

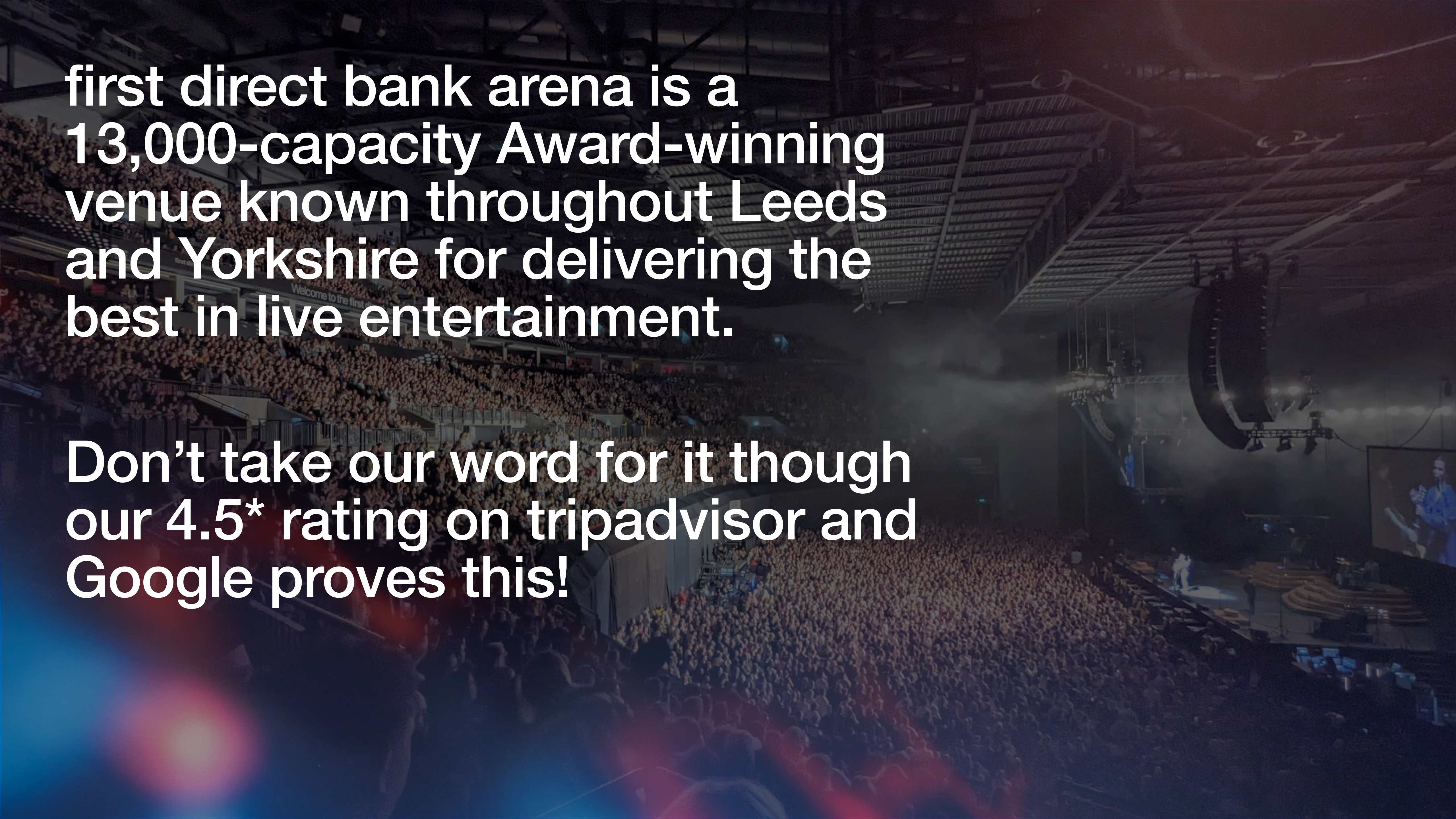
# Make Your Impact

Reach Targeted Audiences

**first direct bank** arena







first direct bank 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 2.1 million website visitors a year, looking at over 6.3 million page views, advertising with first direct bank arena is a great way to show off your company and your brand.

Advertise your business across our marketing platforms. We have:

183,000+	533,000+	630,000+	281,700+
Visitors to our website each month	Page views on our website each month	Visitors to the arena every year	Fans on social networks
40	38	4	100+
Digital screen sites around the venue	Advertising poster sites	Floors of advertising space	Events a year

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

\*Data compiled from 5/6/24 - 5/6/25

# 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



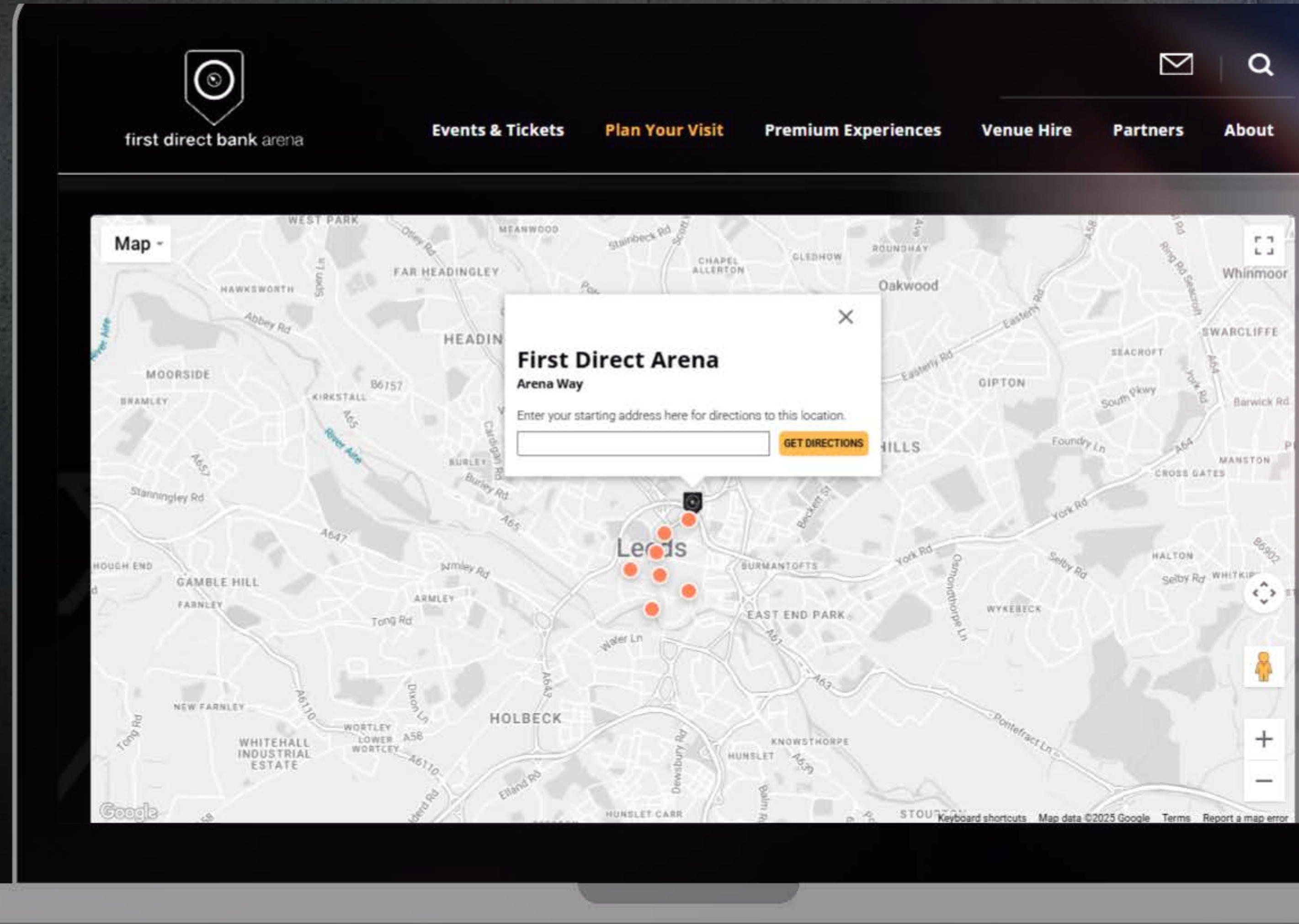
# Website Advertising

With over 2.1 million website visitors a year, looking at over 6.3 million page views why not add your business to the what's on / local area and business support section of the **first direct bank** arena website?

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

£600 plus VAT

For more information contact  
[marketing@firstdirectbankarena.com](mailto:marketing@firstdirectbankarena.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\*

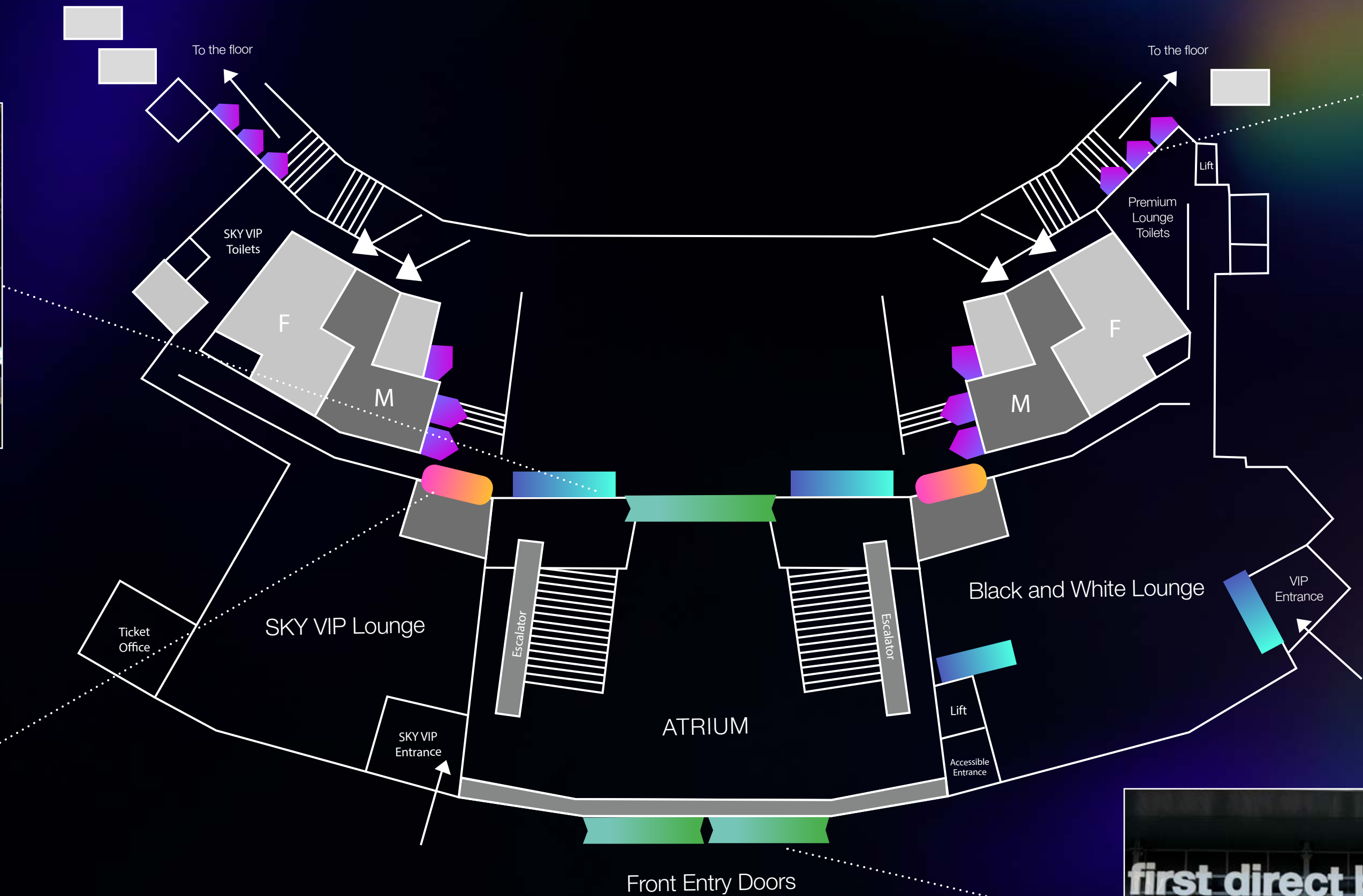
Digital screen to Includes 1 static image for 10 seconds. 1 advert viewable in every 30 rotations, equivalent to 120 seconds per hour.

from **£775** plus VAT per week

\*Average rotation may vary.

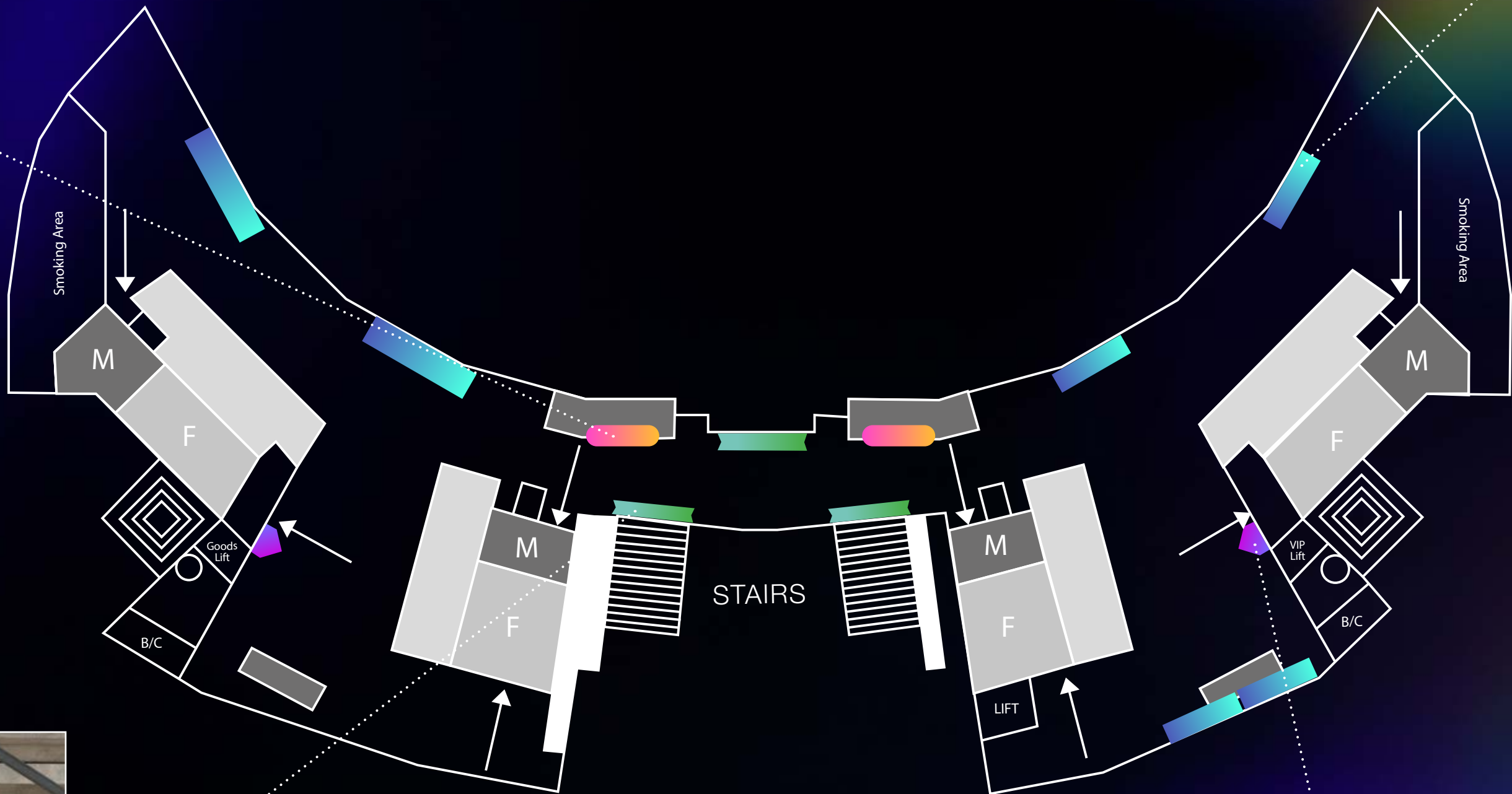
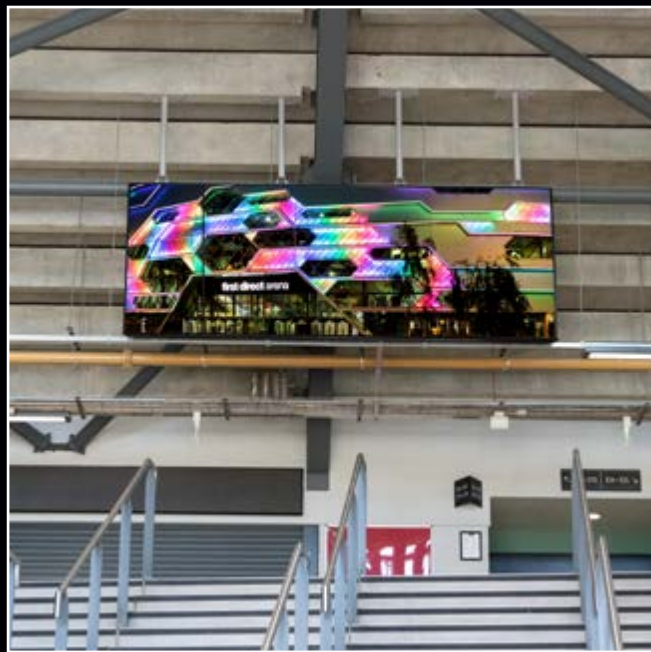


# Level 1 Concourse & Doors





# Level 2 Concourse



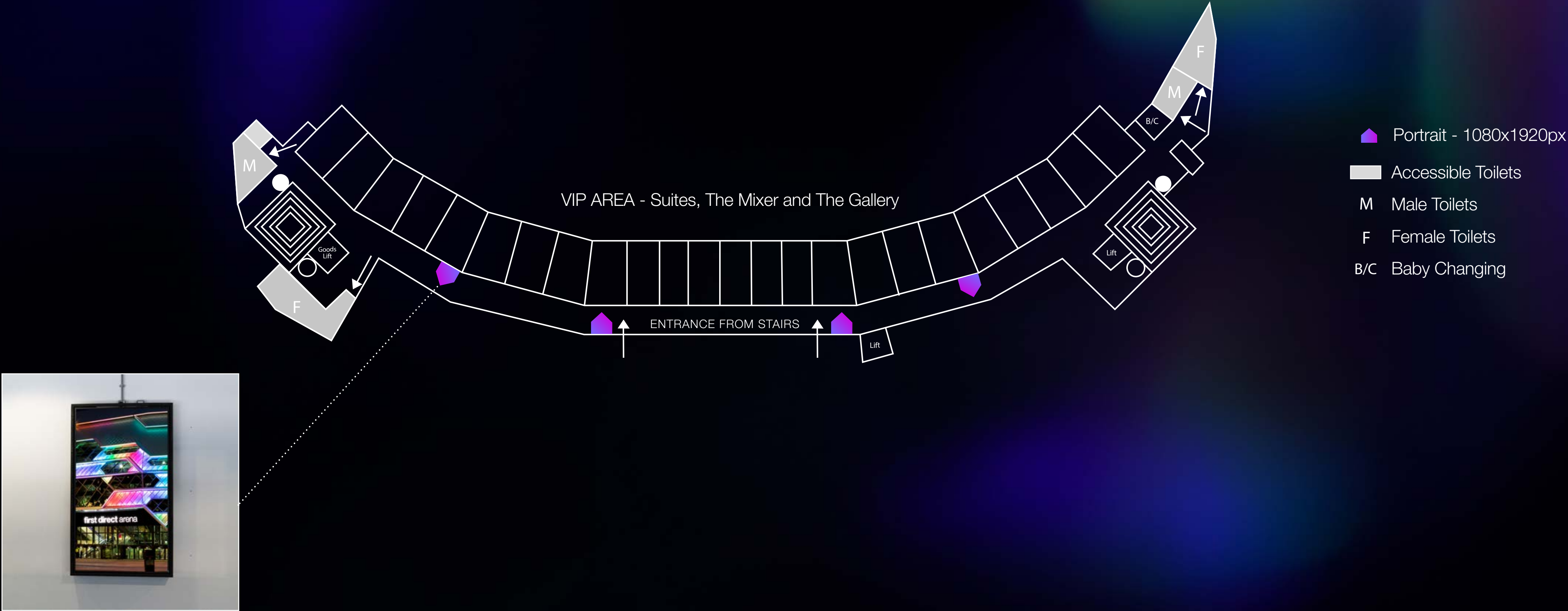
- Portrait -1080x1920px
- Large LED -1920x1080px
- Horizontal -1920x1080px
- Merchandise - 2048x256px

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



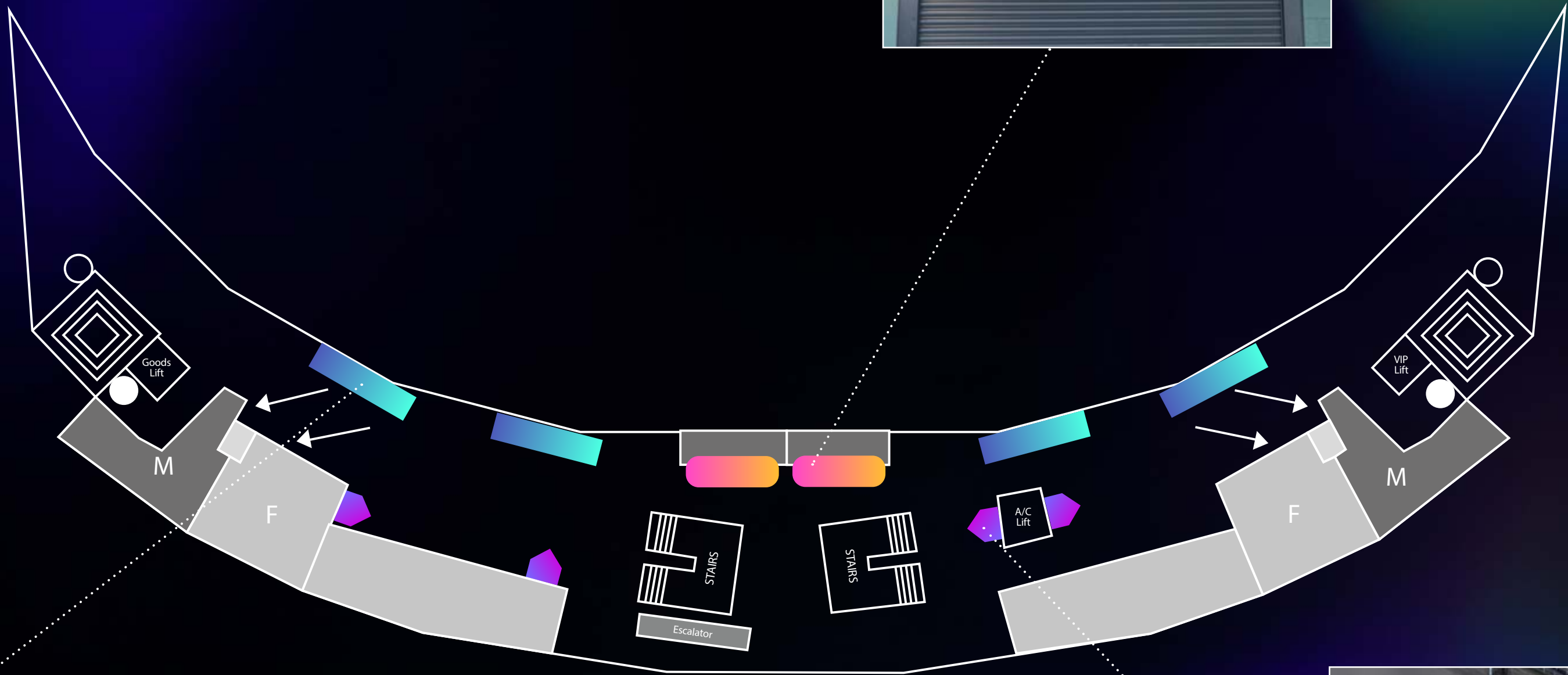


# Level 3 Concourse





# 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@firstdirectbankarena.com](mailto:marketing@firstdirectbankarena.com)

**first direct bank** arena

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