

MATCHDAY BREW

By Chris Brewerton, Blues' Senior Commercial Sales Executive



The Monday Morning Brew – The Eye of the Storm – 18.4.16

We truly are in the eye of the storm at the moment! A bit dramatic but it's a fair description of the comings and goings within the commercial department at the moment with our 3rd home game in 7 days taking place tomorrow (we'll ignore the losing run, barring the 1st half against Leeds I'm not sure results have reflected our performance) as we race towards the end of the season.

It's incredible how quickly the matches seem to have flown by this year, 21 gone with 2 to go!

The weekends game versus Burnley was the fourth sell out fixture we have enjoyed this season and the final Saturday fixture of the year so a really busy, lively and enjoyable game to be involved in.

Following tomorrow night's game focus in certain areas will turn to the Ladies team as we look forward to the opening home league game of their season at Solihull Moors this coming Sunday.

Birmingham City Ladies is of course a totally different operation to that of the men's but its fantastic this year that interest has grown and grown around the club and the sport in general.

We were delighted to welcome Eze-Group as our new principal shirt partners back in March, announcing that great deal alongside the new Adidas kit and the good news will keep coming as there are imminent announcements to be made soon about further commercial sponsorship deals.

Main Match and Match ball sponsorship packages were released last week with numerous enquiries being made about how businesses, whether they have a history with the Men's team or have never been commercially involved before, can partner their brand or company with Birmingham City Ladies.

Prices for sponsorship start at just £300+VAT with packages including carvery hospitality in the Regency Suite, signed memorabilia and the chance to meet the player-of-the-match, as always get in touch with the commercial team to discuss in more detail.

Elsewhere this week, the final preparations are being made by the team running the London Marathon for Liam's Smiles at the weekend with the likes of First Team Manager, Gary Rowett, Ladies CEO, Tim Andrew's, Head of Commercial, Ian Dutton and nine other Blues fans aiming to raise tens of thousands of pounds for the charity.

A plane was chartered on Saturday which made several fly-by's across the St. Andrew's sky at half time of the Burnley game encouraging supporters to text 70070 to donate £3 to the cause.

The total amount of money raised so far is mind-blowing and the support from across the Blues fan base has genuinely been humbling to all those at Liam Smiles so if any of you out there want to contribute please text LSLM90 to 70070 or visit the Liam Smiles Website for more information - www.liamssmiles.co.uk