





WELCOME

TO SWANSEA CITY'S
'CITY BUSINESS NETWORK'.

At Swansea City AFC, we believe that success extends beyond the pitch. It thrives in the strength of our partnerships and the connections we foster within our business community.

The City Business Network (CBN) is designed to bring together like-minded businesses, providing an exclusive platform to connect, collaborate, and grow alongside one of Wales' most iconic football clubs.

As a valued member, you'll gain access to high-impact networking events, exclusive matchday hospitality, brand exposure opportunities, and the chance to engage with our passionate fanbase. Whether you're looking to expand your business reach, forge new partnerships, or enhance your brand visibility, the CBN offers a unique environment where commercial success and football passion come together.

Be part of a thriving business community that shares your ambition and passion for success.



MORE THAN NETWORKING, **ENHANCE YOUR BRAND** THROUGH OUR POWERFUL CLUB ASSETS



ADVERTISING

Reach a diverse, captive audience of over 15,500 supporters on average at every home game by showcasing your business at the Swansea.com Stadium with our matchday advertising.



DIGITAL

Compliment your matchday advertising with our digital assets, extending your visibility to our global fanbase.



EXPERIENCE

Our matchday experiences are guaranteed to score whatever the occasion, whether you are looking to entertain clients, reward employees or engage with your customers through social giveaways.

ADVERTISING OPPORTUNITIES



GIANT SCREEN



EXPERIENCE



MID-TIER LED



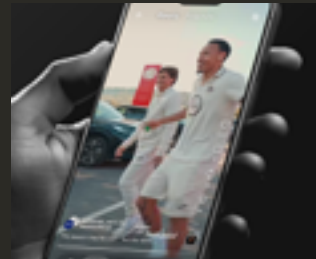
CORNER TUNNEL LED



**STATIC ADVERTISING
BOARDS**



**SIGNED
MERCHANDISE**



**APP &
SOCIAL MEDIA**



**PLAYER
SPONSORSHIP**





OUR PACKAGES



CITY BUSINESS NETWORK

TAILORED PACKAGES AVAILABLE

* Plus VAT, all products are subject to availability. Payment plans available on this product.

** LED available for Championship fixtures only, limited availability.

CBN PLATINUM

£15,000*

INCLUDED

- Official City Business Network membership
- Invitation to attend each City Business Network event over the season
- Listing on the City Business Network page of the Swans Official website
- **4x** 30 Second Middle tier TV Arc Led

ADVERTISING SELECT FOUR

- **x1** Static advertising board
- **6x** 15 second giant screen banner advert
- **x1** signed shirt
- **x1** signed ball
- **x1** Swans Official Website MPU advert
- **x1** Half page digital programme advert
- Giant screen stop in play
- **x1** player sponsorship

EXPERIENCE SELECT ONE

- **x1** Match sponsorship for 10 guests
- **x2** seasonal hospitality places in Swans Club
- **x4** Adult season tickets
- **x24** General Admission tickets over the season (max 4 per game)



TAILORED PACKAGES AVAILABLE

* Plus VAT, all products are subject to availability. Payment plans available on this product.

** LED available for Championship fixtures only, limited availability.

CBN GOLD

£10,000*

INCLUDED

- Official City Business Network membership
- Invitation to attend each City Business Network event over the season
- Listing on the City Business Network page of the Swans Official website
- **2x** 30 Second middle tier TV Arc Led

ADVERTISING SELECT FOUR

- **x1** Static advertising board West Stand
- **x1** signed ball
- **6x** 15 second giant screen banner advert
- **x1** Half page digital programme advert
- **x1** signed shirt
- **x1** player sponsorship

EXPERIENCE SELECT ONE

- **x1** Match sponsorship for 10 guests
- **x2** seasonal hospitality places in Swans Club
- **x4** Adult season tickets
- **x36** General Admission tickets over the season (max 4 per game)



TAILORED PACKAGES AVAILABLE

* Plus VAT, all products are subject to availability. Payment plans available on this product.

** LED available for Championship fixtures only, limited availability.

CBN SILVER

£7,000*

INCLUDED

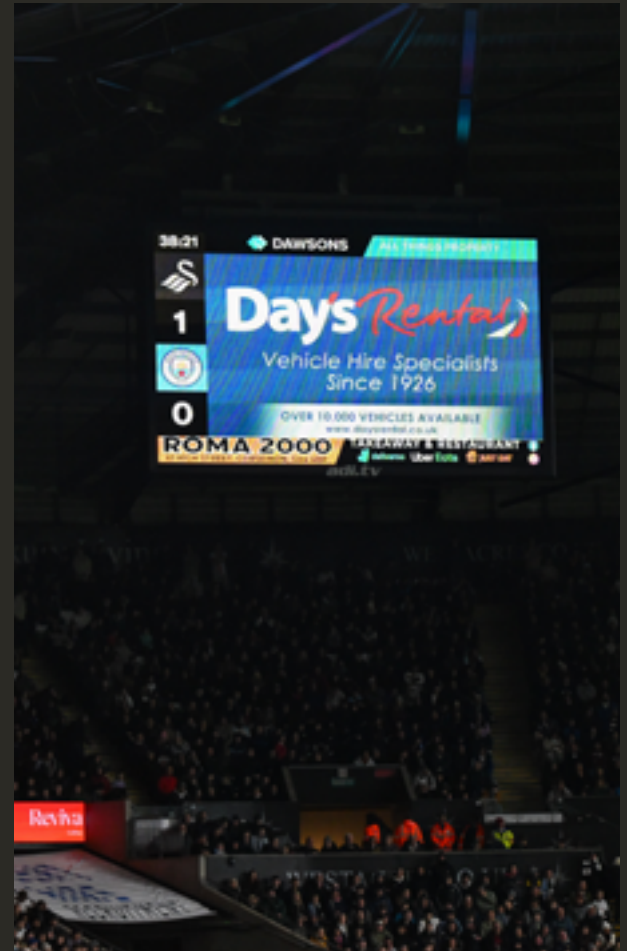
- Official City Business Network membership
- Invitation to attend each City Business Network event over the season
- Listing on the City Business Network page of the Swans Official website
- **2x** 30 Second middle tier TV Arc Led

ADVERTISING SELECT THREE

- **x1** Static advertising board West Stand
- **x1** Half page digital programme advert
- **6x** 15 second giant screen banner advert
- **x1** player sponsorship
- **x1** signed shirt

EXPERIENCE SELECT ONE

- **x1** Matchball sponsorship for 4 guests
- **x2** seasonal hospitality places in Swans Club
- **x4** Adult season tickets
- **x24** General Admission tickets over the season (max 4 per game)



TAILORED PACKAGES AVAILABLE

* Plus VAT, all products are subject to availability. Payment plans available on this product.

** LED available for Championship fixtures only, limited availability.

JACK PACK

£2,500*

INCLUDED

- Official City Business Network membership
- Invitation for **2 guests** to attend each City Business Network event over the season
- **x2** Season Tickets
- **x3 15 Second** giant screen banner advert





TESTIMONIALS

I just wanted to share with you a small success story from a recent City Business Network event. On that day we met another CBN member called First Grade Projects, as we were looking for improvement works to be carried out at our offices. They came out the next day and quoted us on work to replace our ceiling tiles at our facility and this work was completed over the Christmas period.

This connection resulted in us directly doing business with a local contractor that we met through the City Business Network. This shows the potential of the group and how the importance of networking with other SME's helps mutually benefit us all.

**STUART POWELL,
NEWHALL JANITORIAL**



Having been a club partner for over 10 years I think that is testament to the relationship Peter Lynn & Partners have with the club. Our values are aligned and very community focused which makes for a great partnership. Our branding around the stadium gives us the exposure needed on a local and national stage. Not only is the branding important but the networking events over the season offers our brand the opportunity to network with other partners / sponsors of the club. The events are always very interesting and each one focuses on certain aspects of the business landscape with great guest speakers.

I would definitely recommend any business looking for brand exposure and relationship building with the Swansea business community to seriously look at the City Business Network.

**PETER LYNN,
PETER LYNN & PARTNERS**



As a sponsor for many years my company Budget Carpets has benefitted enormously from being a City Business Network Member. Not only are the events interesting and informative the advertising opportunities as part of the package has helped me raise the profile of my business. This in turn has generated revenue for my business from CBN members, fans and the club itself.

I would definitely recommend anyone thinking of joining the City Business Network to do it.

**DAVID ROBERTS,
BUDGET CARPETS**







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