

Promising start for agricultural loge

This season SC Heerenveen started with a new initiative for companies: the Agriloge. This is a comfortable business area offering places for 68 people focusing on people working in the agricultural sector. The start is promising. Eleven participants already bought 28 chairs and SC Heerenveen is in full negotiations with other interested parties.

‘The Agriloge is an ideal platform for building a network in an informal but functional way with people from the same sector’, according to account manager Peter de Vries from SC Heerenveen. Peter has been involved with the Agriloge from the beginning of the current season and is enthusiastic about the initiative due to the concept, but also because of the sector. ‘I know this sector is on the move. It is a promising time for investments’. Diversity is one of the strongpoints of the Agriloge. The Abe Lenstra Stadium is a meeting place for different companies differing from insurance companies, accountancy, real estate, contractors, mechanization, service sector, breeding, seeds and crop protection companies, housing, dairy and from cattle farms to tillage. ‘The differing audience is a strength’, according to Peter. The membership offers a lot of benefits. Four times a year an important speaker will be invited to the matches, there will be tasteful lunches and dinners present in the business lounge, a member of the technical staff of SC Heerenveen will do a pre-match analysis and participants can win a ball by guessing for the right end score.

Participants can present themselves and their companies perfectly in the loge and besides that the loges can be used without additional costs for meetings, parties and other company activities. The only condition is that the companies use Beijc to supply them with food and drinks. A committee has been established from members consisting of Luuk Uelderink, Hendrik Jan Achterhof and Hein-Willem Leeraar, who gives advice about which path to follow. One of the initiatives is to organize an external activity three times a year. The committee also proposed that players of the ladies team should be present every home game. They are able to promote women football, share football knowledge and information with the guests. One of the members of the Agriloge, Valentijn Meijer of Meijer Consultancy, will be acting as host during home matches.

With 28 chairs the Agriloge is not sold out yet, but Peter is not unsatisfied. ‘The objective for the first season has been realized. We wanted to reach a break-even result and we realized this. 28 members in the first season is not bad and the coming months we hope to meet new members. We have 68 chairs, but with only 50 or 55 chairs the concept will be clearer to the guests. In that case there is more flexibility around matches where the demand for tickets is high’.

Do you want to know more about the Agriloge and the possibilities for your company? You can get in contact with Peter de Vries.

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