



COMMERCIAL OPPORTUNITIES 2022/23

BG
BANGKOK GLASS

CHAOKOH

**PUB
TALK**
pubtalk.life

Polythene UK
Eco-Friendly Packaging Experts

PLANET IT

macron



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WELCOME

Re-opening the turnstiles for the 2021/22 season after the pandemic and experiencing the phenomenal numbers turning up in OX4 each week to support Karl and the team was a credit to the supporters.

Commercially, the club enjoyed success off the pitch having sold all seasonal and match-by-match executive boxes by Christmas and brought financially significant commercial deals in over the course of the campaign.

The club is enjoying its best spell on the pitch for a generation, and the ambition remains to reach the EFL Championship, with everyone at the club striving towards this goal for the 2022/23 season. We invite you to read this year's edition of the Commercial Brochure and hope to have you on board with us on our journey this year.

Niall McWilliams
Managing Director, Oxford United FC





225,000

followers over the club's social media platforms



OVER SEVEN MILLION

Twitter impressions per month



Five million

WEBSITE VISITORS IN THE PAST YEAR



YOUR AUDIENCE AWAITS...

The excitement of returning to live football in OX4 last season was met with attendance records being broken at the Kassam Stadium since the club moved there in 2001.

The U's were backed with a phenomenal six out of seven 10,000+ crowds entering through the turnstiles to support Karl and his team in the second half of the season. To put that into context, the total league attendance average exceeded the 15/16 promotion year to League One.

With a marketable database of 64,000 active email addresses, combined with a following of 205,000 on social media platforms, the ability to gain exposure, both digitally and physically, to a highly engaged fanbase is ready for new and existing businesses to experience the benefits and dive right into the supporter base of the U's.

THE PARTNERSHIP PORTFOLIO

The continuous growth of the football club has enabled us to globalise our partnership family. Introducing global brands such as Chaokoh, Mola, and Bangkok Glass has enhanced the recognition and awareness of Oxford United not only nationally but on an international scale.

The global identity of the football club offers us the platform to shine a light on our partners' brands to eyes around the world, providing them with the exposure they need to grow their business.

The support of our club partners, locally, nationally, and internationally contributes to the club achieving its objectives both on and off the pitch; we appreciate their ongoing support of the football club.

The future is bright. Join us on this journey as we embark on another season challenging in Sky Bet League One.

Peter Rhoades-Brown and Adam Harris
Commercial Team at Oxford United

To find out more about becoming a club partner, please email

commercial@oufc.co.uk





Scan here to watch the Apprentice Challenge Activation



PLANET IT: WHAT IT MEANS TO BE A CLUB PARTNER

“As life-long Oxford United fans, we of course want to support the club as much as we can, so it has been thrilling to step-up our sponsorship this year and see the new Planet IT Stand come to life.

“We are big Oxfordshire community football supporters and where best to spearhead that, than at the top of our sport in our county?

“Some of our highlights this year have involved Oxford United. We were able to bring our friends and family onto the pitch to parade in front of a packed stadium at the unveiling of the Planet IT stand. We also had five of the first team squad visit our office where we tested their skills in our world in our Planet IT/Oxford United The Apprentice Challenge!

“However, as much as this is a decision of the heart, it has most definitely been a business decision too. Oxford United is one of the most recognisable brands in the region. It attracts strong, large businesses as sponsors, and that shows the level Planet IT stand at too. Our own brand visibility has skyrocketed and the volume of IT Support, Cybersecurity and other IT services enquiries that mention the partnership makes it clear that this was a business decision worth taking”.

Sean Smith and Gavin Jones,
Co-Founders and Managing Directors, Planet IT

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We are big Oxfordshire community football supporters and where best to spearhead that, than at the top of our sport in our county?





COMMERCIAL EVENTS

Being an Oxford United partner can provide you with the opportunity to attend the club's commercial events throughout the course of the season.

From Golf Days and Boat Parties to more formal Business Networking Events, we offer the perfect environment for you and your business to mingle with like-minded professionals from the Oxfordshire area and beyond.

Club partners and sponsors are invited exclusively to these events, as well as members of the Oxford United Business Club.

If these events are of interest to you and you'd like to get involved with the club in the form of a partnership or our Business Club for the 22/23 season, please contact our commercial team at commercial@oufc.co.uk or call 01865 337513 / 503.



ADVERTISING

An array of advertising and sponsorship opportunities are available with Oxford United to expose your business to the highly engaged Yellow Army throughout the course of the 2022/23 season.

Stadium branding, pitchside LED advertising, and matchday sponsorship packages are a few of the many exciting possibilities to be involved with the U's this campaign.

Contact our Commercial Team at commercial@oufc.co.uk or call 01865 337513 / 503 to find out more information.

LED PERIMETER BOARDS

The newly introduced LED advertising system at the Kassam Stadium exposes your brand to fans and television cameras, generating valuable awareness of your business on a local, national, and international scale.

The eye-catching technology provides a dynamic platform for you to activate and bring your brand to life in front of the in-stadium crowd and digital viewers around the world.

PITCHSIDE ADVERTISING

LED Board Advertising

£2,500 + vat for one minute. Discounts on multiple minutes

Static non-TV arc Advertising £750 + vat

Crowd facing Static non-TV arc Advertising £750 + vat





25,000+
programmes sold per season that will feature your programme advertisement

PROGRAMME ADVERTISING

Physical copies of the matchday programme are available for every home match this season

Take advantage of our advertising spaces to expose your business to potential customers and clients...

SEASONAL PRICES:

FULL PAGE: £2,150+VAT
HALF PAGE: £1,550+VAT
QUARTER PAGE: £900+VAT

DIGITAL ADVERTISING

United's digital features have been a hit on social media, and there's a great opportunity to associate your business with one of our popular features to enhance your brand awareness to the Yellow Army.

The package includes:

- Place your logo in front of thousands of the Oxford United fan base on a weekly basis
- Your social media platform tagged onto the video to encourage click throughs to your page
- Social media posts promoting the weekly videos will supplement engagement rates
- Feature story of your business posted across the club's channels

WATCH GOAL CAM HERE...



WATCH MOMENTS YOU MISSED HERE...



SPONSORSHIP AT OXFORD UNITED

Are you looking to increase the awareness of your brand while enjoying the best of Oxford United's matchday hospitality? Well, look no further than the club's sponsorship packages.

Aimed at generating valuable attention for your business, the sponsorship options listed on the following pages will offer your brand the opportunity to tell your story and get your name in front of the Yellow Army on a Saturday afternoon.

For more information and availability of any sponsorship packages listed in this brochure, please contact our Commercial Team at commercial@oufc.co.uk or call 01865 337503 / 513.



MATCH SPONSORSHIP

Gain valuable exposure for your business, while enjoying the ultimate matchday experience with our Match Sponsorship package for any of our home games this season. The full package includes:

- A top table in the Atkinson Suite for 10 guests
- Two course meal pre-match
- Presentation of a framed signed shirt in the Atkinson Suite pre-match
- Half time tea, coffee, and biscuits
- Programme and team sheet for each guest
- Stadium tour for all ten guests
- Four guests lead teams out to centre circle and photograph with captains and referees
- Select the official Man of the Match and present this award post-match in the suite
- PA, social media, and online match report recognition
- Two minutes on the LED advertising boards for your business
- Pitchside perimeter logos facing the Directors Box
- Company logo on front cover of matchday programme
- Full page advert in the matchday programme

THE PRICE OF THE PACKAGE FOR YOU AND NINE GUESTS IS £1,695+VAT

Contact our Commercial Team on commercial@oufc.co.uk or call 01865 337513 / 503 to discuss or for the latest availability



MATCHBALL SPONSORSHIP

Join the matchday experience by sponsoring the Matchball at any Oxford United home fixture this season. Enjoy some of the best hospitality on offer and receive a signed matchball by the first-team squad, presented to your business in the Atkinson Suite pre-match. The full package includes:

- A top table in the Atkinson Suite for 10 guests
- Two course meal pre-match
- Presented with a signed matchball in a premium display box, in the suite
- Half time tea, coffee and biscuits
- Programme and teamsheet for each guest
- Two guests lead teams out to the centre circle and photograph with captains and referees
- One minute on the LED advertising boards for your business
- PA announcements & Social Media coverage
- Company logo on front cover of matchday programme
- Watch the MOTM presentation in the suite post-match

THE PRICE OF THE PACKAGE FOR YOU AND NINE GUESTS IS £1,250+VAT

Contact our Commercial Team on commercial@oufc.co.uk or call 01865 337513 / 503 to discuss or for the latest availability

HEAD COACH SPONSORSHIP

A unique opportunity is available for your business to sponsor our Head Coach, Karl Robinson, for any home matchday this season.

You and your guests will enjoy our premium matchday hospitality in the Atkinson Suite and experience an exclusive Q&A with the gaffer pre-match. The full package includes:

- One of the top tables in the Atkinson Suite for 10 guests
- Two course meal pre-match
- 10-minute exclusive chat with Karl Robinson pre-match
- Half time tea, coffee and biscuits
- Programme and teamsheet for each guest
- Two guests lead teams out to the centre circle and photograph with captains and referees
- One minute on the LED advertising boards for your business
- PA announcements & social media coverage
- Company logo on front cover of matchday programme
- Watch the MOTM presentation in the suite post-match

THE PRICE OF THE PACKAGE FOR YOU AND NINE GUESTS IS £1,250+VAT

Contact our Commercial Team on commercial@oufc.co.uk or call 01865 337513 / 503 to discuss or for the latest availability





PLAYER SPONSORSHIP

Support the club by sponsoring your favourite player for the 2022/23 season. With Home, Away, and Third shirts available to sponsor, associate your business or personal name with a first-team player this campaign:

The Player sponsorship package includes:

- Receive your chosen player's home, away or third official playing shirt, personally signed at the end of the season
- Your name or business logo associated with your chosen player on the player's page in the matchday programme for the duration of the season
- Your name or company logo and tracked link on the player profile page on the club's official website

THE PRICE OF SPONSORING A PLAYER SHIRT IS €250+VAT

Contact us at commercial@oufc.co.uk or call 01865 337513 / 503 to discuss or for the latest availability of players

HOSPITALITY AT OXFORD UNITED

Whether you are entertaining valued customers, rewarding staff, or treating yourself, friends and family, Oxford United has a range of excellent hospitality packages available either seasonally or on a match-by-match basis.

Our Commercial and Hospitality Teams are on hand before, during, and after the match to ensure you and your guests have an enjoyable afternoon with us in Hospitality at Oxford United.

A warm welcome, attentive service, and some of the best seats in the house add up to a fantastic way to enjoy the action in OX4 on a Saturday afternoon or Tuesday evening...



EXECUTIVE BOXES SEASONAL & MATCH-BY-MATCH OPTIONS

Exclusive use of an executive box for up to ten people at all home league fixtures of the 2022/23 season. Each box offers excellent, self-contained match-viewing:

- Padded sheltered seating on the box holders' balcony
- Exclusive use of the executive box for ten people at all home league fixtures
- Two parking spaces per box
- Half time tea, coffee and biscuits
- Teamsheets and programmes delivered to your box for each guest
- Plasma TV with Sky Sports
- Opportunity to pre-order food
- Company name outside the door of the box
- Company name on executive box holder section in the Matchday programme
- Priority booking for cup fixtures
- Opportunity for additional branding in your box
- Free invitation to a minimum of two business events
- Man of the Match Presentation in the Atkinson Suite Post-Match

SEASONAL PRICES:

BOX 1-5:	£9,500 +VAT
BOX 6-10 & 23-28:	£11,000+VAT
BOXES 11-13 & 19-22:	£13,000 +VAT
BOXES 14,17,18:	£15,000 +VAT

We also have very limited availability for use of an executive box for a single fixture with prices starting at **£750 +vat for 10 guests**

If you're interested in a seasonal or matchday Executive Box for the 2022/23 season, please email commercial@oufc.co.uk or call 01865 337503 / 513 for full details and booking options.



The Suite is renamed in recognition of the Atkinson Brothers, United's history makers. **Graham Atkinson** is the club's leading goal scorer with **107 goals in 398 appearances**, and brother **Ron Atkinson** holds the record number of appearances with an incredible **560 games** for the U's between 1959 and 1971.

ATKINSON SUITE

If you are looking to celebrate a birthday, treat the family, or socialise with business clients, the Atkinson Suite could well be the Hospitality Package for you.

With a luxury hospitality offering partnered with some of the best seats in the house, this is your opportunity to watch the U's in style every week. The full package includes:

- Two-course meal
- Premium Seat in South Stand Upper*
- Programme and Teamsheet
- Half Time Tea and Coffee
- Q&A with Guest of Honour
- Cash Bar Facility
- Man of the Match Presentation Post-Match
- Preferential rate for cup fixtures, for Atkinson Suite Season Ticket holders

This package is available both seasonally and, on a match-by-match basis. We can also offer businesses the option to buy a bank of places in the restaurant (min. 25 places), which will be offered at a preferential rate – these places can be allocated at any game of your choosing throughout the season.

ATKINSON SUITE SEASON TICKET: £1,500 PER PERSON

(covers 23 Sky Bet League One home fixtures)

ATKINSON SUITE MATCH TICKET: £80 PER PERSON

(£50 upgrade for all Season Ticket holders)

ATKINSON SUITE – BANK OF 25 PLACES FOR BUSINESS USE: £1,750

Secure your season ticket or match ticket for the Atkinson Suite by visiting oufctickets.co.uk/hospitality. Please contact our Commercial Team at commercial@oufc.co.uk or call 01865 337503 / 513 for further information on this new package.

*Premium seats subject to availability



BRITANNIA CLUB

Upgrade your Season Ticket to be part of the hospitality buzz ahead of kick-off at every Oxford United home game this season.

The Britannia Club will offer supporters access to the hospitality surroundings of the Headington Bar pre and post-match, working out at under £9 extra per game. The package includes:

- Access to Headington Bar Pre & Post-Match
- Plasma TV's with Sky Sports
- Man of the Match Presentation Post-Match

This offering is available as a seasonal package and can be upgraded on top of your Season Ticket.

The price of the Britannia Club add-on is £200 for the full season, including access to the lounge for ALL potential cup and play-off fixtures over the course of the campaign*.

Secure your Britannia Lounge pass for the season by visiting oufctickets.co.uk/hospitality

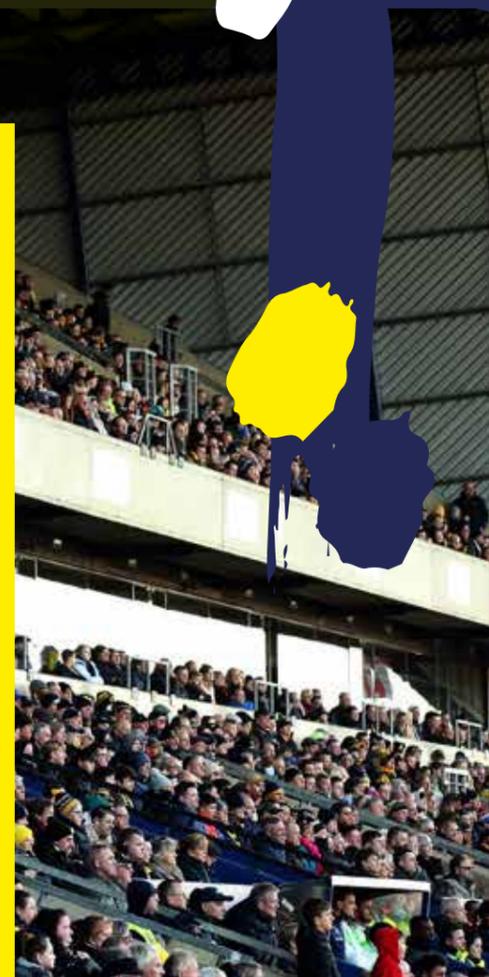
Please contact our Commercial Team at commercial@oufc.co.uk or call 01865 337503 / 513 for further information on this new package.

*This package does not include your match ticket for ALL potential cup and play-off fixtures



The name derives from The Britannia Inn, Headington, the location of the historic meeting on 27th October 1893, which resulted in the club's formation.

The Britannia was a favourite meeting spot among fans when the U's played at the Manor Ground.



From everyone at Oxford United, we look forward to welcoming you to the football club through one of our many advertising, sponsorship, hospitality, or partnership opportunities.

If you are interested in any of the options we have listed in this brochure, or simply would like some questions answered about working with the club, our Commercial Team invites you to get in contact to have a chat about how the club can support you and your business.

Email commercial@oufc.co.uk or call 01865 337503 / 513 for more details or to discuss your booking options.



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   @oufcofficial

 Oxford United Football Club