

Make Your Impact

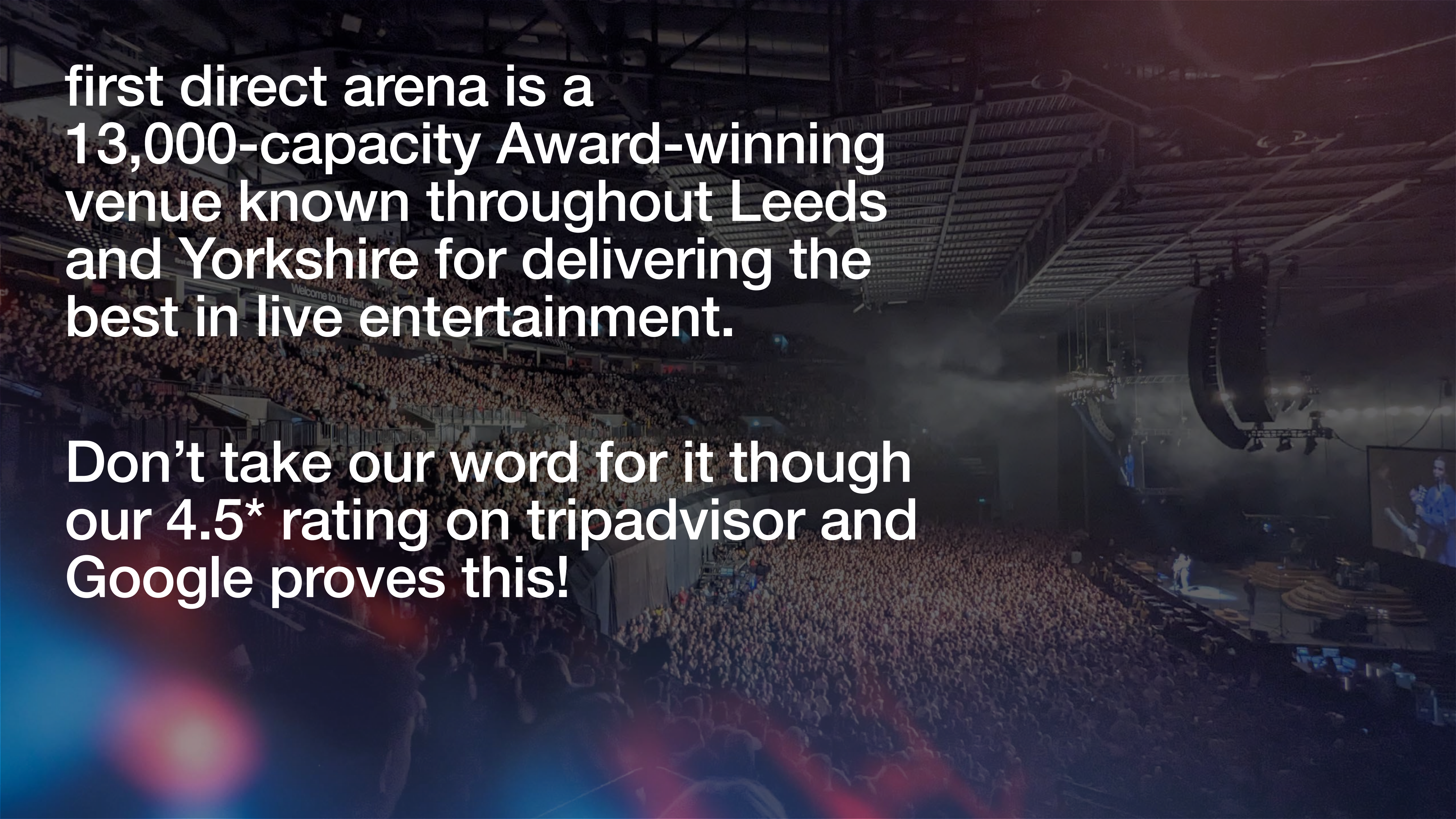
Reach Targeted Audiences



first direct arena

firstdirectarena.com





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 tripadvisor 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, with a 1 in 30 screen rotation average.
- 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

THE MIXER

Premium Package

6 show advertising & 2 seats in mixer



- Advertising on internal screens for six shows over two months of your choice, with a 1 in 30 screen rotation average.
- 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 to 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 16 people in the suite



- Advertising on internal screens for six shows over two months of your choice, with a 1 in 30 screen rotation average.
- Advertising on external screens for three shows
- Hire of a private suite which accommodates up to 16 people, includes host for the evening, private restroom and the best view in the house, welcome round of fizz.
- VIP entry to the Black & White Lounge
- Sponsor of premium newsletter mailer – 2k local audience
- Linked In Post
- Invite to networking two events

£6,000 plus VAT

Package Summary

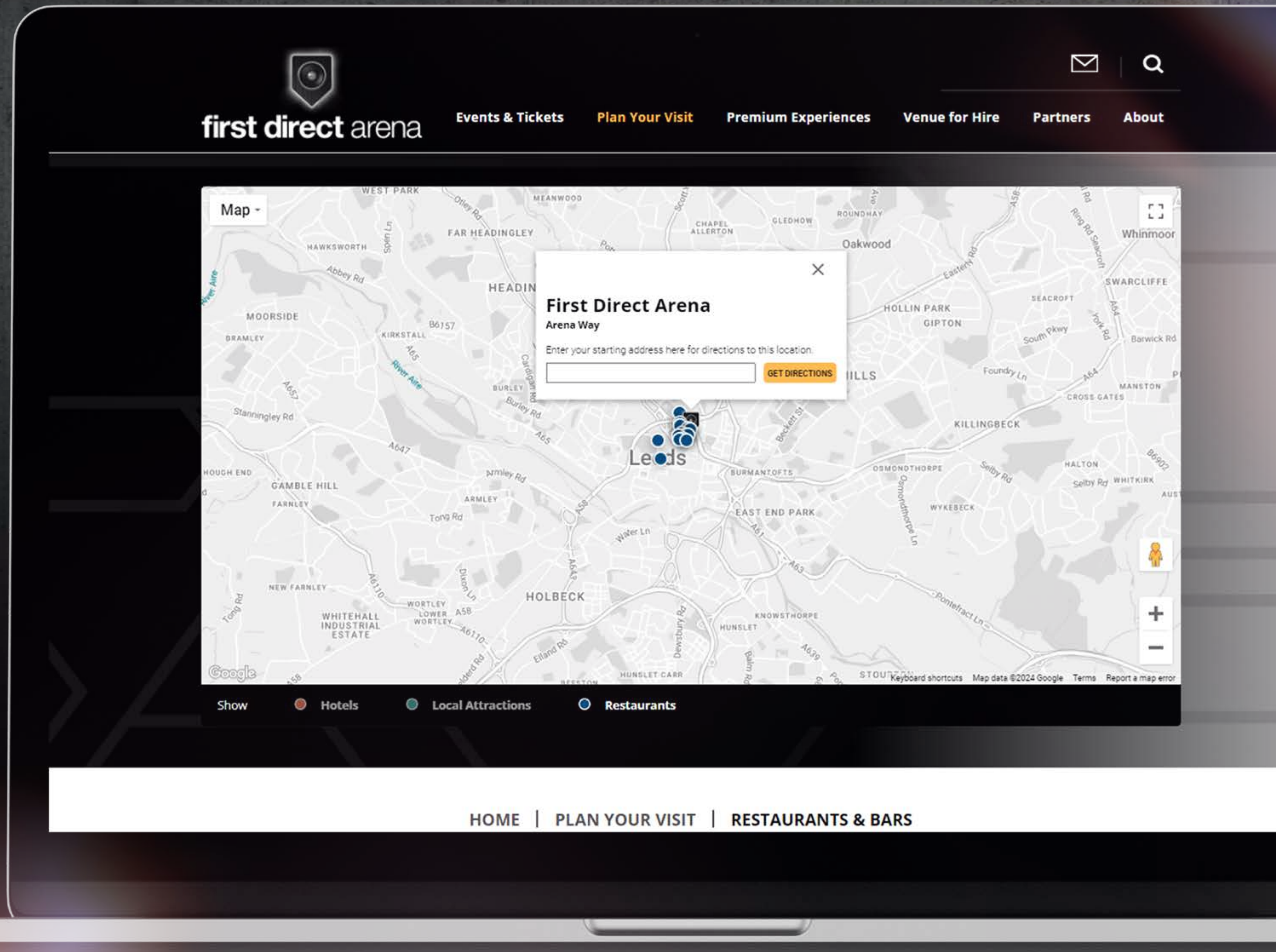
	SHOW Premium Package £2,500 plus VAT	THE MIXER Premium Package £4,000 plus VAT	SUITE Premium Package £6,000 plus VAT
No. of shows per month	Two within one month	Six within two months	Six within two months
External Screen	One show	Three shows	Three shows
VIP Entry	✓	✓	✓
Pre-Show Food	✓	✓	✓
Networking 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 16 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 and business support section of the **first direct arena** website?

- Search Listing for 12 months
- or
- Banner on Event Page for 1 month

£600 plus VAT
For more information contact
marketing@firstdirectarena.com



Digital Screen Advertising Opportunities

ONE SHOW

Digital Screen Advertising Package

32 internal digital screens (static image or 10 second video no sound) plus external digital screen (static image only) for a selected show.*

*1 advert viewable in every 30 rotations, equivalent to 120

*Screen rotation 1 in 30, equivalent to 120 seconds per hour.

£750 plus VAT

FOUR SHOWS

Digital Screen Advertising Package

32 internal digital screens (static image or 10 second video no sound) plus external digital screen (static image only) for four selected shows*

*Screen rotation 1 in 30, equivalent to 120 seconds per hour.

£2,250 plus VAT

ANNUALLY

Digital Screen Advertising Package

32 internal digital screens (static image or 10 second video no sound) plus external digital screen (static image only) on sixteen selected shows*

*Screen rotation 1 in 30, equivalent to 120 seconds per hour.

£6,750 plus VAT

NEW



External Digital Screen Advertising Package

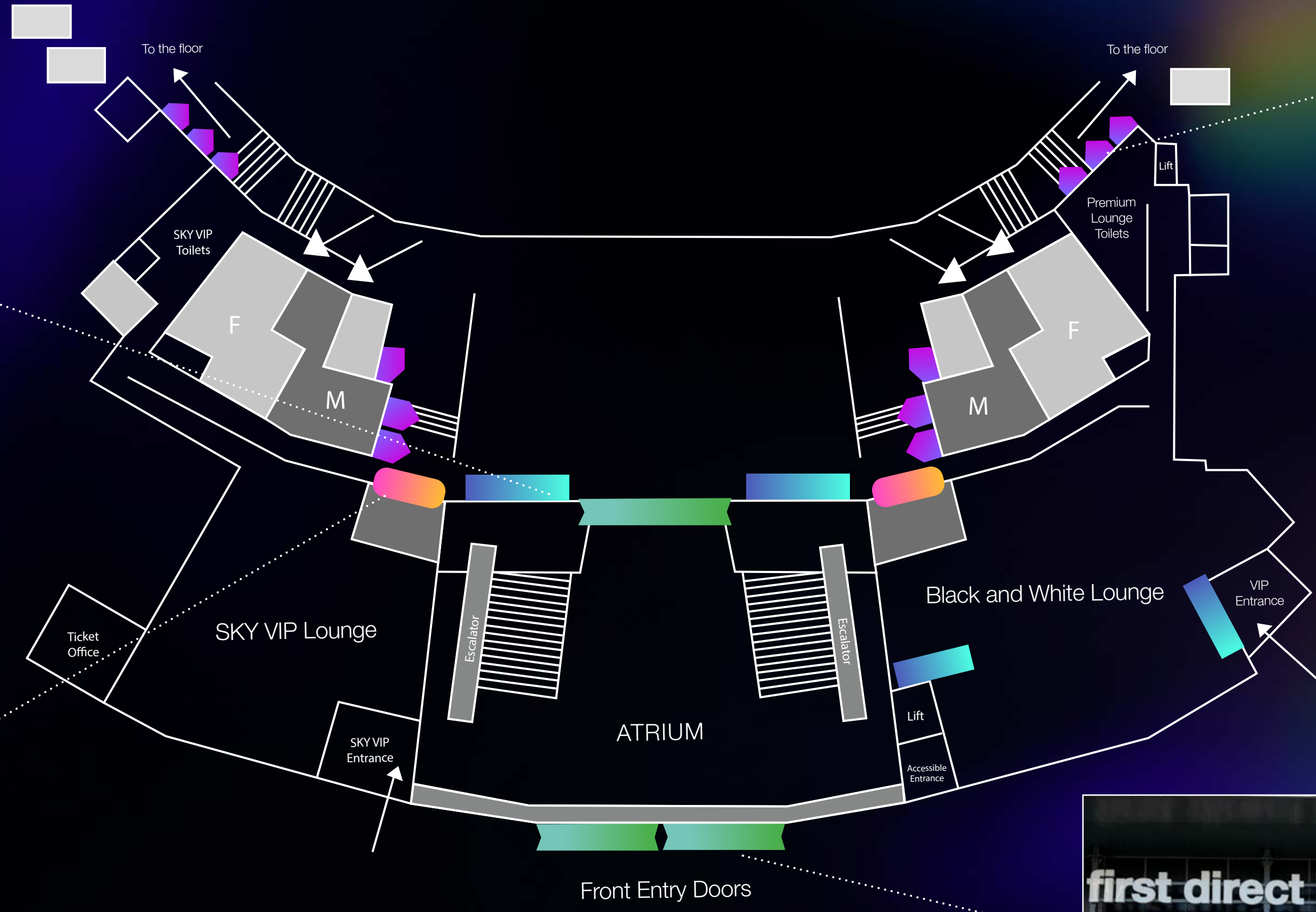
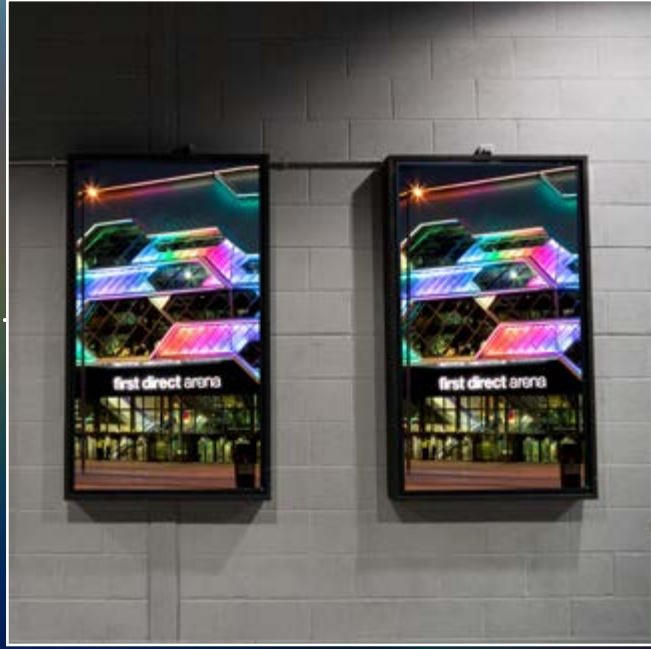
1 IN 30 ROTATION*

Digital screen to Includes 1 static image for 10 seconds. 1 advert viewable in every 30 rotations, equivalent to 120 seconds per hour.

from **£775** plus VAT per week

*Average rotation may vary.

Level 1 Concourse & Doors

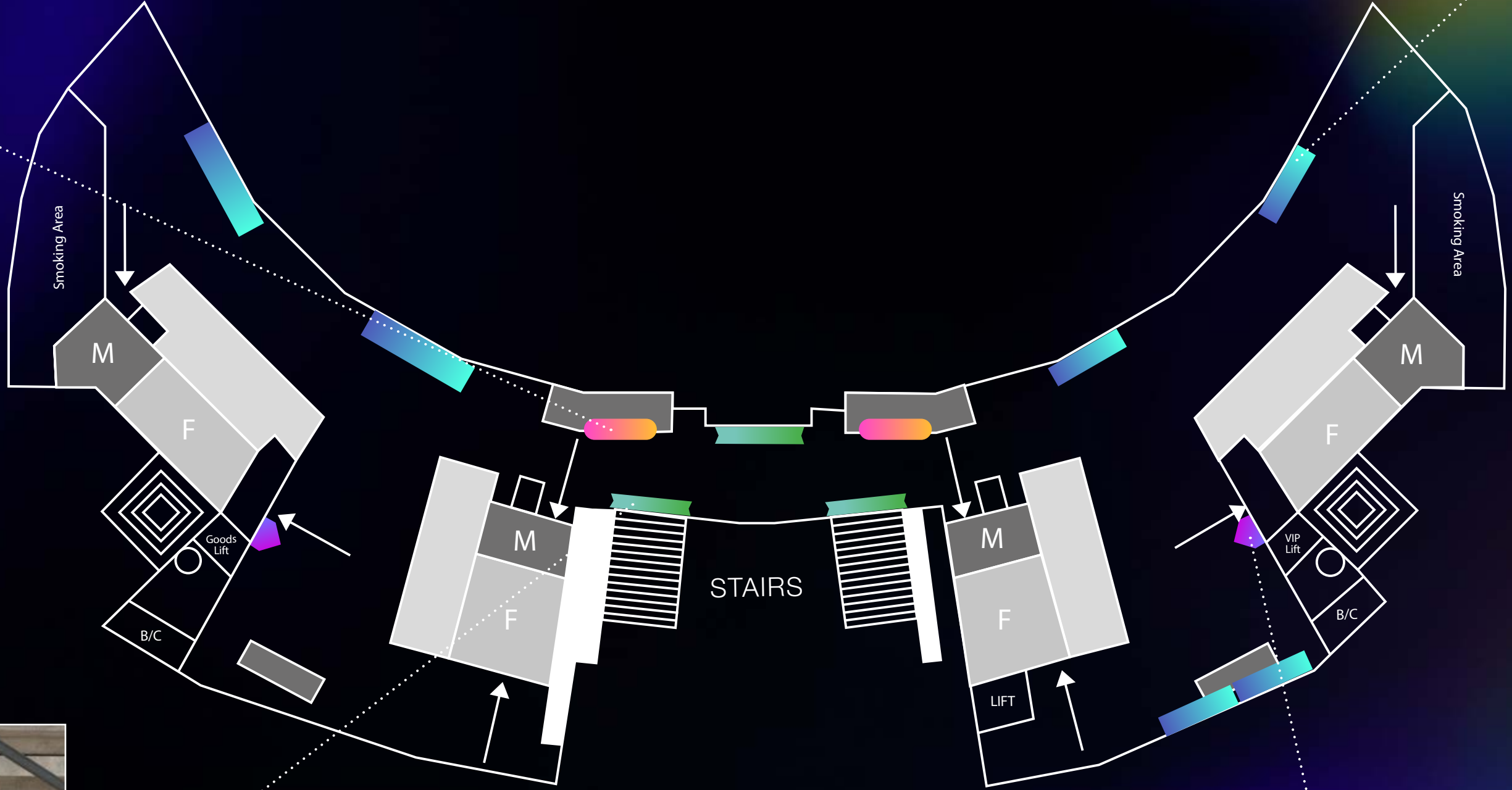






- Portrait - 1080x1920px
- Large LED - 1920x1080px
- Horizontal - 1920x1080px
- Merchandise - 2048x256px








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

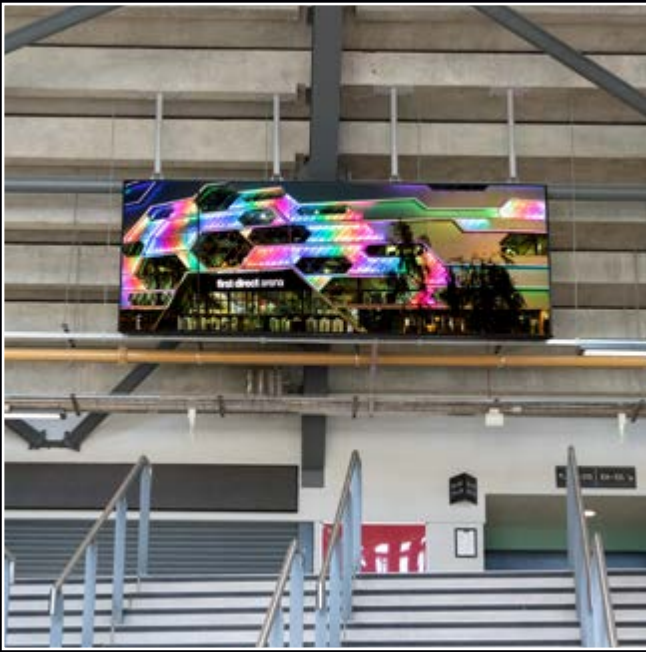


Level 2 Concourse

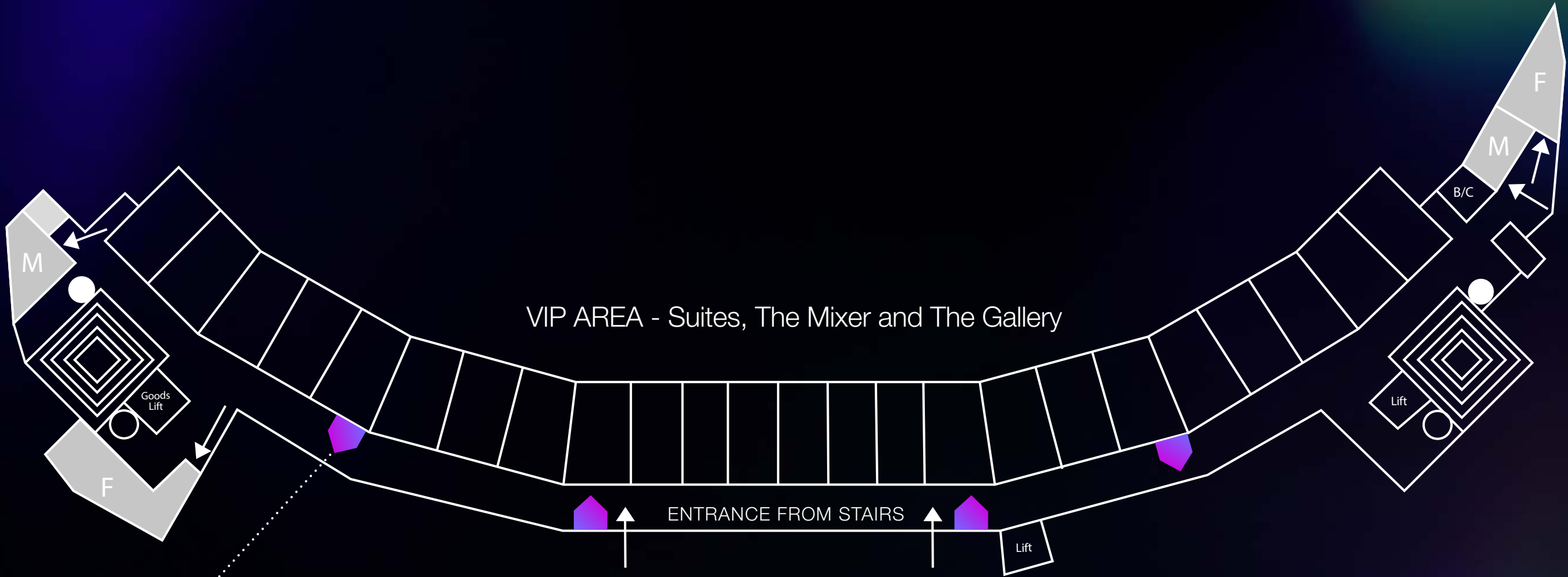


-  Portrait - 1080x1920px
-  Large LED - 1920x1080px
-  Horizontal - 1920x1080px
-  Merchandise - 2048x256px

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



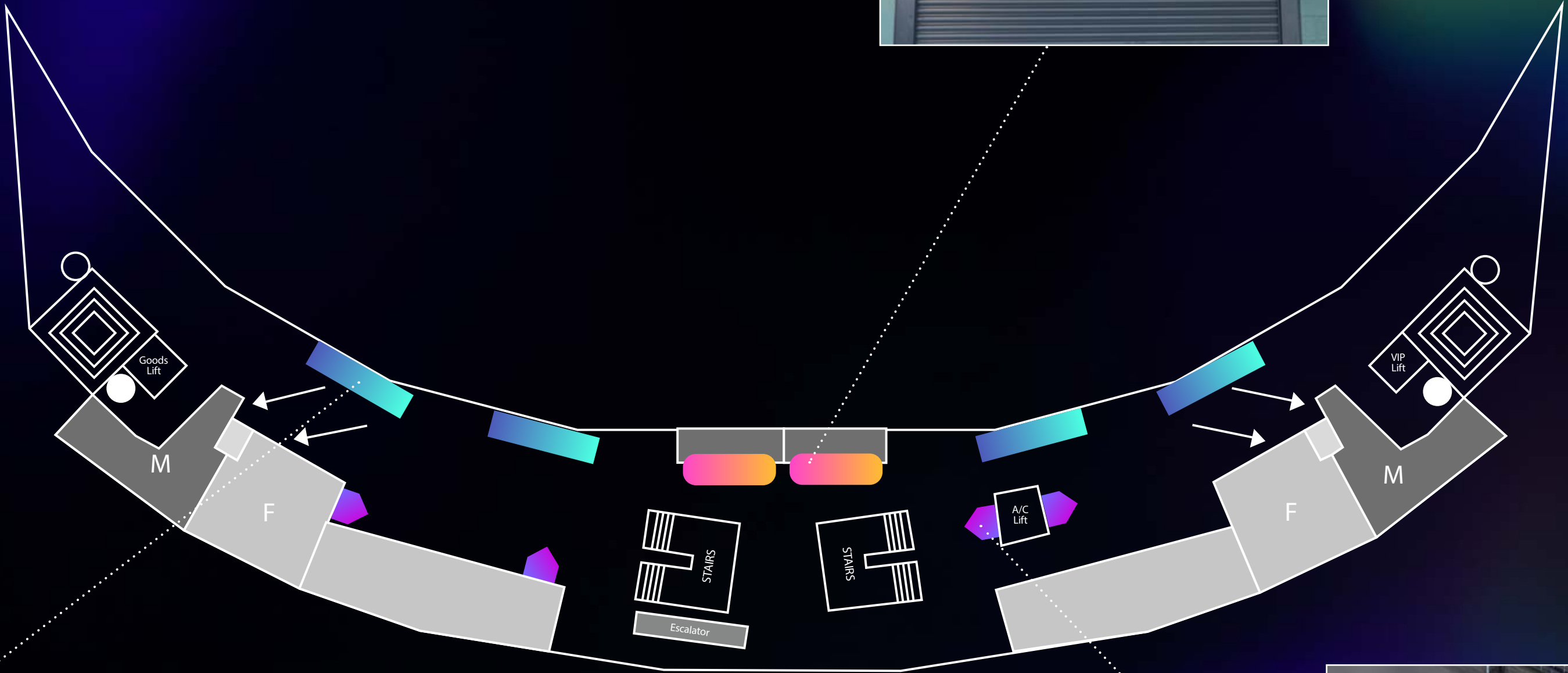
Level 3 Concourse



- Portrait - 1080x1920px
- Accessible Toilets
- M Male Toilets
- F Female Toilets
- B/C Baby Changing



Level 4 Concourse



- Portrait - 1080x1920px
- Horizontal - 1920x1080px
- Merchandise - 1536x256px
- Accessible Toilets
- M Male Toilets
- F Female Toilets
- Concession Stands (Bars)
- Merchandise Stands



Let's talk.

For more information or to discuss other ways of working together, contact the marketing team on marketing@firstdirectarena.com



first direct arena

Arena Way,
Leeds, LS2 8BY
United Kingdom
firstdirectarena.com