



COMMERCIAL OPPORTUNITIES

2026-27



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HOSPITALITY PACKAGES

We have a range of matchday hospitality options offering a truly memorable experience, combining fantastic food with the best seats in the house!

Enjoy a first-class experience with a delicious meal and pre-match drinks before watching the game from our padded seats providing a great view of the pitch. Whether you are looking to celebrate a special occasion, entertain clients or gift an unforgettable experience, get in touch and we will advise you on the best possible option for your party.

SPFL CATEGORIES

Tier A: Celtic, Dundee United,
Heart of Midlothian, Hibernian, Rangers

Tier B: All other teams

MADRI

EXCEPCIONAL[®]
EL ALMA DE MADRID
LOUNGE



RICHARD DONALD STAND

EXECUTIVE BOXES

The Madri Lounge hosts our largest number of guests on matchday.

The atmosphere creates an ideal platform to entertain, network, and socialise before enjoying all the action from our padded seats outside in the Richard Donald Stand.

PACKAGE INCLUDES

-  Three course meal
-  Pre & post match drinks included
-  Teamlines & Red Matchday programme
-  Padded Seats
-  Half-time tea, coffee and Pittodrie pie
-  Lounge visit from an AFC Ambassador
-  Man of the match presentation (subject to availability)
-  Car parking - Limited availability for bookings of four guests or more

Seasonal
£3,250 per person
Individual
Tier A £202 | Tier B £169

PACKAGE INCLUDES

-  Pre-match sandwich platter
-  Pre & post match drinks included
-  External advertising board below your box
-  Teamlines & RedMatchday programme
-  Half-time tea, coffee and Pittodrie pie
-  Car parking
-  Optional hot food upgrade available

For an uninterrupted view of all the action on the pitch, the Richard Donald Stand Executive Boxes are unrivalled.

Enjoy refreshments pre- and post-match within the privacy of your box, allowing you to entertain clients in an intimate setting.

Seasonal (10 Guests)
£31,902

SOLD OUT!

Fraser's LEGENDS LOUNGE



In partnership with Fraser's of Ellon, enjoy matchday in style in the Fraser's Legends Lounge.

Offering a laid-back hospitality experience, this lounge is perfect for entertaining clients, relaxing with friends and family, or simply watching the Dons in comfort.

Seasonal
£3,100 per person
Individual
Tier A £175 | Tier B £152

PACKAGE INCLUDES

-  Pre-match food offering with two choices
-  Private table (4) if purchasing full table
-  Pre & post match drinks included
-  Teamlines & Red Matchday programme
-  Padded Seats
-  Half-time tea, coffee and Pittodrie pie
-  Lounge visit from an AFC Ambassador
-  Post-match snack
-  Car parking - Limited availability for bookings of four guests or more



TEDDY SCOTT'S KIT ROOM BY SONOMATIC

PACKAGE INCLUDES

-  Pre-match food offering
-  Private table (4) if purchasing full table
-  Pre & post match drinks included
-  Teamlines & Red Matchday programme
-  Padded Seats
-  Half-time tea, coffee and Pittodrie pie
-  Lounge visit from an AFC Ambassador
-  Post-match snack
-  Car parking - Limited availability for bookings of four guests or more

Enjoy a relaxed matchday in Teddy Scott's Kit Room by Sonomatic.

Offering a laid-back, informal hospitality experience in partnership with Sonomatic, this lounge is perfect for entertaining clients, relaxing with friends and family, or simply watching the Dons in comfort.

Seasonal
£2,995 per person
Individual
Tier A £160 | Tier B £142



In partnership with local brewery Fierce Beer, step back in time and bask in the history of the club's hugely successful 1983 season in the Fierce Beer 1983 Lounge.

Seasonal
£3,800 per person

Individual
Tier A & B £230

PACKAGE INCLUDES

-  Pre-match buffet with small plates
-  Pre & post match drinks included
-  Fierce Beer on draft
-  Half-time selection of pies
-  Directors box seating
-  Tea, coffee and biscuits
-  Lounge visit from an AFC Ambassador
-  Car parking - Limited availability for bookings of four guests or more



PACKAGE INCLUDES

-  Pre-match sandwich platter
-  Drinks package
-  Teamlines & Red Matchday programme
-  Opportunity to personalise your box (seasonal only)
-  Half-time tea, coffee and Pittodrie pies
-  Visit from an AFC Ambassador
-  Car parking

With a traditional side-on view of the action, our Main Stand Boxes offer the ultimate spectator experience.

Perfect for both formal and informal entertaining, they provide the complete matchday experience.

Seasonal (8 Guests)
£19,700

SOLD OUT!

50 CLUB



As much of an institution as the club itself, the Sir Alex Ferguson Lounge offers a very special matchday experience.

Steeped in tradition and named after its original joining price of 50 guineas, our AFC 50 Club members enjoy a private lounge experience with exclusive entry to the best seats in the stadium.

Seasonal
£3,550 per person

SOLD OUT!

PACKAGE INCLUDES

-  Pre-match soup & sandwiches
-  Pre & post match drinks included
-  Directors box seating
-  Teamlines & Red Matchday programme
-  Official AFC 50 Club tie/scarf
-  Half-time tea, coffee and Pittodrie pie
-  Lounge visit from an AFC Ambassador
-  **P** Car parking - Limited availability for bookings of four guests or more



CAPTAIN'S CLUB

PACKAGE INCLUDES

-  Four course meal
-  Pre & post match drinks included
-  Teamlines & Red Matchday programme
-  Directors box seating
-  Half-time tea, coffee and Pittodrie pie
-  Lounge visit from AFC Captain (Subject to availability)
-  Lounge visit from an AFC Ambassador
-  **P** Car parking - Limited availability for bookings of four guests or more

Entertain your guests in the intimate surroundings as you reminisce about the players who had the privilege to captain the famous Dons.

With a four-course meal and seats within our exclusive Directors' Box, a superb hospitality experience awaits you.

Seasonal (4 Guests)
£21,587

Individual (4 Guests)
Tier A & B £1,028



Join us in the Mattioli Woods Lounge for a more intimate lounge experience at Pittodrie.

Surrounded by historic memorabilia from the Dons' early days, you can relax and enjoy first-class personal service in a private lounge with a capacity for up to 12 guests.

12 Guests
£3,084

PACKAGE INCLUDES

-  Four course meal
-  Pre & post match drinks included
-  Directors box seating
-  Teamlines & Red Matchday programme
-  Half-time tea, coffee and Pittodrie pie
-  Lounge visit from an AFC Director
-  Car parking - Limited availability for bookings of four guests or more

PACKAGE INCLUDES

-  Pre-match bowl food offering
-  Pre & post match drinks included
-  Red Matchday programme
-  Outside padded seats in the Main Stand
-  Half-time tea, coffee and Pittodrie pies
-  Lounge visit from an AFC Ambassador
-  Car parking - only available for seasonal bookings

The Katoni Lounge is a vibrant new hospitality offering in the Main Stand that brings a contemporary sports bar atmosphere to the heart of Pittodrie.

Guests can enjoy a wide selection of drinks, alongside a menu of freshly prepared food served in small bowls throughout the day.

Seasonal
£3,600
Individual
Tier A & B £210

MATCHDAY SPONSORSHIPS

Our diverse sponsorship packages offer the perfect platform to showcase your brand whilst entertaining your guests. Select the package which best suits your needs, sit back, relax and enjoy a truly unique matchday environment at Pittodrie Stadium.

SPFL CATEGORIES

Tier A: Celtic, Dundee United, Heart of Midlothian, Hibernian, Rangers

Tier B: All other teams



Match Sponsorship

Enjoy high-profile brand visibility as an individual match sponsor while entertaining your clients with VIP hospitality.

PACKAGE INCLUDES

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of double framed shirt by an AFC Legend
- Full page colour advert and company logo displayed in the Red Matchday programme
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour (3pm kick off only)
- AFC corporate gift for each of your guests
- Presentation of champagne to the Man of the Match (subject to availability)
- 3 minute logo placement on LED advertising boards
- Opportunity to promote your product or service to dining guests
- Logo placement on big Screen & LED pre-match and half-time

10 Guests

Tier A £4,999 | Tier B £4,200

20 Guests

Tier A £7,700 | Tier B £6,100



Programme Sponsorship

Benefit from excellent brand exposure as the sponsor of our award-winning Red Matchday Programme, all while enjoying top-class hospitality.

PACKAGE INCLUDES

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of framed Red Matchday Programme with company plaque
- Full page colour advert and company logo displayed in the Red Matchday programme
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour (3pm kick off only)
- AFC corporate gift for each of your guests
- Logo placement on big screen pre-match

10 Guests

Tier A £3,750 | Tier B £2,479



Matchball Sponsorship

The ideal opportunity to experience an outstanding day of hospitality at Pittodrie while elevating your brand as the Matchball Sponsor.

PACKAGE INCLUDES

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of signed AFC Ball in a case
- Company logo displayed in the Red Matchday Programme
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour (3pm kick off only)
- AFC corporate gift for each of your guests
- Logo placement on big screen pre-match

10 Guests
Tier A £3,199 | Tier B £2,259



In Safe Hands & Boot Sponsorship

Designed to give you and your clients an unrivalled hospitality experience, these packages offer a great way to promote your business to a large corporate audience.

PACKAGE INCLUDES

- Boardroom welcome
- Official group photograph in the Directors Box
- Madri Lounge dining experience
- Presentation of signed framed gloves or boot with company plaque
- Company logo displayed in the Red Matchday programme
- Logo on all internal corporate area television screens
- Behind the scenes stadium tour (3pm kick off only)
- AFC corporate gift for each of your guests
- Logo placement on big screen pre-match

6 Guests
Tier A £1,930 | Tier B £1,366



Sponsor a Player

This unique sponsorship opportunity is a great way to gain brand exposure while showing your support for the club and players.

MEN'S TEAM PLAYER PACKAGE

- Company logo displayed with your player's photograph online and in every Red Matchday programme
- 2 season tickets or 4 dining places in the Richard Donald Stand Madri Lounge for a game of your choice
- Invitation to the exclusive Sponsor a Player Dinner for you and a guest
- Signed and personalised framed AFC shirt
- Meet and greet at Cormack Park or Pittodrie Stadium
- Link to your website on your player profile
- Logo placement on big screen against player profile pre-match (featuring matchday squad)

Men's Team Player
£3,360

WOMEN'S TEAM PLAYER PACKAGE

- Company logo or name recognition on the player profile page on the official club website
- Invitation to the exclusive Sponsor A Player Dinner for you and a guest
- Opportunity to request one player appearance per season for promotional purposes
- 8 tickets per season to watch a home match at the Balmoral Stadium - with a maximum of 2 tickets per game
- Meet & Greet Event at Cormack Park

Women's Team Player
£700

ADVERTISING OPPORTUNITIES

Promote your brand with Aberdeen FC's unique platform, providing exposure to a vast audience.

For more information on any of the advertising initiatives, please contact the Commercial team via commercial@afc.co.uk or call 01224 650434.

SPFL CATEGORIES

Tier A: Celtic, Dundee United, Heart of Midlothian, Hibernian, Rangers

Tier B: All other teams



Big Screen

Capture the spotlight at Pittodrie with our expansive digital screen, reaching thousands of engaged fans throughout the season.

Positioned in the corner of the South Stand, this platform offers a premier advertising opportunity for companies to showcase their brand with creative graphics which can be viewed from all areas of the ground.

Numerous packages are available on a seasonal basis.

		Seasonal	One Off
Platinum	30 seconds x3 pre-match 30 seconds x1 half-time	£5,000	£1,000
Gold	Full screen logo or advert Minimum x6 10 second bursts split 3 first half / 3 second half	£4,000	£600
Gold	Full screen logo or advert pre-match / half-time	£3,500	£400
Silver	In game static logo placement or advert (right hand panel)	£2,500	£500
Bronze	Logo placement on South Stand scoreboard & Big Screen scoreboard ribbon	£1,500	-

Trackside Advertising

With our static trackside advertising boards, you can showcase your company's brand to a captive audience at Pittodrie, with over 300,000 fans passing through the turnstiles every season.

Furthermore, there is potential for international exposure with SPFL coverage, televised in 119 territories around the world.



LED Screen

Enhanced LED digital advertising featuring three sides of LED screens around the Merkland, Main, and Richard Donald Stand perimeters of the pitch, our enhanced LED digital advertising combines all the benefits of trackside advertising with a modern, flexible, and innovative approach.

		Style	Price
Gold	Exclusive space on the LED	Animated	£11,000
Silver	4 companies will share the space on the LED	Static Scroll	£7,480
Bronze	8 companies will share the space on the LED	Static Scroll	£4,070
Entry	20 companies will share the space on the LED	Static Scroll	£2,000

Sold as 3 minutes per game



Website Advertising

With over 5 million visits to afc.co.uk during the 2023/24 season, promote your brand to a highly engaged audience on the official club website with a number of innovative advertising packages available.

Prices starting from
£2,500

Internal TV Screens

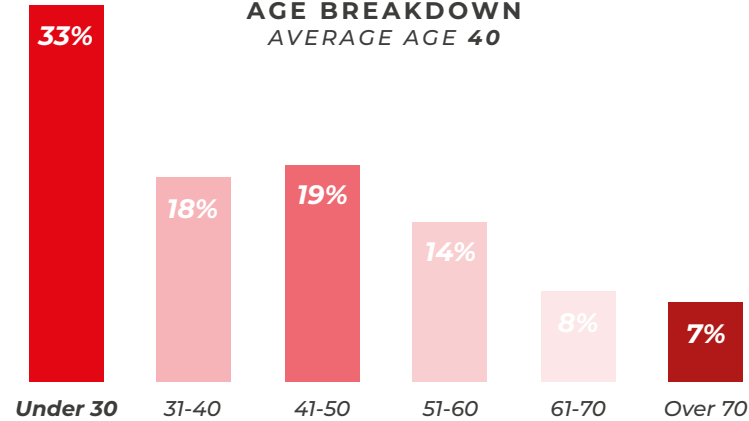
Promote your brand using world-class digital signage on over 30 screens located in prime areas within Pittodrie Stadium including all hospitality lounges which can host up to 900 corporate guests on a matchday.

Prices starting from
£3,500

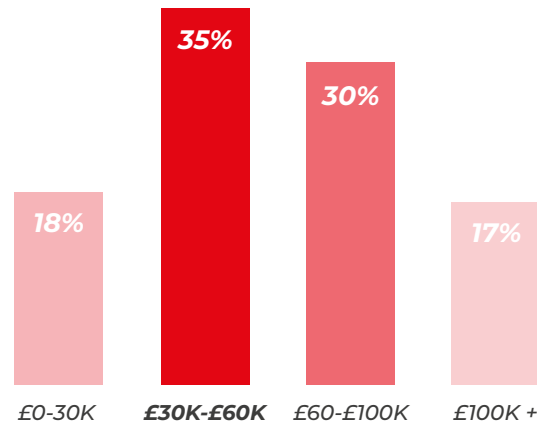


Our Demographics

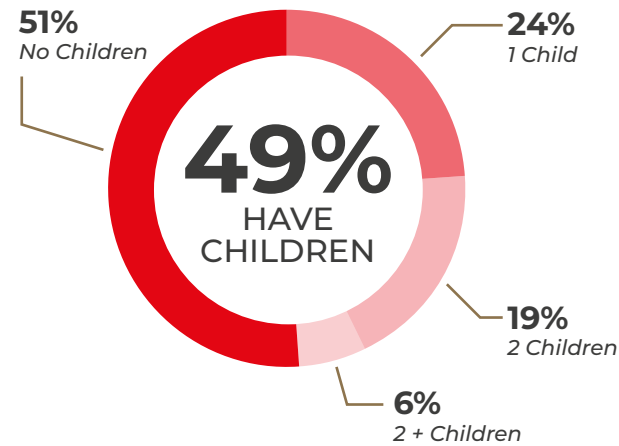
AGE BREAKDOWN
AVERAGE AGE 40



HOUSEHOLD INCOME



NO. OF CHILDREN



155,400+
FOLLOWERS



103,000+
FOLLOWERS



137,700+
FOLLOWERS



3,500
SUBSCRIBERS TO AFC'S
ONLINE TV CHANNEL



20,300+
FOLLOWERS



51,800+
FOLLOWERS



18,000+
FOLLOWERS



16,400+
SUBSCRIBERS



ON AVERAGE
25,000
REPLICA KITS



AFC LIVE MATCHES
BROADCAST IN
119 TERRITORIES
AROUND
THE WORLD



70 SUPPORTERS
CLUBS WORLDWIDE



UP TO 1,000
SUPPORTERS
ENJOY
HOSPITALITY



DATABASE OF
200,000 FANS



11,000 SEASON
TICKET MEMBERS



OVER 5,000,000
VISITS TO **AFC.CO.UK**



PARTNER WITH ABERDEEN FC

At Aberdeen FC, we are proud to stand alongside a portfolio of high-profile international and local partners who share our ambition, passion and commitment to excellence.

For Season 2026-27, we continue to offer dynamic, purpose-driven partnerships designed to elevate brands, deepen engagement and deliver measurable commercial growth.

A Powerful Platform for Your Brand

Our partnerships are built to enhance brand visibility, strengthen reputation and create meaningful connections - from our thriving youth academies to our first-team men's and women's squads.

With a large and loyal fanbase spanning generations, Aberdeen FC provides a unique platform to:

- Engage a passionate and committed supporter base.
- Increase brand awareness across regional, national and international audiences.
- Align with a club rich in heritage, ambition and community impact.
- Activate creative campaigns across matchdays, digital platforms and community programmes.

Bespoke. Purpose-Driven. Results-Focused.

Our experienced commercial team works collaboratively with every partner to design tailored partnership programmes aligned to your business objectives. Whether your goals are brand exposure, client engagement, CSR impact or revenue growth, we create innovative, measurable opportunities that deliver real value.

Join Us for 2026-27

Partnering with Aberdeen FC means more than visibility - it means becoming part of a club driven by performance, community and progress.

Season 2026-27 presents a powerful opportunity to grow together. To find out more about partnership opportunities e-mail partnerships@afc.co.uk.



CLUB EVENTS

Our well recognised events throughout the season create the perfect opportunity to treat yourself, clients, colleagues or friends and family to a truly memorable Dons experience. Whether you attend the annual Player of the Year Dinner, play your part at our golf outing, or celebrate with us as we induct heroes into the Hall of Fame, there is something for everyone to enjoy.

Event prices start from **£1,350**, for more information contact the Commercial team via commercial@afc.co.uk or call **01224 650434**.

CONFERENCE & EVENTS

AT PITTODRIE STADIUM

As one of the most iconic venues in Scottish football, Pittodrie Stadium is not only the historic home of Aberdeen Football Club but also offers a premier destination for conferences and events.

With a range of versatile and unique spaces, Pittodrie Stadium has everything you would expect from a venue that has hosted countless unforgettable moments...

Our dedicated and experienced on-site team are on hand to help you create the perfect event both in the planning and on the day itself.

Whether it's a corporate conference or training day, private celebration or bespoke event, every detail will be expertly managed to ensure an experience that is as memorable as the setting itself.

Let us be your venue partner of choice when planning your next event. Contact Pittodrie Events via pittodrieevents@afc.co.uk or call 01224 650400 to discuss your requirements.



Small Event Space

In addition to the Madri lounge, Pittodrie Stadium has a number of smaller lounges which can be customised for your meeting and event needs.

From our Boardroom steeped in history with Aberdeen FC trophies and memorabilia to the newly renovated Fierce Beer 1983 lounge, we have the perfect setting for your next event.



Large Event Space

Pittodrie Stadium can accommodate a broad spectrum of events up to 1000.

The Madri lounge, located in the Richard Donald Stand, is the stadium's largest uninterrupted space, fully accessible with private bars.

The Richard Donald Stand boxes connected to this lounge provide an ideal space for breakout sessions with spectacular views across the Pittodrie pitch.

General Information

Terms and conditions available at www.afc.co.uk/club/terms-and-conditions

GENERAL

- All prices shown are exclusive of VAT at the current rate, unless specifically stated.
- Please refer to the full terms and conditions for payment terms and cancellation fee information.
- Please contact us to discuss any accessibility requirements before booking.

HOSPITALITY

- Hospitality packages are subject to the terms and conditions contained within the Licensing (Scotland) Act 2005. Aberdeen Football Club reserves the right to refuse alcohol and/or to remove anyone in breach of the Licensing (Scotland) Act 2005 and/or who Aberdeen Football Club considers is acting in an irresponsible manner.
- Where a Customer with a seasonal hospitality package wishes to allocate their package to a local charity or other organisation for a specific football match, the request should be made in writing to Aberdeen Football Club 7 days prior to the football match. Such request shall include all details of the nominated host and other guests. Approval of the request is at the sole discretion of Aberdeen Football Club.
- Aberdeen Football Club operates a Zero Tolerance Abuse Policy for any member of staff, including contractors engaged by Aberdeen Football Club – full details of this policy are available at the Stadium.
- Seasonal Hospitality Packages include all home SPFL, Scottish Cup and League Cup matches (excluding Group Stages). They do not include matches in other competitions or testimonial/friendly matches.
- All hospitality packages are seated within the home support areas of the Stadium. Demonstrating support for the away team will result in your full party being removed from the Stadium with no refund or compensation given. Away team colours are not permitted at all in any hospitality areas.
- For certain games, Aberdeen Football Club may require the lead booker to have a booking history with Aberdeen Football Club before reservations can be accepted.
- Under 18's may attend hospitality events at the Stadium but only when accompanied by an adult. The attendance of under 5's is at the discretion of the Stadium Manager.
- All League Cup and Scottish Cup games will be a two-course menu, unless otherwise stated.
- The lead booker is responsible for ensuring all members of their group adhere to the Stadium's rules, policies and regulations.
- If the date and/or time of a football match or event changes for any reason after the fixture list is published, the Services (including any bookings) will automatically be transferred to the revised date and/or time of the fixture. If the revised date and/or time is unsuitable, a full refund of the charges will be arranged on request.
- Aberdeen Football Club reserves the right to amend any package if required.
- Aberdeen Football Club reserves the right to eject any person from any of their premises or the Stadium, who, in their opinion is causing a nuisance or danger to any person or whose own safety is in any way compromised.

- For hospitality packages with beverages included, a set beverage package is available, offering non alcoholic and limited alcoholic beverages. Details of the package can be obtained from Aberdeen Football Club.
- Seasonal Hospitality Packages include all SPFL Premiership matches, League Cup Knock-Out matches (excluding Group Stage matches) and Scottish FA Challenge Cup matches that are held at the Stadium. They do not include matches in other competitions or testimonial/friendly matches held at the Stadium.

ADVERTISING

- The Customer will provide artwork and pay all production and any associated design costs.
- Aberdeen Football Club reserves the right to withdraw an advert should there be a conflict of interest or if in Aberdeen Football Club's opinion, an advert is liable to detrimentally affect in any way any event or the reputation of Aberdeen Football Club or the Stadium
- Contracts cover AFC SPFL games. However, best endeavours will be used to include League Cup and Scottish Cup games but this cannot be guaranteed. Scottish International Team games or any other non football event are not included.

EVENTS

- Successful auction bids made during events are payable within 14 days of the event and are non transferable and non refundable in the event of the auction prize not being used within the timeframe stated.
- Where an event takes place in a venue other than the Stadium, the Customer will also be required to comply with additional conditions or policies which are specific to that venue.

SPONSORSHIP

- Please refer to the full terms and conditions for Sponsorship Terms & Conditions.

Terms and conditions available at www.afc.co.uk/club/terms-and-conditions

