

# Make Your Impact

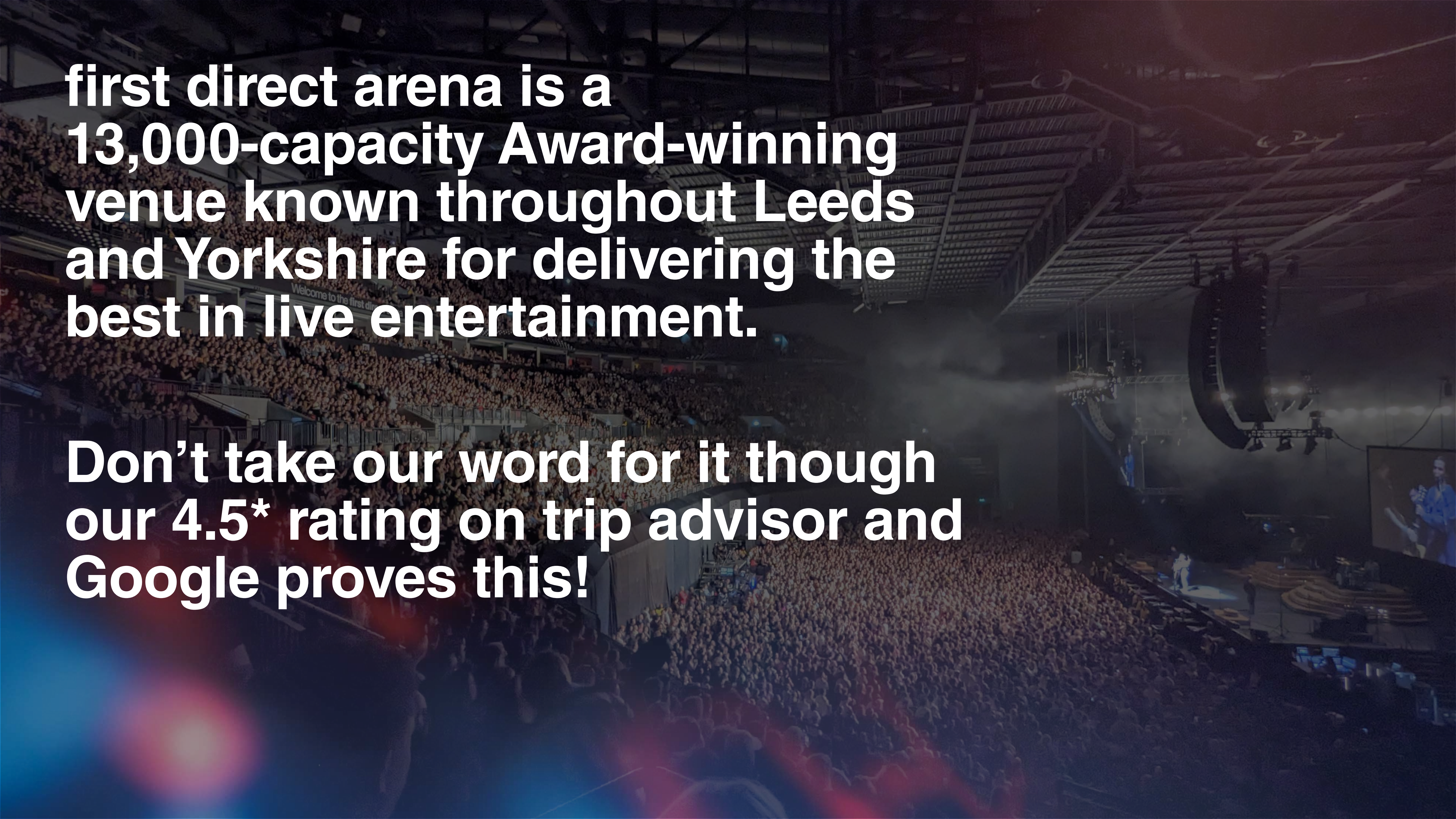
Reach Targeted Audiences



**first direct arena**







**first direct arena is a  
13,000-capacity Award-winning  
venue known throughout Leeds  
and Yorkshire for delivering the  
best in live entertainment.**

**Don't take our word for it though  
our 4.5\* rating on trip advisor and  
Google proves this!**



# Advertise with Us

With over 1.8 million website visitors a year, looking at over 5.2 million page views, advertising with first direct arena is a great way to show off your company and your brand.

**Advertise your business across our marketing platforms. We have:**

**150,000+**

Visitors to our website each month

**439,500+**

Page views on our website each month

**630,000+**

Visitors to the arena every year

**275,000+**

Fans on social networks

**40**

Digital screen sites around the venue

**38**

Advertising poster sites

**4**

Floors of advertising space

**100+**

Events a year

To find out more contact us today!  
We look forward to hearing from you.

\*Data compiled from 5/6/23 - 5/6/24

# Package Details

**SHOW**

## Premium Package

**2 show advertising & 2 tickets**



- Advertising on internal screens for two shows within one month of your choice, on average showing on 25 to 32 screens on an evening
- Advertising on external screens for one show
- Two event tickets to a show of your choice within the next six months sitting in a premium area
- VIP entry and Pre-Show meal in the Black & White Lounge
- Invite to one networking events
- 10% off Conference and Exhibition Events/Hire

**£2,500 plus VAT**



# Package Details

**MIXER**

## Premium Package

6 show advertising & 2 seats in mixer



- Advertising on internal screens for six shows over two months of your choice, on average showing on 25 to 32 screens on an evening
- Advertising on external screens for three shows
- Two event tickets to a show of your choice within the next six months in the All-Inclusive Mixer
- VIP entry and Pre-Show meal in the Black & White Lounge
- Invite to two networking events
- 10% off Conference and Exhibition Events/Hire

**£4,000 plus VAT**

# Package Details

## SUITE

### Premium Package

**6 show advertising, suite & premium mailout sponsor,  
upto 12 people seats in mixer**

- Advertising on internal screens for six shows over two months of your choice, on average showing on 25 to 32 screens on an evening
- Advertising on external screens for three shows
- Hire of a private suite which accommodates up to 12 people, includes host for the evening, private restroom and the best view in the house
- VIP entry to the Black & White Lounge
- Sponsor of premium newsletter mailer – 2k local audience
- Linked In Post
- Invite to networking two events
- 10% off Conference and Exhibition Events/Hire

**£6,000 plus VAT**





# Package Summary

	SHOW Premium Package £2,500 plus VAT	MIXER Premium Package £4,000 plus VAT	SUITE Premium Package £6,000 plus VAT
No. of shows per month	Two within one month	Six within two months	Six within two months
External Screen	One show	Three shows	Three shows
VIP Entry	✓	✓	✓
Pre-Show Food	✓	✓	✓
Networking events	✓	✓	✓
10% off C & E	✓	✓	✓
Sponsorship of Premium E-Newsletter	N/A	N/A	✓
Linked In Post	N/A	N/A	✓
Seated Tickets	✓ Access for 2 people	N/A	N/A
Access to mixer	N/A	✓ Access for 2 people	N/A
Private Suite	N/A	N/A	✓ Access for up to 12 People

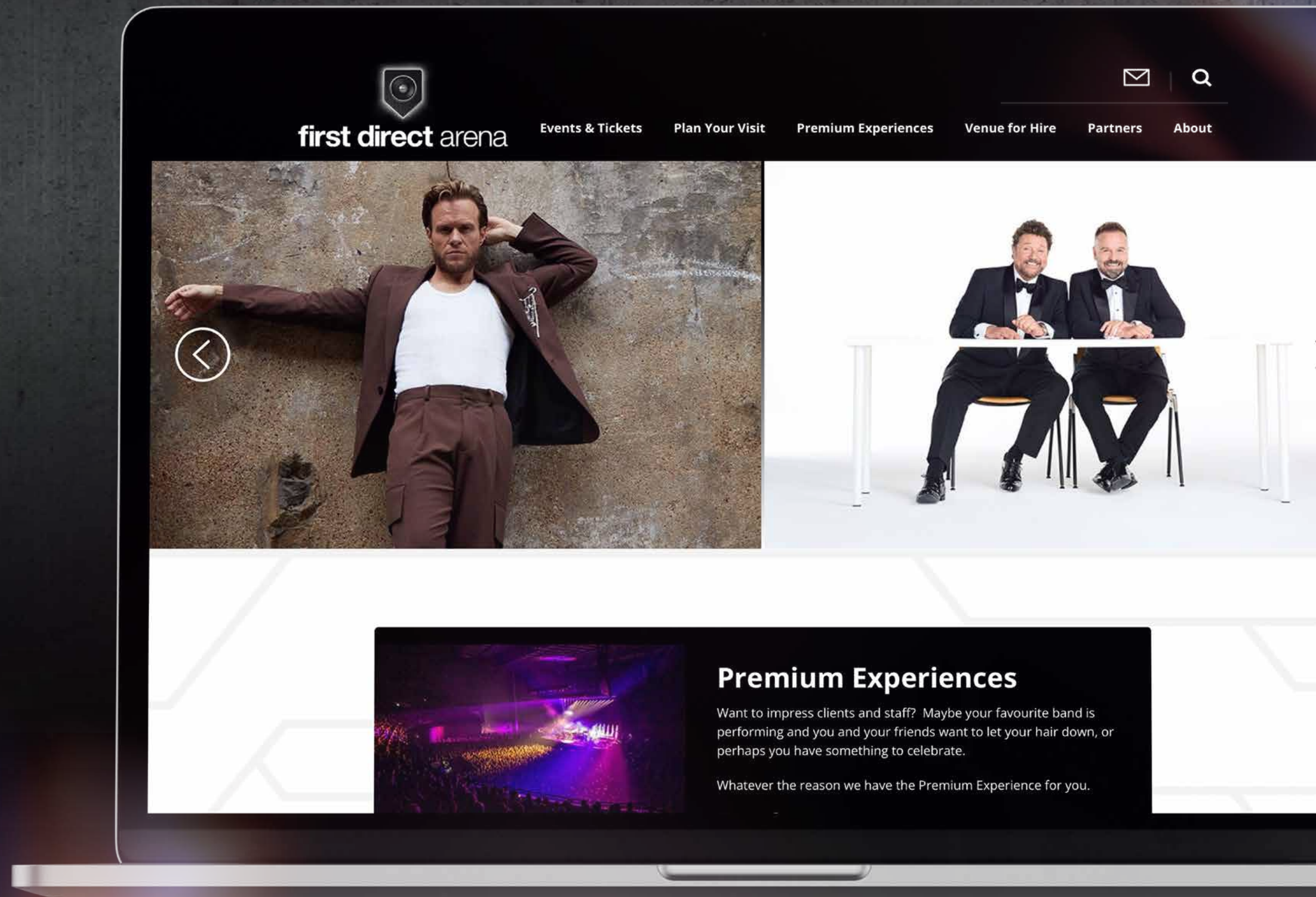


# Website Advertising

With over 1.8 million website visitors a year, looking at over 5.2 million page views why not add your business to the what's on / local area section of the first direct arena website?

- Listing for the year
- LinkedIn post advertising partnership

**£1000 plus VAT**  
**For more information contact**  
**[marketing@firstdirect.com](mailto:marketing@firstdirect.com)**





# Digital Screen Advertising Opportunities

## ONE MONTH

### Digital Screen Advertising Package

Digital screen to include 1 static or video for 10 seconds for one month of your choice, on average showing on 25 to 32 screens on an evening.

**£500 plus VAT**

## QUARTERLY

### Digital Screen Advertising Package

Digital screen to include 1 static or video for 10 seconds for three shows within three months of your choice, on average showing on 25 to 32 screens on an evening.

**£1,600 plus VAT**

20%\*  
Saving

## YEARLY

### Digital Screen Advertising Package

Digital screen to include 1 static or video for 10 seconds for three shows within three month's of your choice, on average showing on 25 to 32 screens on an evening.

**£6,000 plus VAT**

\*when applied to monthly package price

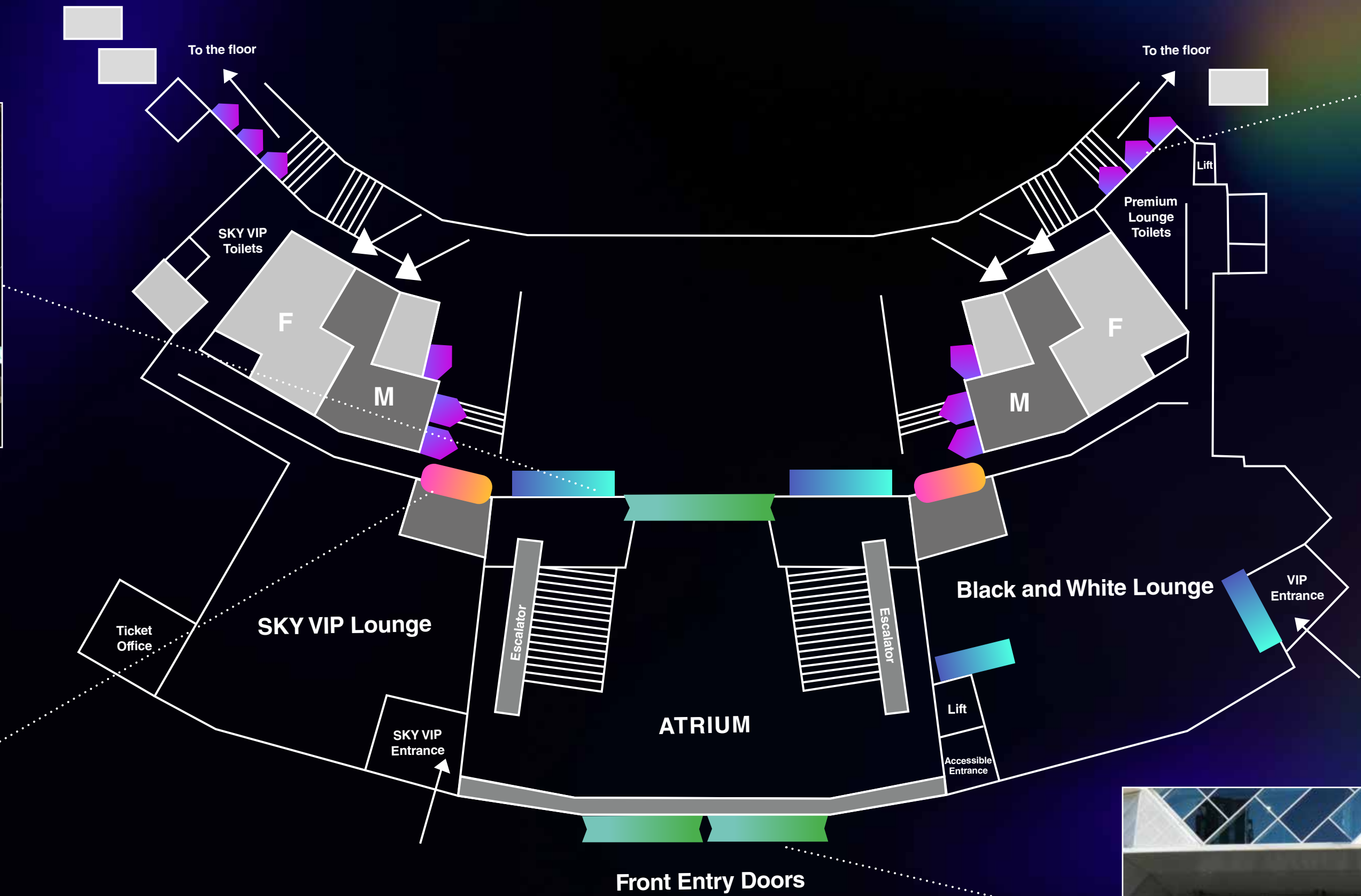


NEW





# Level 1 Concourse & Doors



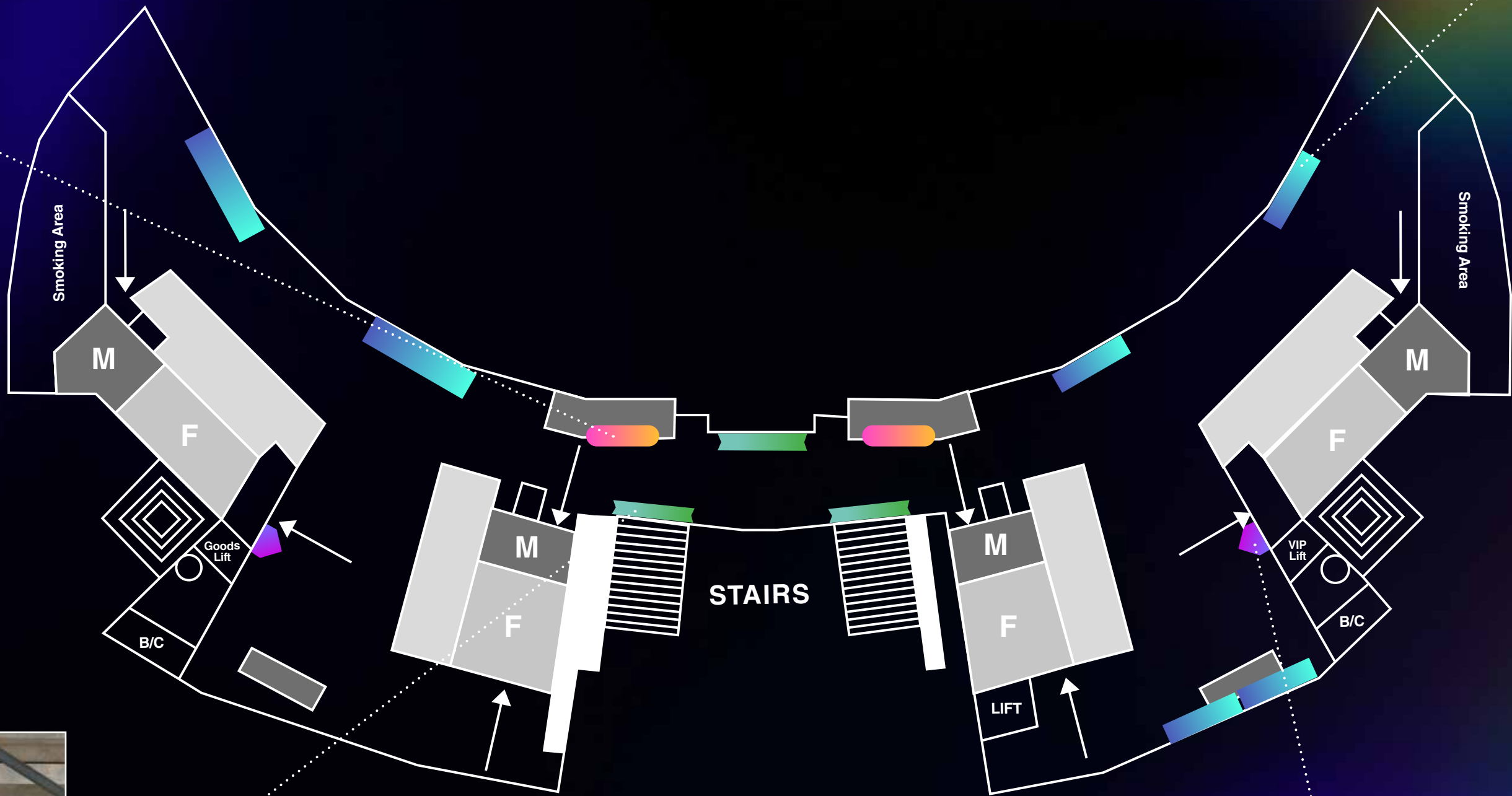
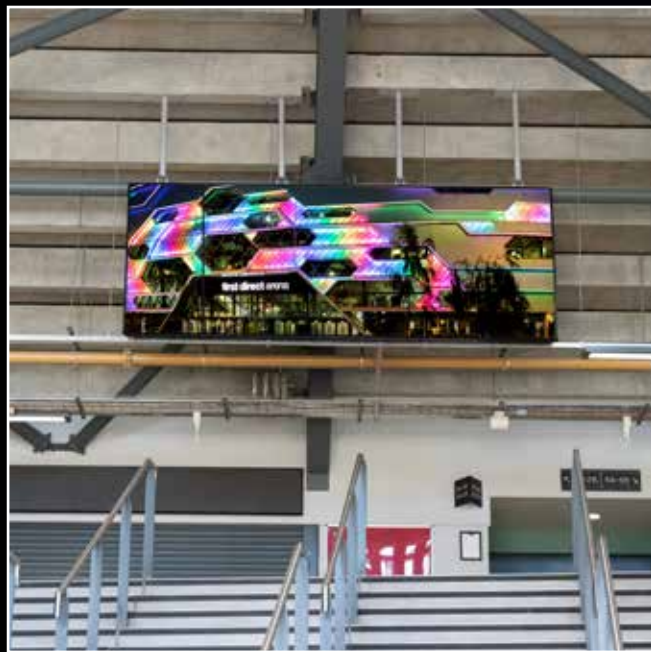
- Portrait
- Large LED
- Horizontal
- Merchandise

- Accessible Toilets
- Changing Places Facility
- M Male Toilets
- F Female Toilets
- Concession Stands (Bars)
- Merchandise Stands
- B/C Baby Changing





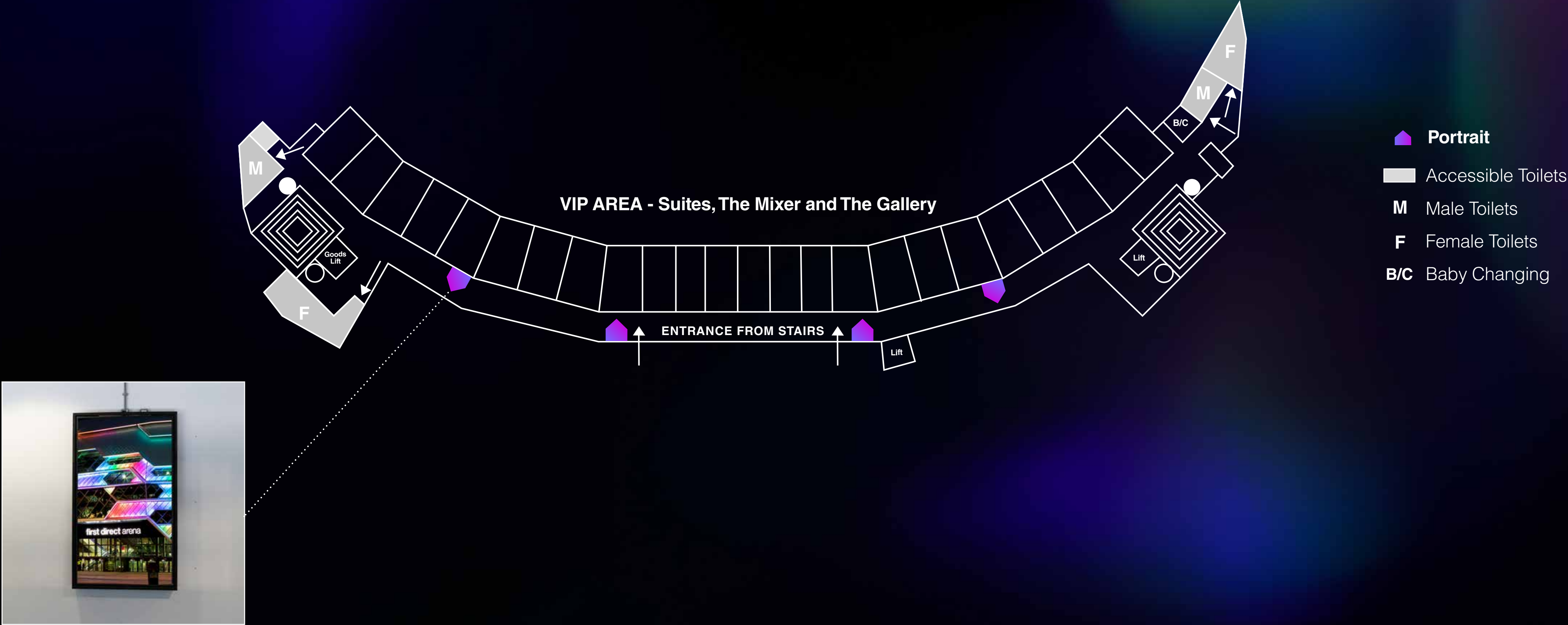
# Level 2 Concourse



- Portrait
- Large LED
- Horizontal
- Merchandise
- Accessible Toilets
- Changing Places Facility
- M Male Toilets
- F Female Toilets
- Concession Stands (Bars)
- Merchandise Stands
- B/C Baby Changing



# Level 3 Concourse





# Level 4 Concourse





**Let's talk.  
For more information or to discuss  
other ways of working together contact  
the marketing team on  
[marketing@firstdirectarena.com](mailto:marketing@firstdirectarena.com)**



**first direct arena**

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