

ONE VENUE, ONE MILLION OPPORTUNITIES.

Advertise at ASV





WHO WE ARE



Advertising at Aberdeen Sports Village (ASV) gives your business access to one of the busiest and most diverse health, fitness and sporting destinations in the North East.

As a major community hub with over **1 million visits every year**, ASV offers businesses the opportunity to engage with a highly active, health conscious and engaged audience in a positive environment where people spend significant time throughout the day.

Unlike traditional advertising channels, your brand becomes part of the customer experience. Partnering with ASV is also more than simply placing an advert it is an opportunity to support a charitable organisation and be part of a wider story that helps strengthen your reputation as a socially responsible business.

ASV guarantees that a percentage of advertising income will be invested directly into projects that break down barriers to sport for local families and communities. This includes supporting swimming lessons for children, community sport sessions led by experienced coaches, and initiatives where participants are also provided with a hot meal.

A DIVERSE AUDIENCE





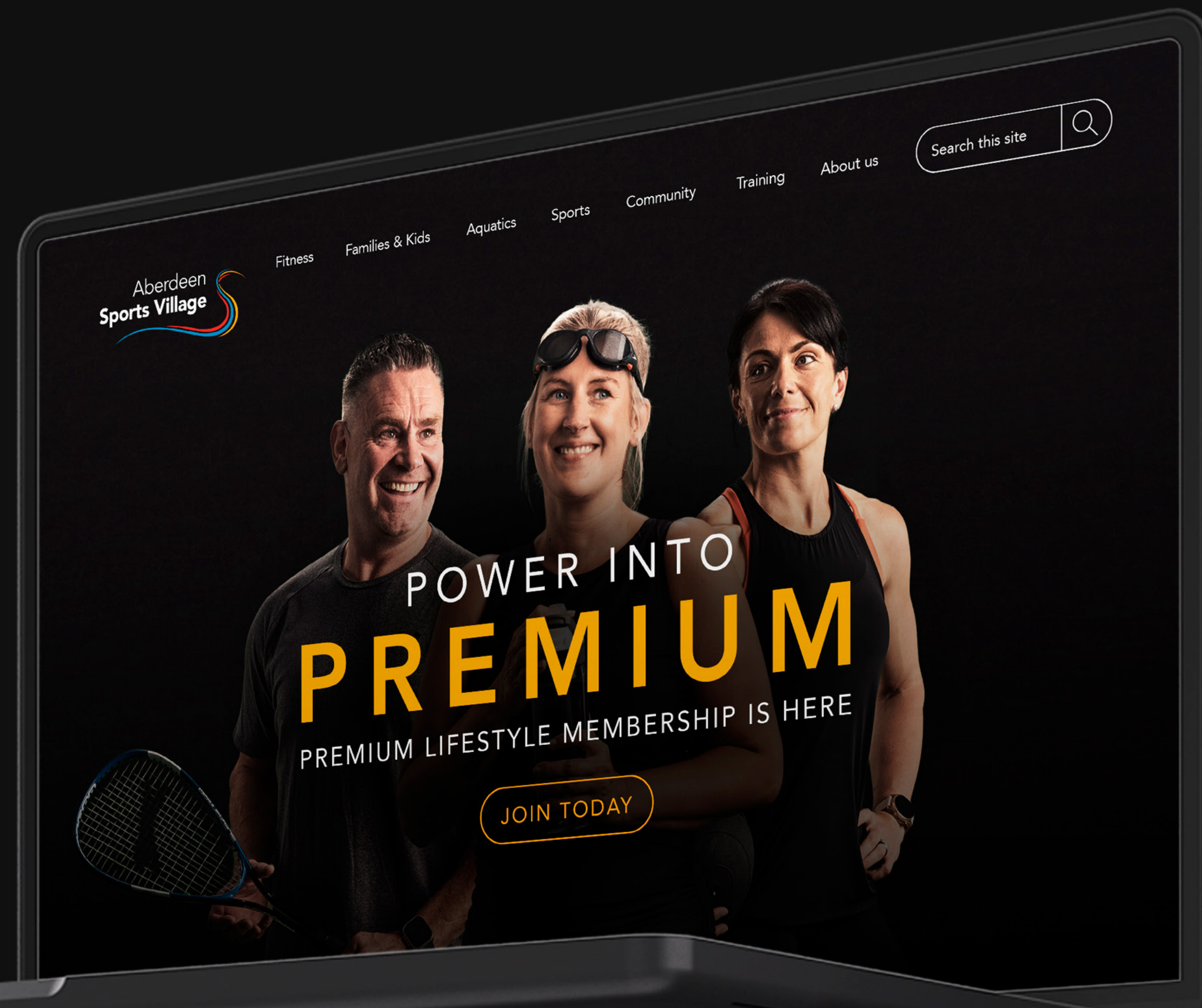
ASV attracts visitors from all demographics and lifestyles, including:

- Fitness members and gym users
- Families and community groups
- Corporate members and professionals
- Children and young people through school visits
- Sports clubs and athletes
- Swimming lesson participants
- Spectators attending events and competitions
- University students and staff
- Visitors travelling from across the North East and beyond

This creates a unique opportunity to promote your business to a broad and varied customer base in one central location.

Many visitors attend ASV multiple times per week, meaning your advertising benefits from repeated exposure, increased visibility and stronger brand recognition.

Whether you are a local business looking to increase awareness or a national brand seeking meaningful community engagement, ASV provides a flexible and impactful advertising platform tailored to your objectives.



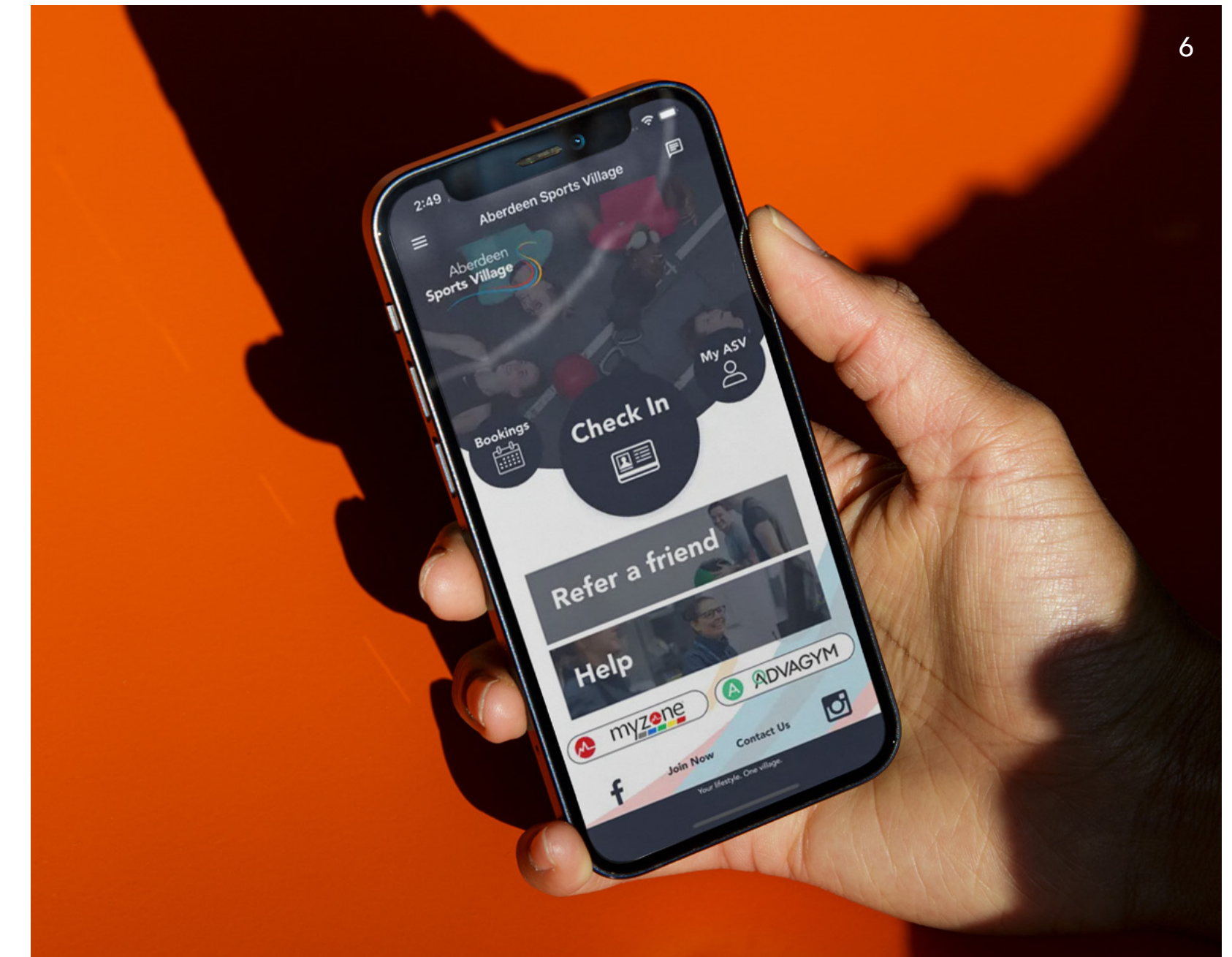
DIGITAL ADVERTISING OPPORTUNITIES

TV SCREENS ACROSS THE FACILITY

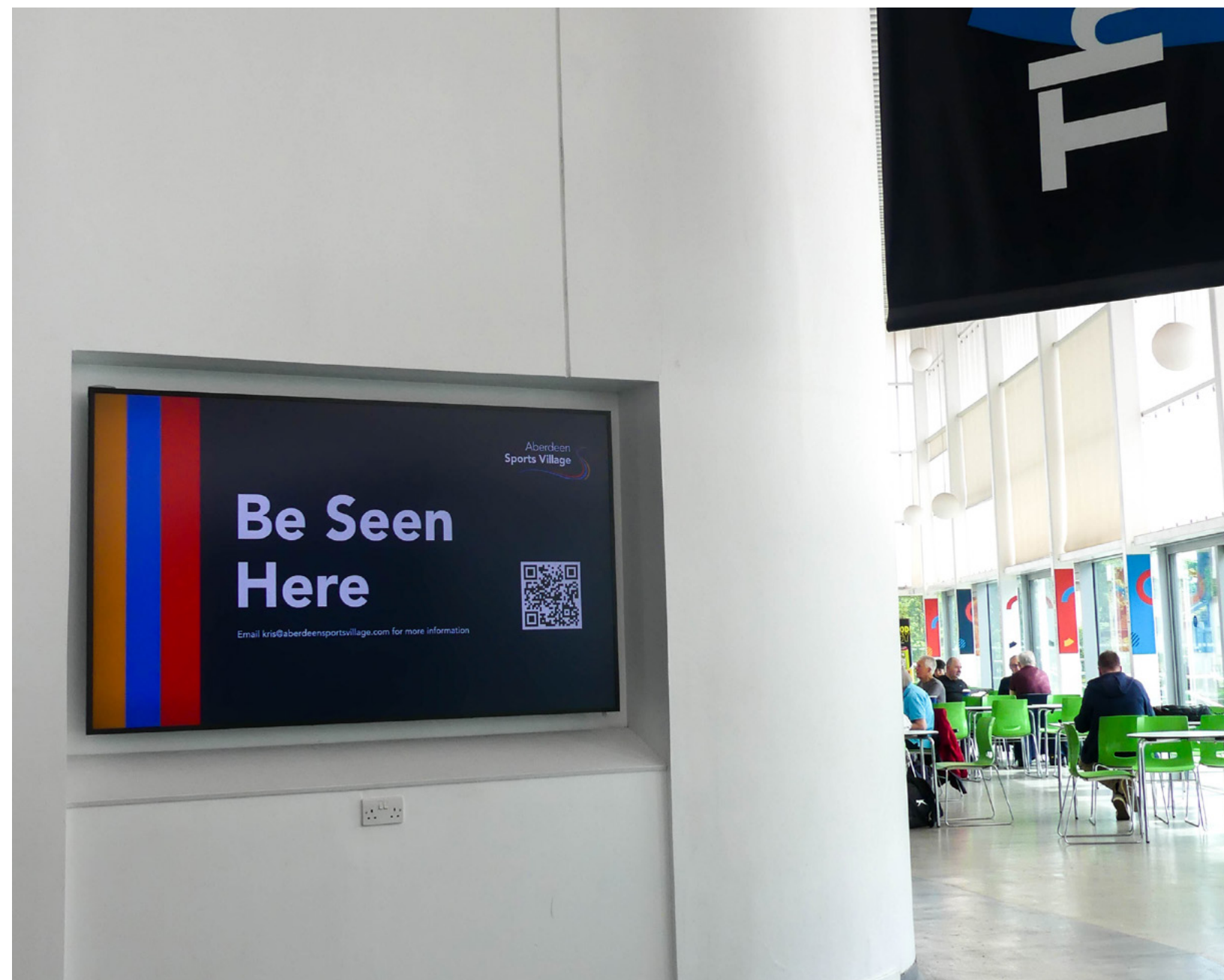
Promote your business on digital screens located throughout the venue, including high footfall areas such as:

- Reception and entrance areas
- Gym and fitness spaces
- Swimming pool areas
- Sports hall spectator zones
- Café and social spaces

Your advert will be seen daily by thousands of visitors throughout the facility.



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WEBSITE & ONLINE EXPOSURE

Advertising packages also include promotion through the ASV website pages, helping you reach audiences both inside and outside the venue.

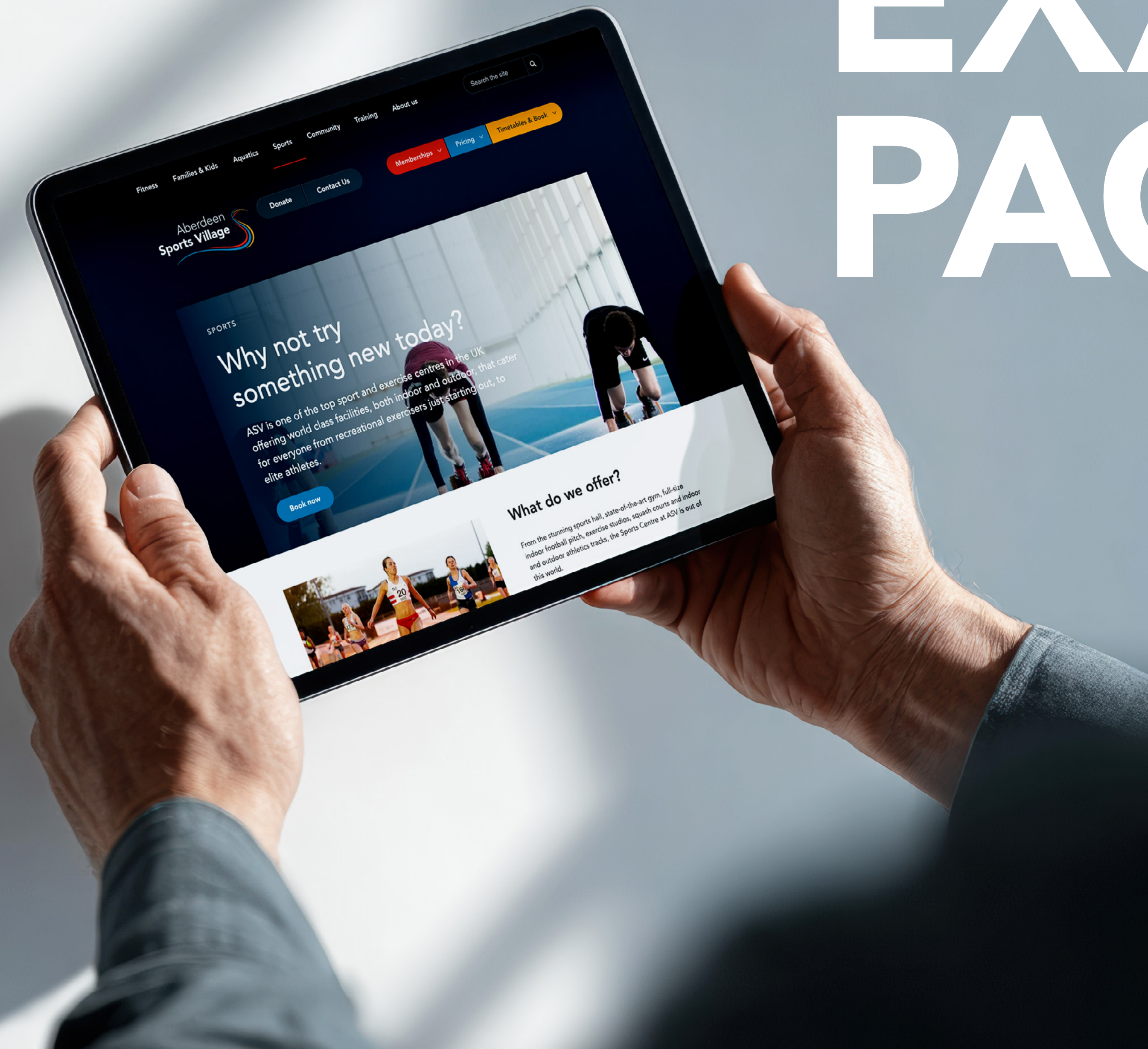
ASV MEMBER BENEFIT APP

Enhanced packages include promotion via the ASV Member Benefit App, reaching over 10,000+ active users directly on their mobile devices.

SOCIAL MEDIA

ASV has a strong and growing audience across key social media platforms including Facebook, Instagram and LinkedIn, helping your business reach an even wider audience online.

EXAMPLE PACKAGES



Packages operate on a quarterly basis, providing flexible and affordable advertising opportunities for both local and national businesses.

OPTION 1

TV Screen only

£500 per quarter

OPTION 2

- TV Screens
- Website

£750 per quarter

OPTION 3

- TV Screens
- Website
- Member Benefits App

£850 per quarter

OPTION 4

- TV Screens
- Website
- Member Benefit App
- Social Media

£1000 per quarter



BESPOKE ADVERTISING & SPONSORSHIP OPPORTUNITIES

ASV can also offer flexible and tailored advertising solutions to suit your business objectives.

We would be delighted to arrange a tour of the facility and discuss the wide range of opportunities available, helping you visualise the potential exposure and identify the best advertising options for your brand.

All signage locations and branding opportunities can be tailored specifically to your objectives and target audience.

Opportunities can include:

- Sports hall branding
- Swimming pool signage
- Squash court advertising
- Event sponsorship
- Spectator area signage
- Wall banners and branded spaces
- Partnership campaigns
- Community project sponsorship

To find out more about sponsoring bespoke projects, [click here](#).





INTERESTED TO HEAR MORE?

Contact Kris McIntosh, Head of Business Development
kris@aberdeensportsvillage.com