

CORPORATE OPPORTUNITIES

at Aberdeen Sports Village



YOUR TEAM. YOUR CSR. YOUR BRAND.

One venue. Over one million visits every year. Opportunities for your business to make a real impact.

At Aberdeen Sports Village (ASV), we offer more than world-class sport and fitness facilities. We give businesses the opportunity to invest in their people, connect with a diverse and engaged audience, and make a meaningful difference across Aberdeen and the North East.

Whether you're looking to improve employee wellbeing, strengthen your CSR, raise your brand profile or all three, we can help you achieve your goals.

From tailored corporate wellbeing programmes and memberships to advertising, sponsorship and community partnerships, our opportunities are designed around your business.

And what makes partnering with ASV different? As a registered charity, the income we generate is reinvested into our facilities and services, helping more people access sport and physical activity.

Whatever your business priorities, ASV offers a range of opportunities to help you achieve them.

4 **YOUR TEAM**
CORPORATE FITNESS AND WELLBEING

12 **YOUR CSR**
SPONSOR YOUR COMMUNITY

19 **YOUR BRAND**
ADVERTISE AT ASV



CORPORATE FITNESS AND WELLBEING

POSITIVE ENERGY

Employee health and wellbeing is no longer a 'nice to have', it is a business essential. Poor mental health alone is estimated to cost UK employers up to £45 billion annually through sickness absence, reduced productivity and staff turnover.

Research by Deloitte, in collaboration with mental health charity Mind, highlights the business case for investing in employee wellbeing, with **every £1 invested delivering a potential return of up to £5** through improved productivity, reduced absence and stronger engagement.

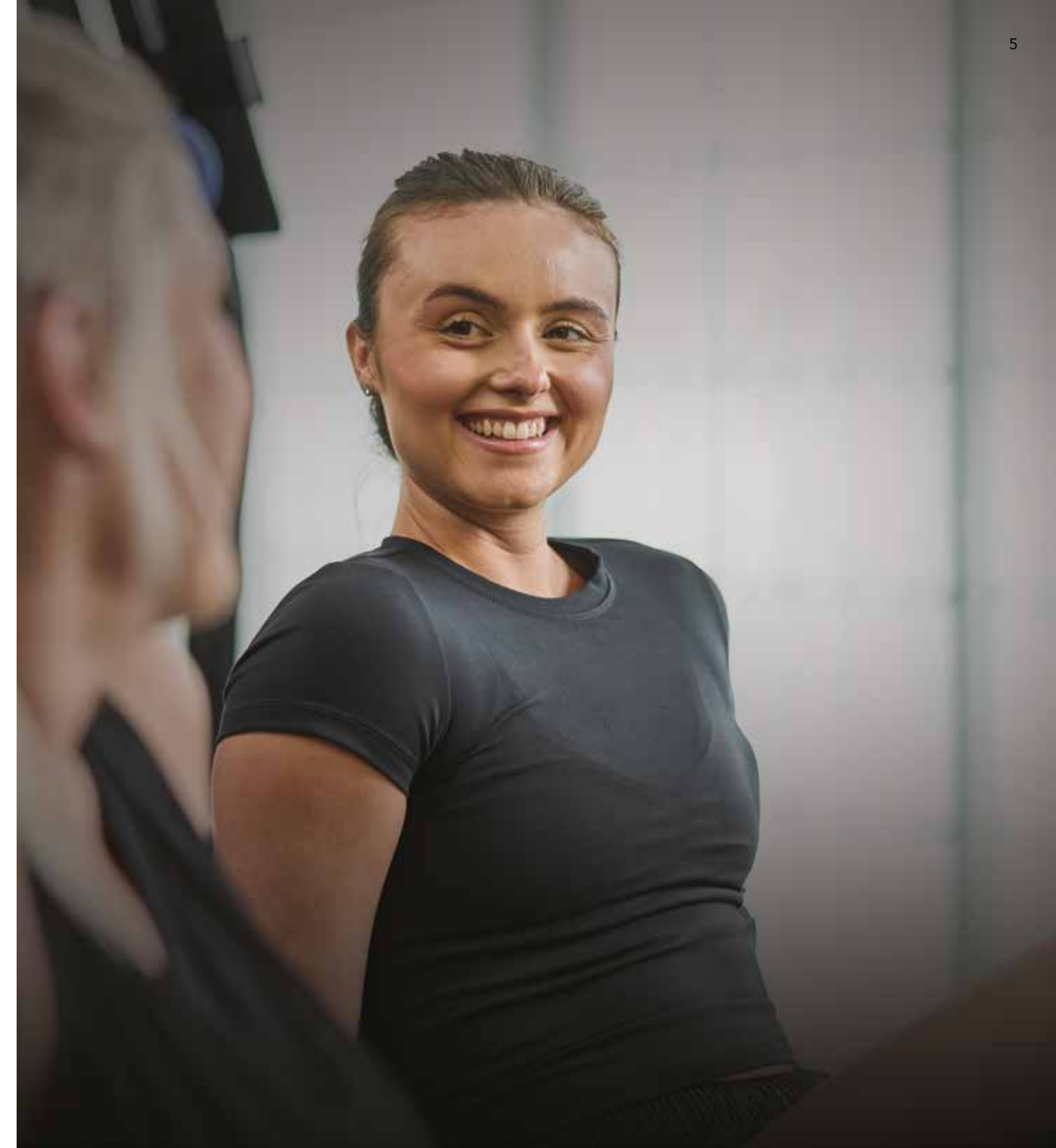
With one in six UK adults experiencing a common mental health condition at any given time, and physical inactivity contributing to long-term health conditions, supporting workforce wellbeing has never been more important.

Forward thinking organisations recognise that investing in their people makes good business sense.

A healthier, happier workforce can mean lower absenteeism, improved retention, greater productivity and a stronger workplace culture.

This is where ASV can help.

Source: Deloitte (2017; 2020). Mental health and employers: the case for investment / the case for refreshing investment, produced in collaboration with Mind.





NO HURDLES



Research consistently shows that the main barriers to physical activity are:

- Lack of time
- Lack of facilities
- Work-related stress

ASV can help employers overcome these barriers by:

- Providing a range of facilities that employees can access before, during or after the working day
- Creating programmes that are time efficient and flexible, fitting around varied shift patterns and workloads
- Offering a supportive setting that reduces stress and makes wellbeing feel achievable rather than aspirational

By reducing these barriers, organisations can significantly increase engagement and participation, a critical factor in delivering real health and productivity benefits.



WORKING TOGETHER

Evidence shows that organisations which actively support employees' life experience and wellbeing see:

23%

more employees reporting better mental health

17%

more employees reporting better physical health

21%

more high performers, compared to organisations with lower levels of support

Source: Gartner (2020) Reimagine HR Employee Survey

Partnering with ASV enables organisations to deliver benefits that matter to people while also meeting business objectives.

BENEFIT WHAT THIS MEANS

REDUCED ABSENTEEISM AND PRESENTEEISM	Fewer sick days, healthier employees and reduced productivity loss.
IMPROVED PRODUCTIVITY, FOCUS AND ENERGY LEVELS	A more engaged, motivated and high performing workforce.
STRONGER ENGAGEMENT, LOYALTY AND STAFF RETENTION	Improved morale, reduced turnover and greater organisational stability.
ENCOURAGES WORK LIFE BALANCE	Employees are better supported to prioritise their health and wellbeing, reducing burnout and unplanned absence.
ENHANCED EMPLOYER BRAND AND TALENT ATTRACTION	A more competitive employer proposition in a challenging recruitment market.

By investing in employee wellbeing through ASV, organisations aren't just supporting healthier individuals, they are building more resilient, motivated and productive workforces.



BUILT AROUND YOU

CORPORATE WELLBEING EXPERIENCES

Step away from the usual routine and invest in your team’s wellbeing with a tailored corporate experience at ASV. Combining energising activities, expert-led workshops and opportunities to connect, our experiences are designed to support physical and mental health while strengthening workplace relationships.

Giving employees time to reset, recharge and prioritise their wellbeing can help reduce stress, boost morale, improve focus and productivity, and create a healthier, happier and more engaged workforce.

Choose from a wide range of activities and workshops, available as part of a tailored corporate wellbeing day or individually to suit your organisation’s needs and objectives.

MOVEMENT, FITNESS AND RECOVERY

From relaxing yoga and BODYBALANCE™ to energising studio cycling, strength and conditioning and HYROX training, our sessions cater for all abilities, helping employees reduce stress, boost energy and build physical and mental resilience.

HEALTH SCREENING AND PERSONALISED SUPPORT

From health checks and Bio Age assessments to sports massage, our services help employees better understand their health, encourage positive lifestyle changes and support recovery and long-term wellbeing.

SPORT, TEAMWORK AND CONNECTION

From pickleball and badminton to squash and team challenges, our activities bring colleagues together through friendly competition, helping strengthen communication, collaboration and team morale.

WELLBEING EDUCATION AND AWARENESS

From healthy habits and nutrition seminars to breathing workshops and menopause awareness, our expert-led sessions equip employees with practical knowledge and techniques to manage stress, make healthier choices and support lasting wellbeing.



CONNECT

ASV also has meeting rooms for hire onsite where offsite team meetings can be held as part of a team day. Catering can also be included and can be discussed at time of booking.

CORPORATE MEMBERSHIPS

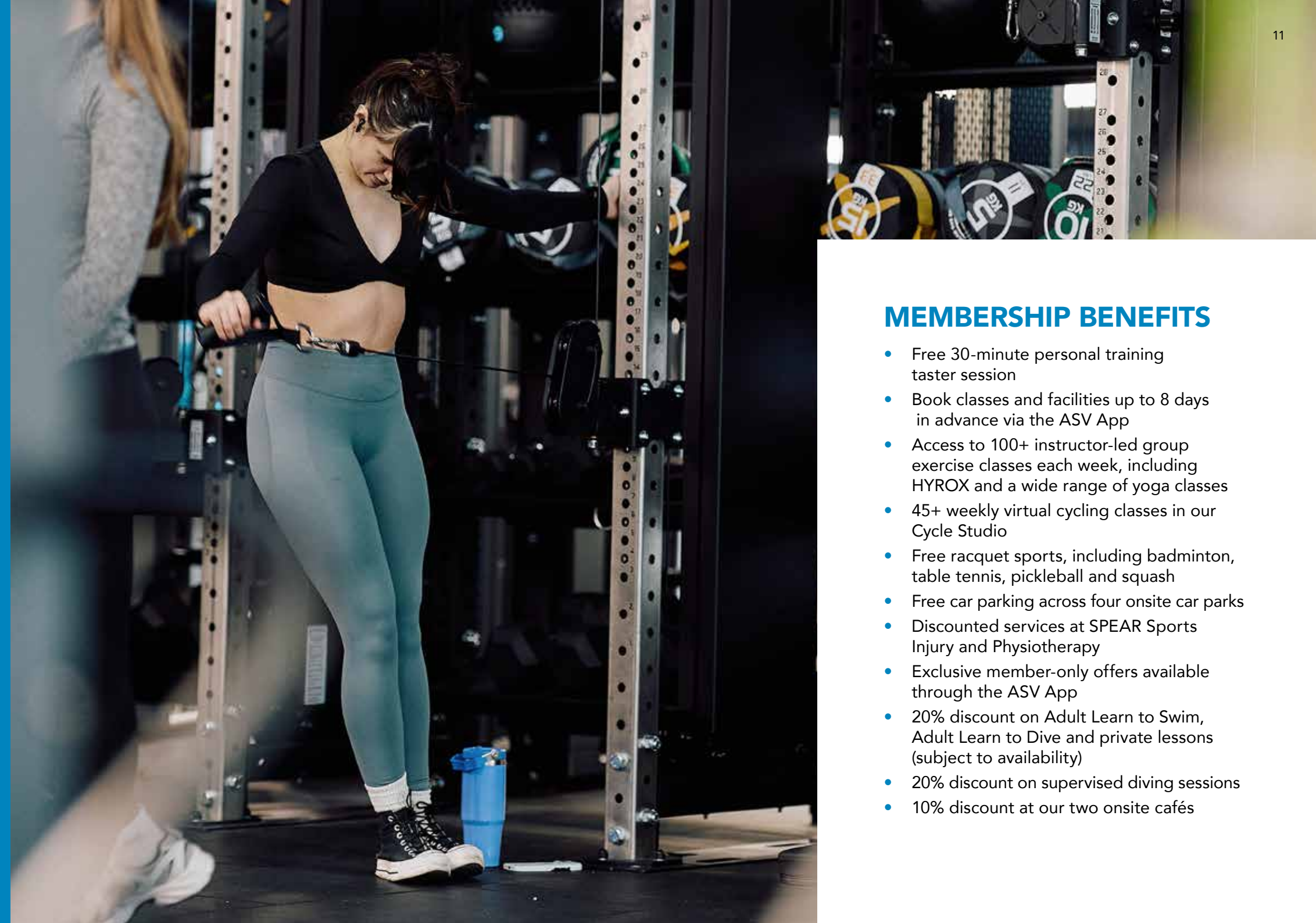
A corporate membership gives your employees flexible access to facilities and programmes that fit around working life making it easier to prioritise health, wellbeing and performance.

Employees can access discounted memberships, and organisations can benefit from reduced rates when purchasing memberships in bulk.



MEMBERSHIP BENEFITS

- Free 30-minute personal training taster session
- Book classes and facilities up to 8 days in advance via the ASV App
- Access to 100+ instructor-led group exercise classes each week, including HYROX and a wide range of yoga classes
- 45+ weekly virtual cycling classes in our Cycle Studio
- Free racquet sports, including badminton, table tennis, pickleball and squash
- Free car parking across four onsite car parks
- Discounted services at SPEAR Sports Injury and Physiotherapy
- Exclusive member-only offers available through the ASV App
- 20% discount on Adult Learn to Swim, Adult Learn to Dive and private lessons (subject to availability)
- 20% discount on supervised diving sessions
- 10% discount at our two onsite cafés



SPONSOR YOUR COMMUNITY

WHY GET INVOLVED?

As a registered charity and not-for-profit organisation, ASV is committed to improving health, wellbeing and access to physical activity across our community.

Surplus is reinvested into our facilities and programmes, while corporate sponsorship, donations and grant funding play a vital role in helping us remove barriers to participation.

Welcoming thousands of visitors each week, from children and families to students, athletes and community groups, ASV provides opportunities for people of all ages and abilities, alongside valuable training and career development opportunities for local students.

By partnering with ASV, your organisation can raise its profile, align with a trusted local charity and demonstrate a meaningful commitment to corporate social responsibility.

Together, we can create more opportunities, inspire participation and make a lasting difference to the health and wellbeing of our community.





OUR IMPACT

The impact ASV makes extends far beyond our facilities. Every visit, programme and partnership contributes to improving health and strengthening our local community.

The following highlights demonstrate the real, measurable impact ASV continues to make across Aberdeen and the wider region.

HOME OF COMMUNITY SPORT

School-day activities delivered to 460 children from Aberdeen City Primary Schools as well as providing over 80 local students the opportunity to put into practice what they learn day to day in college.

In addition, weekly learn to swim lessons were delivered to 200 children from Riverbank, Cornhill, Hanover and Sunnybank primary schools and St Machar Academy.

A total of 3352 participations across the project.

ASV ENERGISERS

Free sport and meals provided to 1030 local children, 6082 participations and 2816 hot meals.

LINKS NURSERY AND HUB

48 nursery children received free swimming lessons.



ABERDEEN SCHOOL FOR THE DEAF

15 children received weekly swimming lessons throughout the school year.

ASV MATCHDAY

170 adults and young people from local targeted groups, received the ASV/AFC Matchday experience.

DR HELLEN REITH TRUST

Ten young athletes provided with financial support (£11,050) across a wide variety of sports, including gymnastics, table tennis, tennis, ice hockey, kick boxing, athletics and martial arts.

Statistics from ASV's financial year 2025 – 2026

DONATIONS



It's really simple to donate, just scan the QR code

By donating to ASV, you help us break down barriers to health and wellness, engage more with our community and empower as many people as possible to stay active. We provide the platform and pathways for developing athletes, putting Aberdeen in the spotlight, and we are committed to delivering the best experience for people of all ages and abilities. Your donation supports a local health and wellbeing centre at the heart of its community.

We gladly accept any donation, but from as little as £3.00 you can provide one week of free school sport and swimming lessons for one child. Imagine how many children you could support over a year.

DONATION PRICING

- **£3.00 - Home of Community Sport**
Supports one week of free school sport and swimming lessons for one child
- **£3.50 - ASV Energisers**
Provides one meal for three children attending the ASV Energisers programme
- **£3.60 - Nursery Swimming Lessons**
Provides one swimming lesson for a nursery-aged child
- **£3.80 - School for The Deaf**
Provides one swimming lesson for a primary school-aged child
- **£5.00 - ASV Energisers**
Gives one child a free sports session and a meal
- **£6.00 - ASV Matchday**
Supports delivery of the ASV Matchday Experience, offering families and groups free access to sport and an Aberdeen FC home match
- **£15.00 - Home of Community Sport**
Provides five weeks of free school sport and swimming lessons for one child
- **£18.15 - Nursery Swimming Lessons**
Funds a full block of five swimming lessons for one nursery-aged child
- **£19.00 - School for The Deaf**
Funds a full block of five swimming lessons for one primary school-aged child
- **£25.00 - ASV Energisers**
Provides one child with a block of five free sport sessions and free meals

Pricing correct as of October 2026

SPONSOR A PROGRAMME

SPONSORSHIP
PACKAGES
AVAILABLE
FOR ALL ASV
PROGRAMMES

IN THE FINANCIAL YEAR 2025 – 2026 ASV HAD:

1M+

Visits recorded

1,412

Learn to Swim members and delivered 200+ lessons each week

620+

Children attended Sports Camps over 10 weeks

206

Diving Programme members

778

Members through sport and partner clubs

1K+

Children attended free sport sessions accessing free meals and showers

195

Events hosted, with 22 key events attracting 19,523 visitors

14K

Community project participations

16K

Children from Aberdeen City primary schools visited ASV through projects and collaborations

By sponsoring a programme, your organisation will have opportunities to benefit from brand recognition across a range of choices:

- **Social media**
- **Website**
- **Annual report**
- **Opportunity to reach out to ASV's members**
- **Internal TV screens**
- **Media opportunities**
- **Photography**
- **Opportunity to brand kit, supply giveaways**

See the impact of your support first-hand as children take part in sport and benefit from opportunities made possible by your investment.

It's a meaningful way to demonstrate your commitment to social responsibility while showcasing the real difference your organisation is making to local lives.

Our bespoke partnerships align with your values and objectives, giving you a say in how your donation is used, from providing sports kits and coach training to funding lessons and activities.

CURRENT PARTNERS

Thanks to the organisations below, we can deliver so many valuable community initiatives working in partnership and with valuable funding.

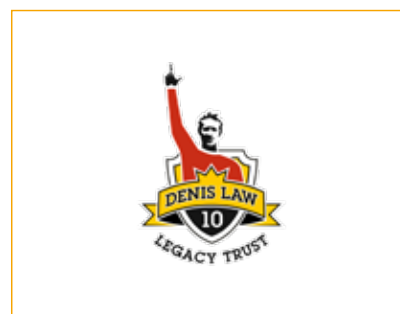
“At TEXO, we believe businesses have a responsibility to invest in the communities in which they operate. Partnering with Aberdeen Sports Village to support free swimming lessons for children at Links Nursery & Hub reflects our commitment to creating meaningful, lasting impact. Swimming is a fundamental life skill, and ensuring over 100 preschool children had access to high-quality lessons - regardless of financial circumstances - is something we were extremely proud to support.”

Russell Holley, TEXO

“It was great working with new children and coaching sports I hadn’t delivered before. Seeing the children learn new skills and grow in confidence was the best part... by the end they were much more confident and keen to try new things. It helped me improve at adapting quickly between different age groups and activities.”

“I’ve been coaching athletics. The way they’ve adapted and picked things up so quickly has been really impressive, especially how focused they’ve been on each activity. I’m so happy to be part of this and honoured to help offer these opportunities to children.”

NESCOL Students



ADVERTISING AT ASV



A DIVERSE AUDIENCE

Advertising at ASV gives your business access to one of the busiest health, fitness and sporting destinations in the North East. With over **1 million visits every year**, we offer a highly active, health-conscious audience in a positive environment where people spend significant time throughout the day.

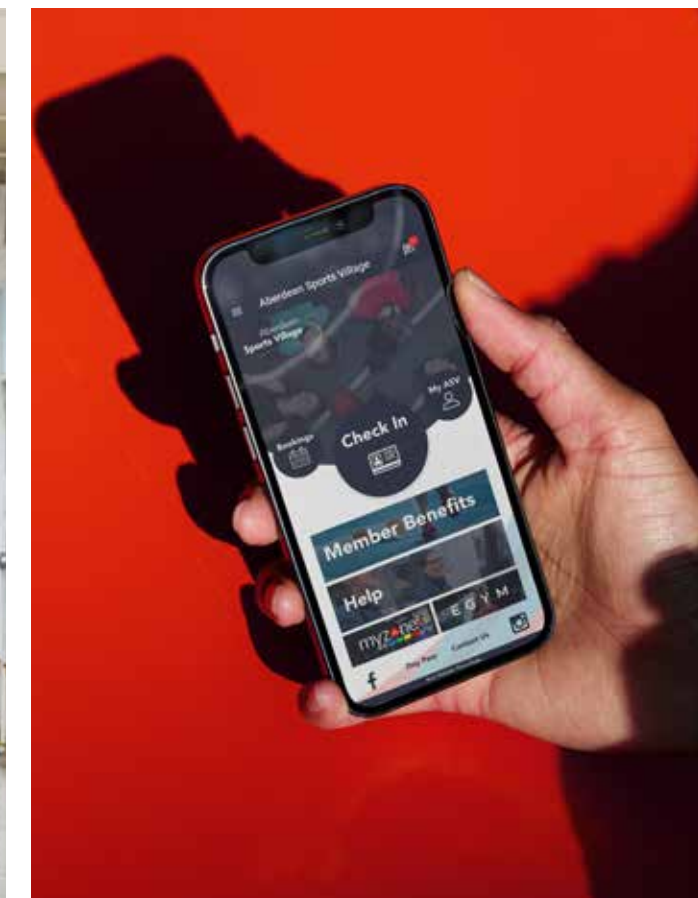
Unlike traditional advertising channels, your brand becomes part of the customer experience and ASV guarantees that a percentage of advertising income will be invested directly into projects that break down barriers to sport for local families and communities.

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

Many visitors attend multiple times per week, so your advertising benefits from repeated exposure and stronger brand recognition. Whether you are a local business looking to increase awareness or a national brand seeking meaningful community engagement, ASV offers a flexible platform tailored to your objectives.

DIGITAL ADVERTISING



TV SCREENS ACROSS THE FACILITY

Promote your business on digital screens in high-footfall areas, including:

- 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.

WEBSITE AND ONLINE EXPOSURE

Advertising packages include promotion on the ASV website, reaching audiences both inside and outside the venue.

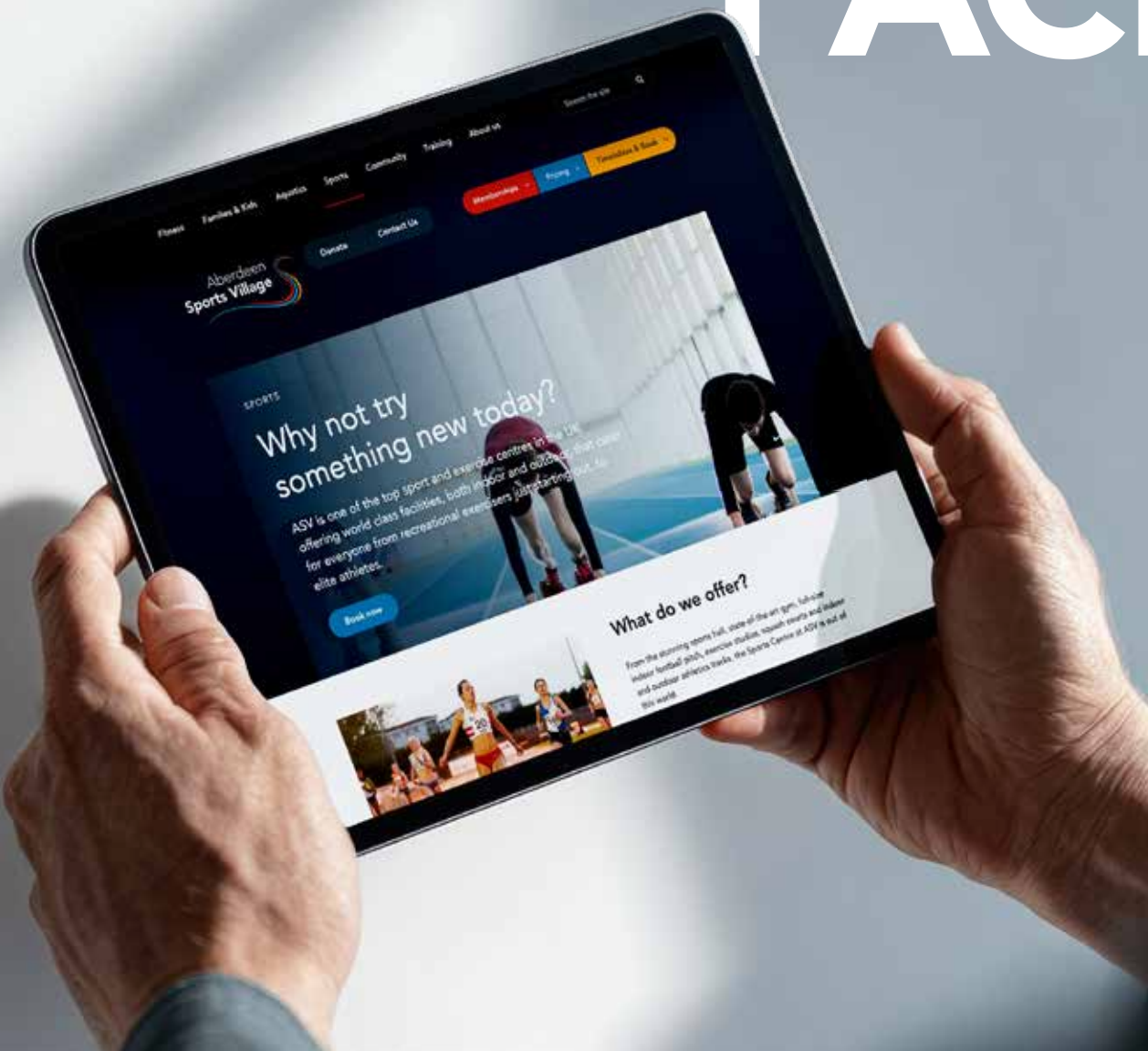
ASV MEMBER BENEFIT APP

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

SOCIAL MEDIA

ASV has a strong and growing audience on Facebook, Instagram and LinkedIn, extending your reach even further 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 benefits app
- Social media

£1000 per quarter

BESPOKE ADVERTISING AND 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 opportunities available, helping you visualise the potential exposure and choose the best options for your brand. All signage locations and branding opportunities can be tailored 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



GET IN TOUCH

Your Team

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Your Brand

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