



MATCHDAY HOSPITALITY

2016-17



Welcome to the Boro

Join us at the Riverside Stadium this season and experience the finest matchday hospitality.

From the moment you arrive at The Riverside Stadium, your ultimate matchday experience will begin. Whether you are relaxing with family, entertaining clients or rewarding employees we'll make sure your experience is one to remember.

We have a wide range of Hospitality packages for you to choose from, so whether you are looking for fine dining or a relaxed, informal carvery meal with your family, we have the experience for you.

UTB!

For more information please call **01642 757 657**
or email **hospitality@mfc.co.uk**

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Follow us on Twitter @BoroCommercial



Matchday Sponsorship

With a host of new and exciting benefits for Boro's return to the Premier League, our matchday sponsorship packages combine all the action and excitement of a big game at the Riverside with the very best in hospitality. Add to this the excellent opportunity to promote your brand to up to 34,000 fans as well as a global television audience, our matchday sponsorship packages truly are in a league of their own.

As Match Sponsor, you can entertain 12 guests in the exclusive Sponsors Suite. Take in the sights of the new-look Riverside Stadium with a legend accompanied stadium tour and group photographs, before enjoying a champagne and canapes reception followed by a sumptuous four-course meal and complimentary bar*.

Watch the match from your executive padded match seats (Central West Upper) and finish a memorable day with the presentation of a signed framed shirt by a first team player.

Alternatively, sponsoring the official matchday programme is an affordable way to entertain and spend quality time with key decision-makers in style, whilst being the Matchball Sponsor offers 2 VIP guests the unique opportunity to present the official matchball pitchside**.

*Beer, lager, house wines, soft drinks ** (T's & C's apply)

All sponsorship packages include:

- + Full hospitality in exclusive Sponsors Suite
- + Personalised letter of invitation from Manager
- + Social Media recognition pre and post-match
- + Boro legends to host throughout the day
- + Club photographer on hand throughout your day, photos sent post-match
- + Access via West Stand executive entrance
- + Legend accompanied stadium tour
- + Champagne and canapes reception in Sponsors Suite
- + Executive gift per guest
- + Four-course meal
- + Complimentary bar (beer, lager, house wines, soft drinks)
- + Crowd-facing LED advertising (pre-match)
- + Company logo on big screen and hospitality screens
- + Company logo in official matchday programme
- + Editorial on sponsors' page
- + Company logo on teamsheets
- + Stadium PA announcement
- + Executive padded match seating (Central West Upper)
- + Half-time and full-time refreshments
- + Group photograph with a first team player in Directors Box
- + Official Matchday programme

Additional Match Sponsor benefits:

- + 12 guests
- + 3 car parking passes
- + Full-page advert in official matchday programme
- + Centre-circle photo with referee and team captains (4 guests)
- + Signed framed shirt presented by a first team player
- + Four minutes of in-play mid-tier LED advertising

Additional Programme Sponsor benefits:

- + 8 guests
- + 2 car parking passes
- + Half-page advert in official matchday programme
- + Signed programme presented by a first team player, framing post-match
- + One minute of in-play mid-tier LED advertising

Additional Matchball Sponsor benefits:

- + 10 guests
- + 2 car parking passes
- + Half-page advert in official matchday programme
- + Pitchside presentation with official matchball**
- + Signed ball presented in presentation case by a first team player
- + Two minutes of in-play mid-tier LED advertising



For more information please call 01642 757 657 or email hospitality@mfc.co.uk



Having a hospitality package with Middlesbrough Football Club has been a fantastic opportunity for Baxter Personnel to build upon our existing relationship with the club itself, as well as gaining further exposure and opportunities on a national scale.

Through our presence within the stadium and regularly attending matches, it has allowed us to connect with other people and businesses in the region. Our hospitality box is a unique and professional space, in which we have been able to personalise with the company brand image, creating the perfect place to entertain our clients, network, and move with the success of the club at premiership level, as our business grows and develops alongside them.

Rachel Little
Marketing Co-Ordinator
Baxter Personnel Ltd

EXECUTIVE BOXES

Prestige and privacy

An Executive Box at the Riverside offers the very height of prestige and privacy.

Conduct business, reward staff or entertain family and friends, all from the seclusion of your very own piece of the Riverside. Personal waiting staff attentively cater for your every need, and with executive match seating situated just a few steps outside your unique private dining facility.

An Executive Box at the Riverside guarantees an unbeatable matchday experience!

Box of 12 **£29,450+VAT**
Box of 15 **£36,813+VAT**



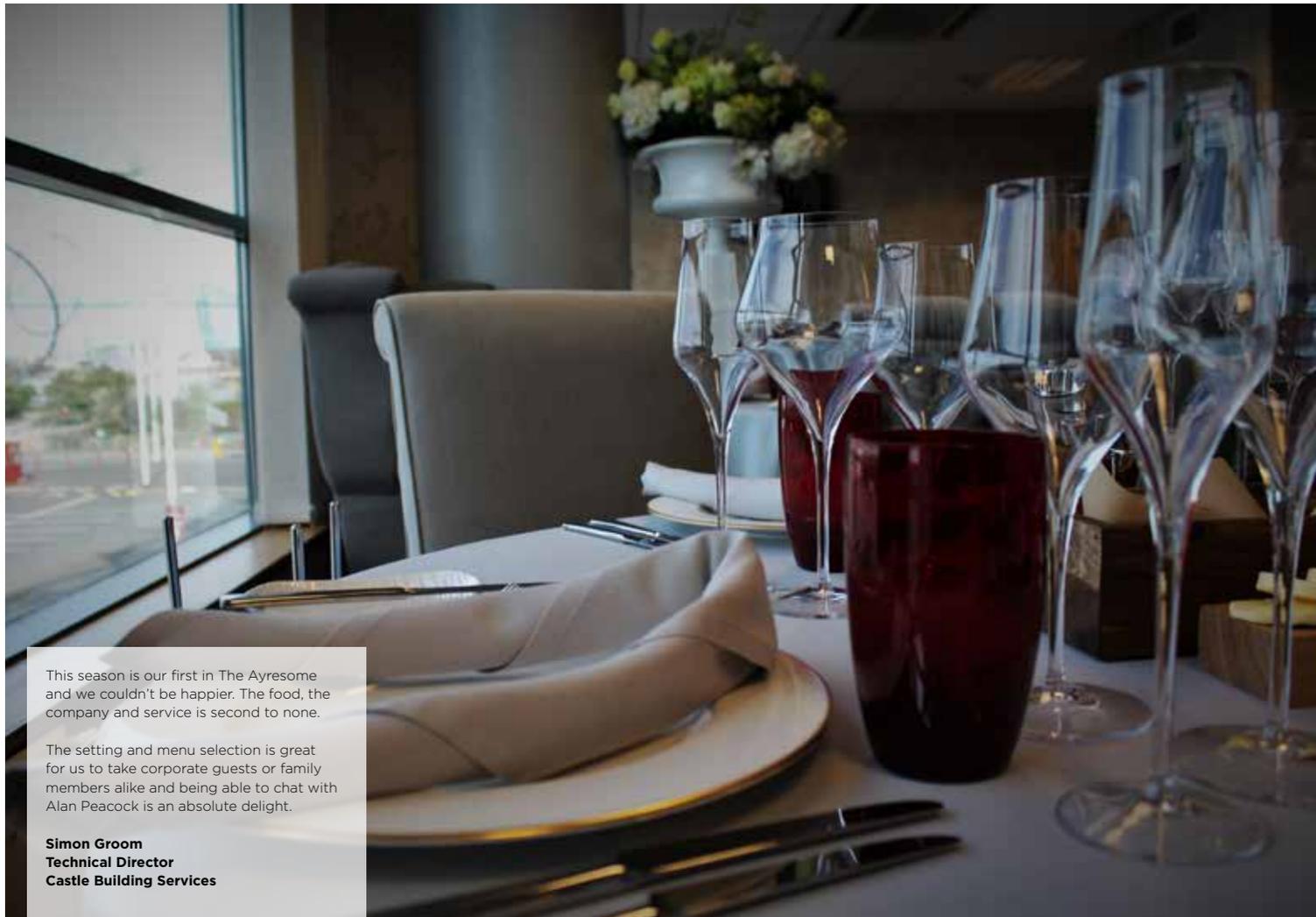
Package highlights:

- + Box facility via West Stand/The Middlehaven executive entrance
- + Complimentary car parking (one per four match-by-match places)
- + Up to 15 guests
- + Two-course buffet meal (option to upgrade)
- + Personal room host or hostess
- + Pay bar facility
- + Executive padded match seating directly outside your Executive Box
- + Smart dress code - tie optional
- + Half-time and post-match refreshments
- + Official matchday programme

Additional seasonal benefits:

- + Complimentary car parking (one per four seasonal places)
- + Cup games included (T's & C's apply)
- + Summer Members Evening
- + Priority access to high demand away matches

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This season is our first in The Ayresome and we couldn't be happier. The food, the company and service is second to none.

The setting and menu selection is great for us to take corporate guests or family members alike and being able to chat with Alan Peacock is an absolute delight.

Simon Groom
Technical Director
Castle Building Services

The Ayresome

Our most exclusive lounge

The Ayresome is the most exclusive matchday facility available at the Riverside Stadium.

Named in honour of the club's former home, and with the suite overlooking the famous old gates, this intimate and luxurious environment provides a perfect setting.

Guests enjoy the finest choice wines and a sumptuous four-course a la carte menu. The refinement continues through to the match experience as The Ayresome guests are exclusively invited to join club officials to view the match in the prestigious Directors Box.

£4,592+VAT



Package highlights:

- + Access to The Ayresome via West Stand executive entrance
- + Champagne and canapés reception
- + Four-course a la carte menu
- + Complimentary bar including all fine wines, whiskies and champagne
- + Directors Box match seating
- + Smart dress code
- + Half-time refreshments
- + Post-match finger bites
- + Official matchday programme
- + Room hosted by Club legend

Additional seasonal benefits:

- + Rockliffe Hall voucher
- + Reserved premium car parking (one per two seasonal places)
- + Cup games included (T's & C's apply)
- + Summer Members Evening
- + Priority access to high demand away matches

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Our matchday experience at the Riverside Stadium is outstanding from the minute you walk in with corporate guests to the late afternoon/evening leaving time.

The politeness and helpfulness of the staff, the ambience of the Riverside Restaurant and the superb cuisine on offer have always made the Riverside a prime location to entertain our clients.

We have been in the corporate side since 1995 and have received numerous benefits as part of our association. In recent years matchday staff have been outstanding in assisting with many various corporate requests.

**James Carter
Carter Steel Ltd**



Excitement and style

Stylish and refined, the Riverside Restaurant is situated in the heart of the West Stand and is the most exciting place to be on a matchday.

The atmosphere is always positively buzzing with a fantastic blend of guest appearances, room interaction and exclusive post-match views from the dressing room from the players themselves. Add some of the finest dining in football and a dedicated team of staff and it's clear to see why the Riverside Restaurant is a prestigious choice for corporate entertaining.

£2,458+VAT

Platinum offering

New for 16-17, a flagship addition to our matchday hospitality offering.

This platinum package combines all the exciting benefits of the standard package with the added bonus of a champagne reception, complimentary bar* and player interaction.

Impress your guests with a legend accompanied stadium tour, executive gift and a signed bottle of champagne to take away as a souvenir of your day.

The Riverside Restaurant Platinum really is the ultimate matchday experience.

£4,210+VAT

THE RIVERSIDE RESTAURANT

All Riverside Restaurant packages include:

- + Access to Riverside Restaurant via West Stand executive entrance
- + Arrival fizz
- + Exclusively designed four-course dining by Executive Chef
- + Executive padded match seating (Central West Upper)
- + Smart dress code - tie optional
- + Half-time and post-match refreshments
- + Private pay bar facility
- + Room hosted by Club legend with pre-match guest interviews
- + Interactive and engaging pre-match build up with VIP guests
- + Guest appearances
- + Exclusive post-match interview with a first team player
- + Official matchday programme

Additional Riverside Restaurant Platinum benefits:

- + Complimentary car parking (one per four match-by-match places)
- + Legend accompanied stadium tour
- + Champagne and canapes on arrival to table
- + Executive gift
- + Complimentary bar*
- + Group photograph with a first team player in Directors Box
- + Presented with signed bottle of champagne by a first team player

Additional seasonal benefits:

- + Rockliffe Hall voucher
- + Cup games included (T's & C's apply)
- + Complimentary car parking (one per four seasonal places)
- + Summer Members Evening
- + Priority access to high demand away matches

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*Beer, lager, house wines, soft drinks



THE LEGENDS LOUNGE

M E N U

Lionweld Kennedy have been corporate season ticket holders for many years and we feel that it provides a relaxing way to indulge our customers whether they be local Boro supporters or those supporting the away side on the day.

The Legends Lounge is one of the best hospitality rooms around with a size that is friendly and welcoming, not too big or too cramped and offers reliable service and always has a decent speaker on the merits of the game both pre and post-match.

The food is of a very high standard aiming to cater for the discerning client but also nothing too flashy, with a good mix contemporary and traditional fayre that appears to have improved still further in the last two-three seasons.

Richard Brine
Lionweld Kennedy

THE LEGENDS LOUNGE

A legendary experience

SITUATED in the South West corner, the Legends Lounge offers one of the best match viewing positions available at the Riverside Stadium.

And when a fantastic carvery menu, complimentary bar* and lively atmosphere is thrown into the mix, it also provides for a truly unique matchday hospitality experience with some familiar faces.

£1,967+VAT



Package highlights:

- + Access to Legends Lounge via private executive entrance
- + Three-course carvery meal
- + Complimentary bar*
- + Half-time bar access
- + Half-time refreshments
- + Full-time bar access
- + Executive padded match seating (South West Corner)
- + Room hosted by Club legend with pre-match guest interviews
- + Official matchday programme
- + Smart-casual dress code

Additional seasonal benefits:

- + Summer Members Evening
- + Priority access to high demand away matches

*Beer, lager, house wines, soft drinks

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The Middlehaven is fantastic, really contemporary, modern, relaxed and it is the perfect way to entertain clients. The atmosphere and the service is excellent.

Allan Stevenson
Senior Recruitment Consultant
Marske Site Services Limited

the
middlehaven

Sample Boro's newest hospitality area

After being given a stunning upgrade during the closed season, The Middlehaven is the place to watch Premier League football.

Offering guests a modern, contemporary grazing-style menu in stylish, relaxed surroundings, The Middlehaven is a high-class option for both business and pleasure.

£1833+VAT



Package highlights:

- + Access to The Middlehaven via private executive entrance
- + Arrival fizz
- + Grazing-style buffet
- + Premium branded cash bar facility
- + Executive padded match seating (North West Corner)
- + Room hosted by Club legend John Hendrie
- + Live entertainment
- + Smart dress code - tie optional
- + Official matchday programme

Additional seasonal benefits:

- + Summer Members Evening
- + Priority access to high demand away matches
- + Cup games included (T's & C's apply).

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We have being life long season ticket holders of the club and spent the last 10 or so as corporate clients in the Fenton Club.

In this period we have found the matchday experience to be a memorable one that is definitely Premier League.

We are very impressed with the staff who are always very efficient, the quality of the food is excellent and the bar service is very good. This is why we return year after year.

**Peter Davison
Portrack Handling &
Portrack Seafreight Limited**



Built on tradition

The Fenton Club has been a place to call home to many of Boro's most long-standing corporate supporters since the completion of the Riverside Stadium in 1995. Newly decorated for the 2015-16 season to a fantastic standard, highlights include Micky Fenton's England shirt and cap showcased.

Offering panoramic views of the pitch, the Fenton Club is an environment where people can unwind, entertain, conduct business and relax in the company of family and friends.

£1,833+VAT



Package highlights:

- + Access to Fenton Club via West Stand executive entrance
- + Three-course carvery meal
- + Private pay bar facility
- + Executive padded match seating (Central West Stand Upper)
- + Smart dress code - tie optional
- + Half-time and post-match refreshments
- + Room hosted by Club legend with pre-match guests interviews
- + Official matchday programme

Additional seasonal benefits:

- + Cup games included (T's & C's apply)
- + Complimentary car parking (one per four seasonal places)
- + Summer Members Evening
- + Priority access to high demand away matches

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The Hardwick Suite has a very relaxed and informal environment. There is no dress code and this has helped me persuade some of my clients to attend.

One thing that has particularly impressed me about the Hardwick Suite has been the staff, this also gives you the interaction and service levels not found anywhere else.

We have the benefit of many televisions throughout the lounge for post-match reaction and goals and the seats are also right on the half way line affording fantastic, unobstructed views.

Mark Smith
Managing Director
Stockton Machine Company Ltd

HARDWICK³ BAR

Sports bar with great food

A RELAXED sports bar experience.

With a hot dish of the day and programme included, the Hardwick Bar is even better for any Boro fan looking to enjoy all the action and excitement of a matchday at the Riverside Stadium, combined with affordable access to a relaxed, upmarket sports bar environment - with a Boro twist, of course!

A great atmosphere combined with some of the best seats in the house to watch the football when the match gets going, ensures that the Hardwick Bar hits the target for all fans.

£1,045+VAT



Package highlights:

- + Access to Hardwick Bar via private executive entrance
- + Executive match seating (Central East Upper)
- + Private pay bar facility
- + Casual dress code
- + Half-time and full-time bar access
- + Live sports screened on the big screen
- + Light bite of the day
- + Official matchday programme

Additional seasonal benefits:

- + Priority access to high demand away matches

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Which room ticks all the boxes for you?

Hospitality Area	Dress Code	Five Course Dining	Four Course Dining	Three Course Dining	Buffet Style Meal	Light Bite Option	Complimentary Bar*	Half-Time and Full-Time Refreshments	Matchday Programme and Team Sheet	Waitress and Betting Service	Cash Bar Facility	Car Parking (Seasonal Guests Only)	Company Branding (Seasonal Guests Only)	Stadium Tour	Junior Price
Executive Box	F				✓			✓	✓	✓	✓	✓			
The Ayresome	F	✓					✓	✓	✓	✓		✓			
Riverside Restaurant Platinum	F	✓					✓	✓	✓	✓	✓	✓		✓	✓
Riverside Restaurant	F		✓					✓	✓	✓	✓	✓			✓
Legends Lounge	SC			✓			✓		✓	✓	✓				✓
Fenton Club	F			✓				✓	✓	✓	✓	✓			✓
The Middlehaven	SC				✓				✓	✓	✓				✓
Hardwick Bar	C					✓			✓	✓	✓				✓

Sponsorship Packages

Match Sponsorship	F	✓					✓	✓	✓	✓	✓	✓	✓	✓	
Matchball Sponsorship	F	✓					✓	✓	✓	✓	✓	✓	✓	✓	
Programme Sponsorship	F	✓					✓	✓	✓	✓	✓	✓	✓	✓	

KEY: F Formal SC Smart Casual C Casual *Restrictions apply

Directions and Parking

How to find us.

From the north: Approaching Middlesbrough on the A19, cross over the River Tees and take the A66 eastbound towards Middlesbrough town centre. Stay on the A66 past the town centre (on your right) and follow signs to the stadium, which you will see on your left.

From the south: Leave the A1(M) at junction 49, signposted to Teesside, and join the A168, which after approximately 11 miles will become the A19. Approximately 19 miles later take the A66 eastbound towards Middlesbrough town centre. Stay on A66 past the town centre (on your right) and follow signs to the stadium, which you will see on your left.

From the west: Leave the A1(M) at Junction 57 onto the A66(M). Follow signs to Teesside on the A66. In approximately 18 miles you will pass Middlesbrough town centre (on your right) and follow signs to the stadium, which you will see on your left.

By Rail Services: Middlesbrough station is located on Albert Road, 10 to 15 minutes' walk from the ground. First TransPennine Express and Northern Rail both operate through Middlesbrough Railway Station. Supporters travelling by rail from the south should change at Darlington.

Buses: From the town centre

Sat Nav: TS3 6RS



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