* £750 + VAT

CAT A Game* £900 + VAT

CAPTAIN SPONSORSHIP

YOUR EXPERIENCE:

Up to 4 guests

Arrive 2.5 hours before kick-off

Welcome from Club official

Complimentary drinks

3-course meal

Former player meet and greet

Exclusive Main Stand seating

Signed armband presentation

YOUR EXPOSURE:

Matchday LED advertising

Social media recognition

Recognition on matchday email

Recognition on Club website

Pre-game tannoy announcement

Recognition in matchday programme



Located in the Audio Emotion Captain's Lounge, you will be able to enjoy our hospitality with friends and be presented with a signed Captain's armband.

PACKAGE PRICES

CAT B Game* £500 + VAT

CAT A Game* £600 + VAT

*Category A: Dunfermline and Falkirk

*Category B: All other league matches

PLAYER SPONSORSHIP

SHIRT SPONSORSHIP

Player Sponsorship Night Invite for two

Meet full team and management

Match-worn top presentation by player

Name in matchday programme

PACKAGE PRICE

Player Shirt Sponsor

£275 (inc vat)



PLAYER SPONSORSHIP

TRAININGWEAR SPONSORSHIP

Invite for you and a guest to Player Sponsorship Night

Meet entire team and management

Sponsored player presents training top

Name in matchday programme

PACKAGE PRICES

Training Top Sponsor

£150 (inc vat)



BOOT SPONSORSHIP

Invite for you and a guest to Player Sponsorship Night

Meet entire team and management

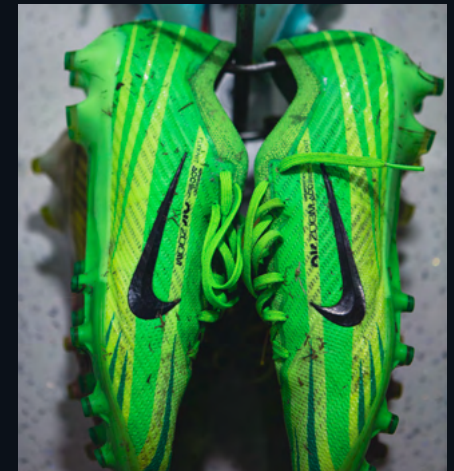
Sponsored player presents their boots

Name in matchday programme

PACKAGE PRICES

Boot Sponsor

£175 (inc vat)





CRAIGLEA TIMBER FRAMES STAND



ADVERTISING OPPORTUNITIES

PITCHSIDE ADVERTISING



PITCHSIDE ADVERTISING

TV Arc

from £1,500 + VAT

Non-TV Arc

from £1,000 + VAT



DUGOUT AND CORNER AREAS



PITCHSIDE ADVERTISING

Dugout

Available

Railway (North)

Available

Railway (South)

Available



STADIUM ADVERTISING

STADIUM ADVERTISING BOARDS

Back of North Stand
Back of South Stand
Concourse Non-Digital
North Stand Steps
Concourse LED Digital Screen

Available
Available
£500 + VAT
£2,000 + VAT
see page 19



TEAMWEAR ADVERTISING

HOME & AWAY KIT

Home Kit Front

Home Kit Back

Home Kit Upper Back

Home Kit Sleeve

Home Kit Shorts

Away Kit Front

Away Kit Back

Away Kit Upper Back

Away Kit Sleeve

Away Kit Shorts

SOLD

SOLD

SOLD

SOLD

SOLD

SOLD

SOLD

AVAILABLE

SOLD

SOLD



TEAMWEAR ADVERTISING



TRAINING, WARM-UP & TRAVEL KIT

Training Kit
Warm-Up Kit
Travel Kit

SOLD
SOLD
SOLD



DIGITAL ADVERTISING

FOLLOWERS AND SUBSCRIBERS



28.4K



20K



18.8K



5.2K



4.7K



6.4K

Raith Rovers Football @RaithRov · Jun 6

Dick extends further.

We're delighted to announce Liam Dick has renewed his contract for another year, keeping him at the cl...

62.68K 8.68K 1.06K

Impressions ⓘ
5M

Engagements ⓘ Detail expands ⓘ
143K **50,352**

Raith Rovers Football @RaithRo · May 30

Hi Lewis.

0:43 He's here and he's perfect.

#YouBelong

4.6K 582 212

Impressions ⓘ
1M

Engagements ⓘ Detail expands ⓘ
56,018 **15,758**

Total sends Open rate

90,537 44%

↓ 2.4% ↑ 11%

100% 90,537 44%

Click rate Unsubscribe rate

3.5% 0.07%

↑ 43% ↓ 14%

3.5% 0.07%

EMAIL & SOCIAL MEDIA

Email Campaigns
Advertising Spotlight

from £300 + VAT (per month)
£1,500 + VAT

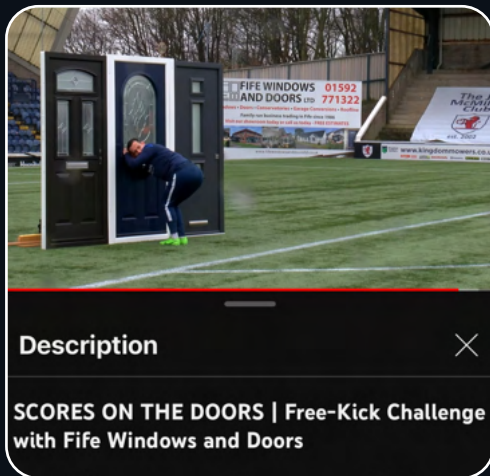
PARTNER SPOTLIGHTS

Last season, we introduced Partner Spotlight videos.

This gave partners the chance to take part in a fun challenge with our players, while promoting their business to our ever-growing fanbase.

Across X, Facebook, YouTube and email campaigns; these videos average around 15,000 views and are guaranteed to bring fresh eyes onto your company.

Come to us with your own idea or let us come up with the perfect video idea that works for everyone involved.



Raith Rovers Football ✓ @RaithRo · Mar 27

Scores On The Doors

10:35 Kyle Turner, Dylan Easton, Callum Smith and Robbie Thomson take on a free-kick challenge with a twist....

58 9 1

Impressions ⓘ

7,795

Engagements ⓘ

356

Detail expands ⓘ

165

LED ADVERTISING

Expand your brand exposure through LED advertising at Stark's Park.

LED Advertising is one of the best ways to get your message across to an audience.

We have new LED advertising opportunities outside Stark's Park and within the stadium.

There has never been a more impactful and affordable way to advertise at Stark's Park.

Pratt Street facing LED screen prices:

£300+VAT per month for 10 seconds every 2 minute cycle

Packages and Pricing

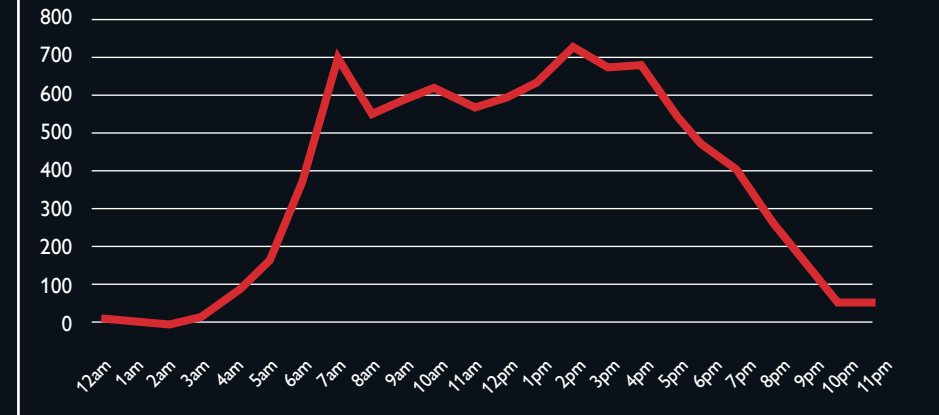
£3,300 + VAT for 12 months

£1,650 + VAT for 6 months

£1,150 + VAT for 3 months



Vehicles Passing Stark's Park



Be seen by an average of 9,077 cars per day with our Pratt St LED screen



PARTNERSHIP
OPPORTUNITIES

GOLD PARTNER

Our aim is to always give our partner as much value for their sponsorship as possible.

That's why we have introduced Gold, Silver and Bronze Partner status, giving you even more back for your support.

On top of your current sponsorship deal, you will also receive a whole host of additional benefits as our thank you to you.

PARTNER BENEFITS

Matchday Partner Experience with 6 boardroom guests

Partner Spotlight video

Partner Spotlight social media post

1 dedicated Club email per quarter

Dedicated feature section on website

1 table of 10 in hospitality

Partner team photo day

1 business visit from players/management

Up to 6 adult season tickets

Discount on CAT B game hospitality

Media interview wall branding

Matchday LED branding (concourse and Pratt St)

Full commercial partnership support from the Football Club

All partners spending £20,000 or more are automatically a Gold Partner and qualify for these benefits



SILVER AND BRONZE PARTNER

SILVER BENEFITS

Partner Spotlight video

Partner Spotlight social media post

2 dedicated Club emails per season

Dedicated feature section on website

Up to 4 adult season tickets

1 table of 4 in hospitality

Partner team photo day

Media interview wall branding

Matchday inner-stadium LED branding

Full commercial partnership support from the Football Club

All partners spending £10,000 - £20,000 are automatically a Silver Partner and qualify for these benefits.

BRONZE BENEFITS

2 dedicated Club emails per season

2 adult season tickets

1 table of 4 in hospitality

Partner team photo day

Full commercial partnership support from the Football Club

All partners spending £5,000 - £10,000 are automatically a Bronze Partner and qualify for these benefits.



ROARY CLUB PARTNER

SOLD

Exposure to all Roary Club members

Branding on Roary Club emails and social media posts

Dual campaigns with club and partner

LED advertising throughout stadium



CLUB 1883 PARTNER

£7,500 + VAT

Exposure to all Club 1883 members

Branding on Club 1883 emails and social media posts

Dual (instead of dual) campaigns with Club and Partner

LED advertising throughout stadium



HOSPITALITY LOUNGE PARTNER

£5,000 + VAT

Rebranding of the Raith Suite

Hospitality Lounge (or new lounge)

Branding within the Hospitality Lounge(s)

LED advertising on all areas around the ground

Discounted prices on RRFC hospitality





Get in touch today and help us find the perfect package for you.

We are committed to ensuring that every partnership we enter into is beneficial for all parties, and will always be on hand to help you get the most out of your sponsorship.



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