



Cambridge United Football Club

Commercial Opportunities Brochure 2019/20



CLUB CAMBRIDGE

Premier Travel Suite

The offering that has something for everyone -

Whether you're a season ticket holder, a group of friends, a family or you want to entertain clients or fellow colleagues.

A Club Cambridge package includes:

Exclusive access to our first team players

The chance to hear from Club legends

Complimentary food stations, serving cuisine from around the world

Teamsheet and Matchday Programme

Premier League matches aired on big screens

Half-time drink

Premium match seats in the Main Stand

Man of the Match Presentation

Cash bar facility

Room host

Adult: £50/Season ticket holder discount: £35

Under 12: £35/Season ticket holder U12: £25

Club Cambridge Season Ticket Price: £995 pp

**To book tel: 01223 632 125
email: Commercial@Cambridge-United.co.uk**



EXECUTIVE HOSPITALITY

8build LOUNGE

Our premium hospitality offering -

Situated within the more intimate setting of our 8build Hospitality Lounge. This is ideal for those seeking to entertain clients and colleagues alike, network with the Cambridge Business Community or simply enjoy a match day experience in style.

Our Executive Hospitality offering includes:

- Three course sit down meal
- Half-time and full-time refreshments
- Teamsheet and Matchday Programme
- Exclusive Q & A with Head Coach/Club Officials
- Padded seats in the Executive Box
- First team player appearances
- Cash bar facility
- Premier League matches aired on big screens

Adult: £70 pp/U12: £40 pp

Table of Ten: £700

Season ticket prices available on request.

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MATCH SPONSORSHIP

Highlight your brand, whilst delivering a day to remember for staff, clients and customers.

Hosted in the 8build Executive Hospitality Lounge your company will benefit from exposure to approximately 4,000 matchday supporters, reaching a wider audience through our digital channels.

Our Match Sponsorship package includes:

- Table of 10 in our 8build Executive Hospitality Lounge
- Matchday tannoy announcements
- Pre-match photo including two of your representatives, team captains & match officials
- Company logo on match day social media graphics (62,000 Twitter/80,000 Facebook)
- Dedicated account manager to help organise the day and ensure you receive full benefit
- Select and present the Man of the Match award
- Company logo on match programme & team

From £1,550 + VAT per game

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PERIMETER BOARD SPONSORSHIP

Promote your brand to a local and national audience.

Advertising at a Football League ground is still one of the most recognised ways to gain exposure to a wide audience.

A perimeter board sponsorship includes:

Brand exposure to over 4,000 match day supporters over 23 home league games

Increase brand loyalty by showing support to your customer's and client's local team

Exclusive events during the season which include first team player appearances

Regular national exposure of your brand for positions within the TV arc, through EFL highlights programme

Online coverage through Club's social media accounts (62,000 Twitter/80,000 Facebook)

From £1,000 + VAT per season

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The 100 Club

THE 100 CLUB

Bringing local businesses together-

This is an ideal opportunity to increase exposure of your company and meet likeminded individuals from the Cambridge business community.

A 100 Club membership includes:

Company logo within the match day programme

Company logo on signage within our hospitality suites at the Abbey Stadium

A first team player appearance at your business per season

Invites to networking events with guest speakers and appearances from players/Head Coach

Discounted room hire for events & conferences at Cambridge United

Club Cambridge Hospitality tickets

10 tickets a season for selected games to be distributed to employees or clients

Opportunities to win business with the Football Club and promote to supporters

100 Club Membership for 2019/20

£500 + VAT

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More About Us

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A partnership with Cambridge United provides a strategic approach in showcasing your company's brand with a return on investment.

Our current partners are perhaps better qualified to explain the benefits:



"There are multiple benefits in terms of tangible visibility in front of mass spectatorship by strategically positioning our brand in prominent positions. But, over and above that, sport sponsorship is a chance to invest in the local community and support a cause many of our employees, customers and business associates have an affinity or emotional connection with."

**Jon Stump - Mick George
Finance Director Front of shirt sponsor**

"We began with hospitality at the Club and from there built out into a more formal sponsorship. The match day experience is first class, and I would highly recommend it. We look at everything with a perspective on a return on investment, and the partnership provides us with an introduction and access to likeminded people that Ethos can do business with."



**Tony Collard - Ethos
Sales Director - Match Ball sponsor**

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BE PART OF IT



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