



# Stadium of Light Matchday Hospitality

Wearside By Side



# Matchday Hospitality

For further details  
of the benefits above  
just speak to your  
account manager.

*\*Subject to availability*

Matchday hospitality at the Stadium of Light takes you to the heart of the action with an array of options available to cater for all tastes and budgets.

Our packages provide a front-row seat from the first whistle 'til the last, with first-class catering, pre-match entertainment and the best view in the house tying together to ensure you have truly memorable day.

Hospitality can be purchased on a match-to-match or seasonal basis, with the latter providing you with a range of additional benefits.

- The same seat for the whole season
- Car Parking bay for the whole season
- Priority tickets for away games
- Priority tickets for cup games
- A pre-arranged tour of the Stadium of Light





# Black Cats Bar

**Dress code:**  
No dress code.

**Seasonal price:**  
£805

**Matchday price:**  
£50

Wear your red and white shirt with pride in the Black Cats Bar while enjoying great views and an informal matchday atmosphere.

Watch the excitement build as the players warm up before the game and enjoy a drink and pre-match bite to eat with the complimentary hot dish of the day. A range of other food is also available to purchase.

Based at the front of the Carling Stand, the Black Cats Bar boasts superb padded seats to ensure you don't miss a beat, with a complimentary matchday programme also included in this affordable hospitality package.

# Quinn's Sports Bar

**Dress code:**

Smart casual, trainers and replica kits are permitted.

**Seasonal price:**

£1,400

**Matchday price:**

£75

Head straight into the heart of the action with a passionate matchday experience like no other.

Quinn's Sports Bar heralds one of the club's greatest players, Niall Quinn, with your surroundings steeped in memorabilia to give you a real sense of the club's proud history and heritage.

A relaxed and informal package, Quinn's Sports Bar is the perfect setting to take it all in and prepare for the game with a lively pre-match atmosphere providing the perfect backdrop.

Ahead of the game you will receive a complimentary hot dish of the day or fork buffet, with an alternative menu also available offering a range of food to purchase.

You'll also be equipped with a complimentary programme to ensure you're clued up ahead of the game, which you'll take in from a padded seat on the halfway line.







# The Business Lounge

**Dress code:**

Collar required,  
jacket and tie optional.  
Denim permitted,  
no sportswear.

**Seasonal price:**

£2,250 + VAT

**Matchday price:**

£120 + VAT

The Business Lounge offers a relaxed matchday experience accompanied by spectacular vantage points and sumptuous cuisine that's sure to impress.

With a drinks reception and canapés on arrival, this hospitality package boasts it all with a three-course buffet served by our dedicated staff.

Ahead of the game you'll be able to flick through your complimentary programme, before heading to the West Stand where your view couldn't be better to take in all the action as it happens.

Tea and coffee will be served alongside mini cakes at half-time with refreshments and savouries available following the full-time whistle.

# The Montgomery Suite

**Dress code:**

Collar and jacket required, tie optional. Denim permitted, no sportswear.

**Seasonal price:**

£2,425 + VAT

**Matchday price:**

£120 + VAT

The Montgomery Suite allows you to enjoy matchday alongside those who know it best, with guest appearances from Sunderland greats and Wearside legends taking you straight to the heart of the action.

Combining the perfect mix of business and pleasure, club legends will help you soak up the pre-match atmosphere before the Man of the Match and is presented following the final whistle.

A three-course meal will precede the game, which you will enjoy from your padded seat on the halfway line with bar facilities and complimentary tea and coffee available at the interval.

Reserved parking is available for each table of four and all guests will receive a complimentary programme to complete a superb matchday package.

All on the day sponsors are located in this suite.





# Riverview Brasserie

**Dress code:**

Collar and tie (no denim or trainers)

**Seasonal price:**

£2,850 +VAT

**Matchday price:**

£145 + VAT

The Riverview Brasserie provides a contemporary matchday experience that is sure to impress.

On arrival, you will be welcomed with a drinks reception by our dedicated staff who will endeavour to ensure your day is one to remember.

This will be followed by a three-course a la carte meal, with a complimentary glass of wine, providing the perfect dining experience.

Private bar facilities are also included in the package, with your personal host on hand to ensure your matchday experience is simply perfect.

As kick-off approaches you will be escorted to your padded seat in the Directors' Box, which includes the best views in the house to enjoy the game.

Tea, coffee and mini cakes are served at half-time, with refreshments and savouries available at full-time. Included in the package are reserved car parking and a complimentary matchday programme.

The Riverview Brasserie provides the perfect package for entertaining any size of party from two to ten or more.



# The James Herriot Suite

**Dress code:**

Collar and tie (no denim or trainers)

**Seasonal price:**

£3,795 +VAT

**Matchday price:**

£190 +VAT

The James Herriot Suite is our finest suite, offering unrivalled luxury and the attention to detail to make your matchday at the Stadium of Light a truly memorable experience.

With some of the finest cuisine and service on offer from our award-winning staff, what better way to enjoy your matchday than in the James Herriot Suite.

Enjoy a lavish four-course gourmet meal, buffet style service and an exclusive complimentary bar, before taking to your padded seat in the Directors Box, which boasts views that put you at the heart of the action.

At half-time you will be provided with tea, coffee and mini cakes all served by your host, with refreshments and savouries at full-time. Reserved car parking and a matchday programme are also included with our compliments.







# Executive Boxes

**Dress code:**  
Smart casual

**Seasonal price:**  
From £22,500 + VAT  
(includes use on non-  
matchdays for meetings  
and events, subject to  
availability).

**Matchday price:**  
From £110 + VAT

An executive box at the Stadium of Light offers privacy and exclusivity, providing that special touch for a truly unique matchday experience.

Your very own private balcony offers stunning views of the hallowed turf while your guests will also be treated to a three-course meal – varying from match to match – complemented by our dedicated host service.

You will also have pre and post-match access to the Magic Moments Bar, with tea and coffee served at half-time and post-match nibbles also on offer.

This package can accommodate up to 10, 12 or even 25 guests and with complimentary use of your box on non-matchdays, you're sure to be impressed with the space available for countless business purposes.

Reserved parking and complimentary programmes are of course included, and you also have the chance to kit out your box in your corporate colours (additional cost).



# Matchday Sponsorship & Company Profiling

Our tailor-made matchday sponsorship packages offer the perfect blend of exposure, hospitality and flexibility – because we understand that every customer has different requirements.

We offer a wide variety of opportunities available on a match-to-match or seasonal basis, with our dedicated team on hand to ensure we create the perfect package for you. We provide regional, national and international exposure for your brand and so much more.







# Match Sponsor

## Dress code:

Collar and jacket required, tie optional.  
Denim permitted, no sportswear.

## Price:

£8,500 + VAT

*\*Package for 20 also available*

Entertain 40\* guests in the luxurious surroundings of the Montgomery Suite with our prestigious match sponsorship package. Mingle with former Sunderland greats and members of the current squad, while sampling the very best of what the Stadium of Light has to offer.

Our match sponsorship package includes:

- Drinks reception and canapés on arrival
- Pre-match tour of the dressing room
- Group photograph of you and your guests
- Four-course meal, including wine and coffee
- Complimentary bar [up to £1,000] and host service
- Half-time refreshments and cakes and full time refreshments with savouries
- Prime West Stand seats
- Post-game 'Man of the Match' awards
- Reserved car parking x4 and complimentary matchday programmes for all guests
- A gift for all guests
- The match ball signed by the man of the match
- Two West Stand crowd-facing perimeter advertising boards
- Full-page programme advert and your logo on the stadium screens and TVs
- The chance to nominate one lucky youngster as a matchday mascot (children must be aged between 6 and 11 years old)
- Matchday announcement



# Man of The Match Sponsor

**Dress code:**

Collar and jacket required, tie optional. Denim permitted, no sportswear.

**Price:**

From £1,300 + VAT per match (for six guests)

Enjoy fantastic hospitality and be at the heart of the action as you present the day's top performer with the 'Man of the Match' award.

Our Man of the Match sponsor package includes:

- Drinks reception and canapés on arrival
- Pre-match tour of the dressing room
- Three-course meal, including wine and coffee
- Host service
- Half-time refreshments and cakes
- Full-time refreshments and savouries
- Prime West Stand seats
- Post-game 'Man of the Match' awards, where you present the day's top performer with his award
- Reserved car parking and matchday programmes
- Gift for all guests
- Your company logo to appear in the matchday programme and on stadium screens
- Photograph of Man of the Match presentation to appear in next game's programme





# Match Programme Sponsor

**Dress code:**

Collar and jacket  
required, tie optional.  
Denim permitted,  
no sportswear.

**Price:**

From £1,200 + VAT per  
match (for six people)

A cost-effective way of using football to raise your company's profile - while enjoying our fantastic hospitality too.

Our Match Programme Sponsor package includes:

- Drinks reception and canapés on arrival
- Pre-match tour of the dressing room
- Three-course meal, including wine and coffee
- Host service
- Half-time refreshments and cakes
- Full-time refreshments and savouries
- Prime West Stand seats
- Post-game 'Man of the Match' awards
- Matchday programmes
- Gift for all guests
- Your company logo to appear on the stadium screens and in the match programme for the game you are sponsoring

# Player's Kit Sponsor

**Dress code:**

Collar and jacket required, tie optional.  
Denim permitted,  
no sportswear.

**Price:**

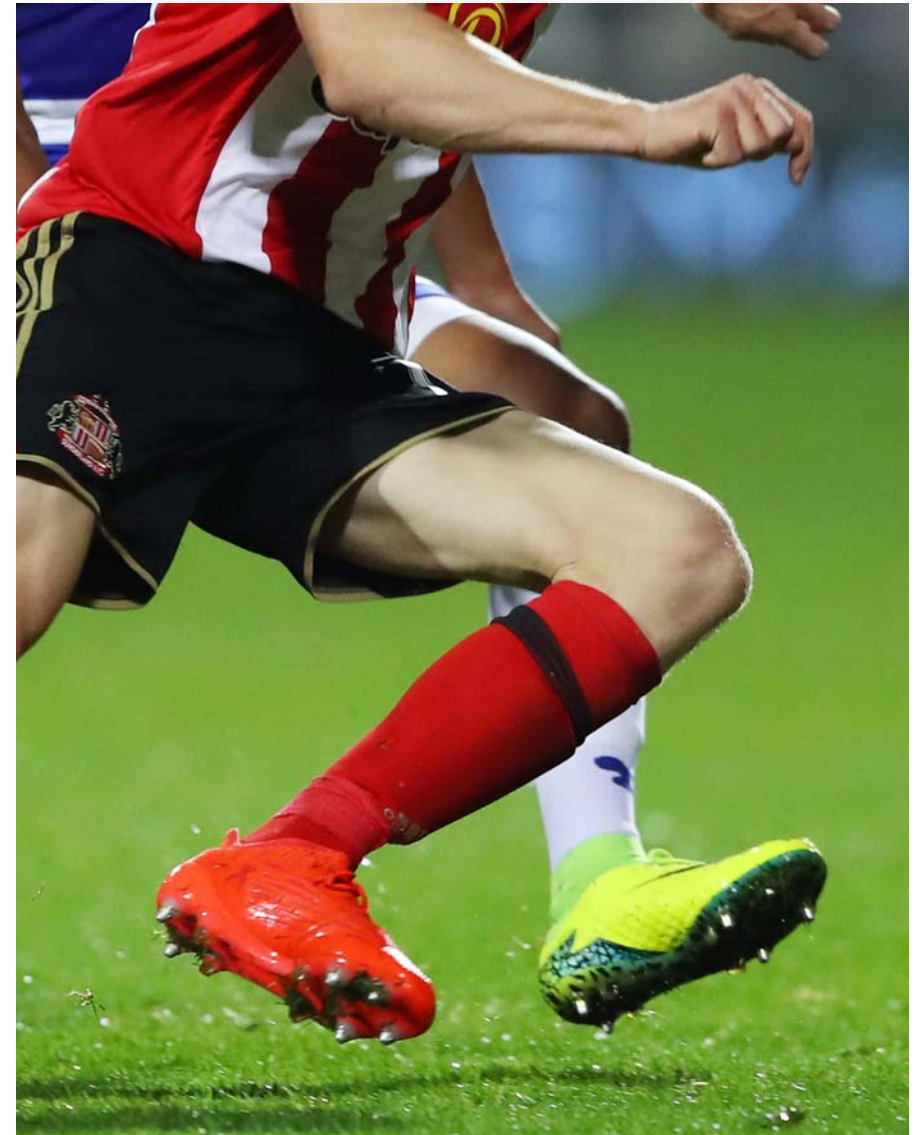
£1,400 + VAT (including hospitality for six people for a game of your choice, subject to availability)

Sponsoring a player's kit gives you the opportunity to meet your Sunderland hero face to face and experience some of the finest hospitality in top flight football, with some fantastic company profiling.

Choose your game (subject to availability) and your favourite star will present you with a shirt, personally signed.

Our Player's Kit Sponsor package includes:

- Drinks reception and canapés on arrival
- Pre-match tour of the dressing room
- Three-course meal and coffee
- Host service
- Half-time refreshments and cakes
- Full-time refreshments and savouries
- Prime West Stand seats
- Match programmes
- Gift for all guests
- Autographed player's shirt presented by your sponsored player
- Your company logo to appear on the profile section of safc.com, on the stadium screens and in the matchday programme for the full season.







# Advertising & Branding

The Stadium of Light offers a wide range of advertising and branding opportunities, each positioned to maximise the exposure you receive.

We will work with you to identify your objectives and advise on the best packages to achieve the results you require. We can tailor advertising and hospitality packages together to give you the perfect profile.





# Matchday Advertising

## Matchday Advertising

There is a wealth of advertising and marketing opportunities available at the Stadium of Light to make your company name or brand stand out from the crowd.

Whether it's advertising on LED perimeter advertising, pitchside TV boards or crowd-facing boards, or the stadium screens, we can help you create a lasting impression of your company or brand to existing and prospective customers.

To explore the range of advertising opportunities available to you and your company, call 0871 911 1555 or email [hospitality@safc.com](mailto:hospitality@safc.com).

## In-Stadium Advertising

The Stadium of Light is one of the country's biggest and best sporting arenas, your brand can be exposed to a regional, national and global audience.

Your company name can stand out from the crowd with a range of branding opportunities such as pitchside boards, stadium screens and TVs and innovative LED screen technology

Crowd-facing advertising options are available on all stands and LED advertising runs along the Carling Stand, East and South Stands, offering the very latest in high-impact, moving imagery.

To explore our tailored packages of in-stadium advertising opportunities available to you and your company, contact Clair Cogdon on 0191 551 5008 or email [clair.cogdon@safc.com](mailto:clair.cogdon@safc.com).

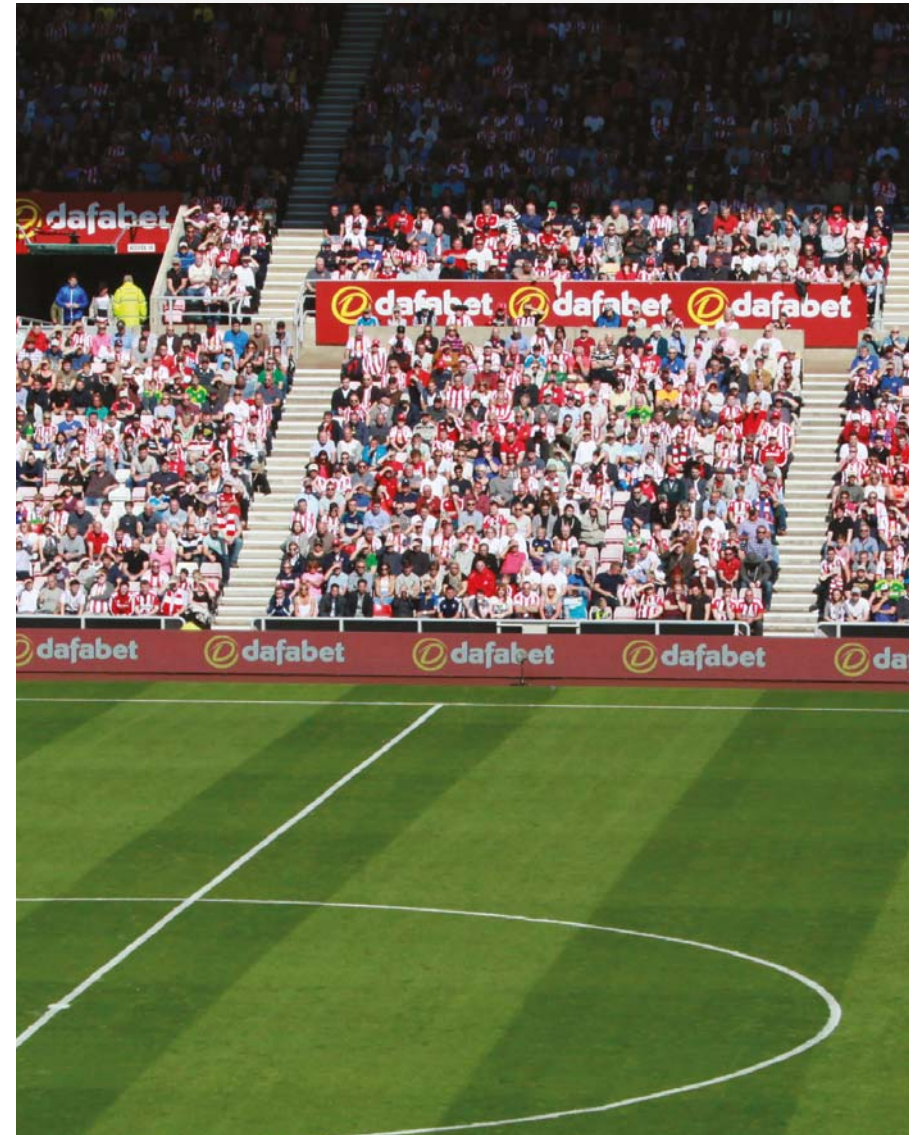


# Sponsorship & Branding

Higher level sponsorship and partnership opportunities are also available aimed to help your company to raise its profile and maximise brand awareness.

Your company can utilise club assets such as matchday hospitality, advertising and branding opportunities, inclusion across various club digital assets, player appearances, company events, venue use and more. All club sponsorship and partnership packages are tailor-made between the club and partner to deliver your objectives and provide mutual benefit.

To discuss sponsorship and partnership opportunities please contact Clair Cogdon 0191 551 5008 or email [clair.cogdon@safc.com](mailto:clair.cogdon@safc.com).





# Contact Us

Please contact us for information or to arrange a personal meeting with one of our account managers at the Stadium of Light or your workplace.

**Sunderland Association Football Club**

Stadium of Light  
Sunderland  
SR5 1SU  
[www.safc.com](http://www.safc.com)

**Matchday & concert Hospitality, advertising & sponsorship**

T 0371 911 1555  
F 0371 551 5104  
E [hospitality@safc.com](mailto:hospitality@safc.com)

# STADIUM OF LIGHT

