



2023/24 Commercial Brochure

Advertising.



aztech

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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

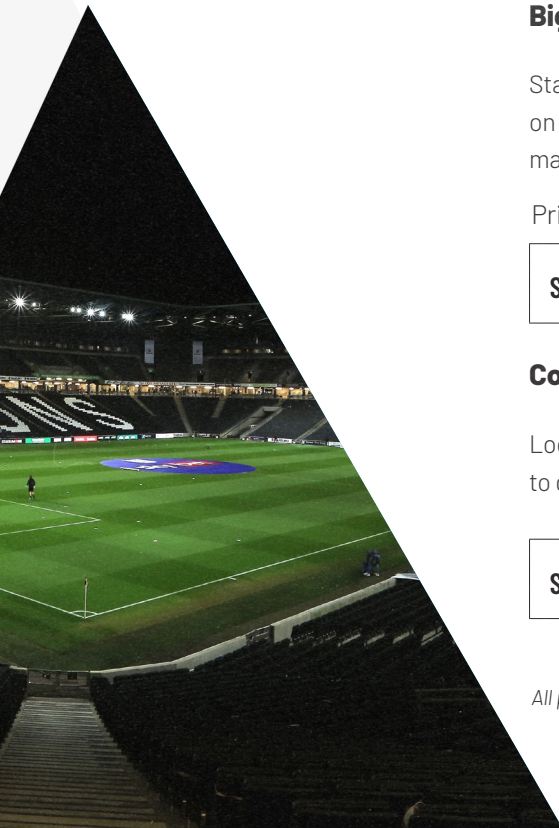
Game-by-game basis: £480

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



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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

