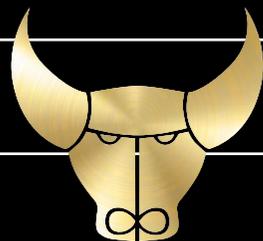


OXFORD UNITED 2016/17  
**COMMERCIAL  
OPPORTUNITIES**

**LIONTRUST** 

 **Polythene UK**  
Leading Packaging Experts

**ALYCIDON**



# WELCOME

## Thank you for taking the time to find out a little more about the commercial side of Oxford United.

This brochure highlights the fantastic opportunities available at the club, based not only around the first team but also our thriving match-day experience, the Community Trust and all departments of the club, including the flourishing WSL and Academy.



There has never been a better time to get involved with the U's. Back in League One for the first time in 15 years and with a young, dynamic side who play football the right way, and a Board dedicated to ensuring the club is at the heart of the community, we feel Oxford United is definitely heading in the right direction.

Those of you who have enjoyed a match day with us already know the high standards we have on the pitch are equally shared off the pitch, where we pride ourselves on building partnerships with businesses not just from the historic city of Oxford but also across the whole of Oxfordshire and beyond. From sole traders to international corporations, our commercial team work very hard to tailor the way we can help your business and strive to form true partnerships.

Whether it's entertaining guests on a match day, getting your name out there in the local and national media, or helping you get involved with community projects and other local businesses, we believe that Oxford United have something to offer everyone.

Within this brochure you will find all the information you require for hospitality options, sponsorship packages, and advertising opportunities with the club. But we also know that you will have ideas of your own - if so then get in touch with the commercial team and see how Oxford United can work for you.

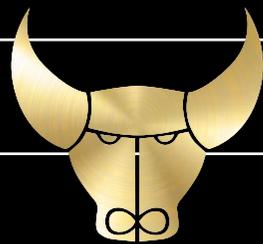
I look forward to seeing you and hopefully sharing some fantastic occasions with you here at Oxford United this season.

Greig Box Turnbull,  
Managing Director



"Oxford was appealing to us as a well-run and up-and-coming club, matching Liontrust's own profile. We were confident Oxford shared our brand values and the partnership would be deeper and have more impact than a purely commercial arrangement. We've been delighted with how we've worked with Oxford over the past year, how we've jointly developed initiatives and how the relationship has grown."

**Simon Hildrey**  
Liontrust



# WHY SUPPORT OXFORD UNITED?

- Promoted to **third tier** of English football
- Oxford United is the symbol of the **community**
- One of the biggest and most **recognised brands** in the region
- The **only** professional sports club in Oxfordshire
- Oxford United in the Community reaches **hundreds of local children and families** every year
- High frequency of **exposure in local press** through print, radio and television coverage
- First club to link up with local school to offer **joint education programme** - Advance Sixth Form at The Oxford Academy
- **Strong links** with the **local business community**, including Alliance Partnership with the Thames Valley Chamber of Commerce



## WWW.OUFC.CO.UK

achieves over **80,317** unique visitors and **600,000** page impressions each month



## PROGRAMME

Match Day Programme readership average of **2,500** per issue



## E-NEWSLETTER

distributed to over **27,000** people (cleansed data)



## TWITTER

followers: **50,000**



## INSTAGRAM

followers: **9,000**



## FACEBOOK

likes: **45,000**



## VINE

loops: **600,000+**



### GRENOBLE ROAD

Total attendance

**7,211**

### ATTENDANCE

Average 2015/16 season league attendance



### HOSPITALITY

Average number of hospitality guests in corporate areas on matchdays

**712**



### WEMBLEY

Oxford United supporters at Wembley for Johnstone's Paint Trophy final

**11,815**

**SUPPORT**  
Biggest Kassam Stadium crowd during 2015/16 season - v Wycombe Wanderers on 07/05/2016



### AUDIENCE

Average weekly national television audience for highlights/regional news

**4**

### TELEVISED

Games televised live on Sky Sports and BBC



**402,862+**



## EXECUTIVE BOX FULL SEASON

- Exclusive use of the executive box for ten people at all home league fixtures
- Padded sheltered seating on the box holders' balcony
- Two parking spaces per box
- Half time tea, coffee and biscuits
- Teamsheets delivered to your box
- Match Day Programme for each guest
- Colour television with satellite channels
- Opportunity to pre-order food
- Waiter service with cash bar
- Company logo outside the door of the box
- Company logo on Executive Box holder section in the Match Day Programme
- Priority booking for cup fixtures
- Opportunity for additional branding in your box
- An exclusive box holder event once per season, providing an opportunity to mingle with fellow box holders and to meet members of the board of directors and football staff

Boxes 1-5	£8,995
Boxes 6-10 & 23-28	£10,995
Boxes 11-13 & 19-22	£12,995
Boxes 14-18	£14,995
Double Box	POA

Price per match from £695



## ASSOCIATE DIRECTOR PACKAGE

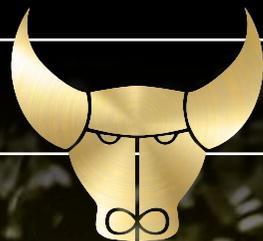
- Be a guest of the Chairman in the Christchurch Suite at all home fixtures (inc cup games), where you will be able to mingle with directors of the home and away clubs, fellow Associate Directors and special club guests
- Name listed among club directors and staff in Match Day Programme & club website
- Premium padded seating in the exclusive Directors' Area
- Director's meal with half-time refreshments
- Complimentary bar
- Match Day Programme & teamsheets
- Parking space in the Directors' Car Park (1 per 2 directorships)
- Directors' tickets to at least one away match each season (one per AD from selection of games offered by the club)
- At least once per season, joining the Chairman down in the Manager's Office after the game
- Join the Board of Directors and Head Coach at an exclusive Directors' Meal each year

Full Season	£3,000
Table of 10 per match	£1,250
Single per match	£150



"I have enjoyed matchdays in the Clifford Thames Boardroom, it's somewhere I find it very comfortable watching my team. The experience is a cut above any other networking, as it's attended almost exclusively by key decision makers and influential people from the local business community. Nobody will ask for your business card, instead you are forging meaningful links in a relaxed environment."

**Ursula Rice**  
Family First Solicitors



## MATCH SPONSORSHIP

- Two course meal and premier hospitality for 10 people, in an Executive Box
- Programme and a Team Sheet for each guest
- Half time refreshments
- Cash bar facility
- Stadium tour for whole group, including visit to home team dressing room
- Four guests to escort team out onto the pitch and have a photograph taken with captains and match officials
- Select a Man of the Match prior to the final whistle, announced over public address system in association with your company
- Presentation of award to chosen Man of the Match
- Presentation of a framed signed shirt to commemorate sponsorship by club representative
- Photographs of your experience forwarded to you after the game
- Half page advert in Match Day Programme
- Company Logo on the front cover of Match Day Programme
- Pitchside perimeter boards for the day
- PA Announcements

Match Sponsorship from £1,500



## MATCHBALL SPONSORSHIP

- Two course meal and premier hospitality for six people
- Programme and a Team Sheet for each guest
- Half time refreshments
- Special guest speakers
- Half-way line seating
- Cash bar facility
- Entertainment from matchday host
- Option of stadium tour, including visit to home team dressing room
- Your party invited to meet the referee before the game, presenting the matchball
- Two guests to escort team out onto the pitch and have a photograph taken with captains and match officials
- Presentation of a signed matchball in a commemorative case
- Photographs of your experience forwarded to you after the game
- Company Logo on the front cover of Match Day Programme
- Quarter page programme advert
- PA Announcements

Matchball Sponsorship from £1,100



## PROGRAMME SPONSORSHIP

- Programme and a Team Sheet for each guest
- Half time refreshments
- Special guest speakers
- Half-way line seating
- Access to the Headington Bar
- Cash bar facility
- Entertainment from matchday host
- Option of stadium tour, including visit to home team dressing room
- Two guests to escort team out onto the pitch and have a photograph taken with captains and match officials
- Presentation of the programme cover framed to commemorate sponsorship
- Photographs of your experience forwarded to you after the game
- Company Logo on the front cover of Match Day Programme
- Quarter page programme advert
- PA Announcements

Programme Sponsorship from £440





## HEAD COACH SPONSORSHIP

- Two course meal and premier hospitality for six people
- Programme and a Team Sheet for each guest
- Half time refreshments
- Cash bar facility
- Stadium tour for whole group, including visit to home team dressing room
- Two guests to escort team out onto the pitch and have a photograph taken with captains and match officials
- Visit the Head Coach in his office, where guests get a group photo and an opportunity to ask questions
- Presentation to competition winners by the Man of the Match
- Presentation of a framed signed shirt by a club representative to commemorate sponsorship
- Photographs of your experience forwarded to you after the game
- Quarter page advert in Match Day Programme
- Company Logo on the front cover of Match Day Programme
- Acknowledgement on Managers Page in the Match Day Programme
- PA Announcements

Head Coach Sponsorship from £900



“Every part of the day from the food, service, the meeting with Michael (Appleton), photos with the signed shirt and people going on the pitch made it a truly unforgettable experience for ourselves and our clients. We will be doing it all again next season.”

**Peter Cudd**  
Commercial Director  
Grant & Stone Ltd

## 200 CLUB

- Access to the Manor Lounge, Maurice Evans Lounge or Headington Bar
- Seating close to the half-way line for all home League matches
- Programme
- Teamsheet
- Car Parking (one per two seasonal memberships\*)
- Cash bar facility with opportunity to purchase hot refreshments
- Ox4Life membership including a free OUFC shirt for Under 13's

### Seasonal 200 Club Membership

Adult	£600
Concession	£440
Under 18	£400
Under 13	£300
Under 7	£250

### Matchday 200 Club Membership

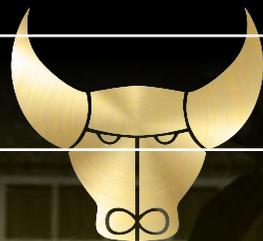
Adult	£39
Concession	£32
Under 18	£29
Under 13	£24
Under 7	£20
STH (ex. Ticket)	£15

- All above memberships/prices for league fixtures only
- Prices include VAT



THE MGROUP  
Chartered Certified  
Accountants





## MASCOT & 12TH PLAYER

### Mascot for the day package

- Full 2016/17 Oxford United home kit (including shirt, shorts & socks)
- Photo and profile in the Match Day Programme
- Two copies of the Match Day Programme
- Exclusive behind the scenes stadium tour, including meeting the players in the home dressing room and the Head Coach in his office
- Warm-up with fellow mascots on the pitch
- Walk out with the players onto the pitch for a photo with the captains and officials
- 1 adult & 1 junior ticket in the South Stand Upper
- PA announcements

Matchday Mascot (with kit) £175 inc vat

Matchday Mascot (without kit) £135 inc vat

- Current Oxford United kit must be worn

### 12th Player for the day package

- Your own squad number for the day
- Home shirt printed with your name and number
- Walk out of the tunnel before the team
- Presentation photograph taken pitchside with the Head Coach in the home dug-out
- PA announcements
- Photograph and acknowledgement in a following Match Day Programme
- Your photograph on the Player Sponsor page with OUFC team members
- Your name included on the squad list in the Match Day Programme and on the official teamsheet

12th Player Package

£175



"We partnered with Oxford United as we share the same community values as the club. Additionally, we wanted to enhance our profile, network in a fun environment and drive new clients to our business. We have enjoyed excellent value from our partnership with Oxford United. Commercially we have gained numerous new customers and experienced a significant uptick in our brand awareness. I'd recommend any business joining Oxford United, it is a club that cares and a club that is going places."

**James Woollard**  
Polythene UK



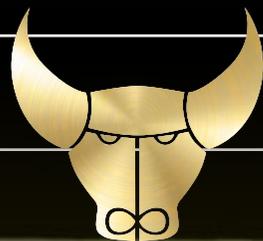
## PLAYER SPONSORSHIP

- Company name associated with your chosen player on the player's page in the Match Day Programme for the whole season
- Your chosen player's home or away playing shirt, personally autographed with a message of your choice
- Headington Bar passes for two people on your chosen matchday for a meet and greet with your sponsored player
- Photograph taken of your party with your chosen player at the above game

Player Sponsorship

£390





## ACADEMY SPONSORSHIP

### Staff Kit Sponsor

- Your logo on the training kit of all management and coaching staff within the boys or girls groups
- Company logo on the academy pages in the Match Day Programme
- Exposure on the academy website
- Coaches to wear the branded clothing when helping to deliver community activities, as well as on academy matchdays
- Invitation for two guests to selected matchday where the young team will be special guests on the pitch in their branded kit (opportunity to upgrade to include hospitality)

Staff Kit Sponsor (Boys) £8,000

Staff Kit Sponsor (Girls) £5,000

### Academy Sponsor

- Company logo on the front of the shirt of your chosen age group, with children playing across the region in various competitions. Choose from boys and girls age groups
- Company logo next to your chosen team age group on the academy page(s) in the Match Day Programme
- Exposure on Academy website
- Invitation for two guests to selected matchday where the young team will be special guests on the pitch in their branded kit (opportunity to upgrade to include hospitality)
- Framed shirt from your age group

Individual age groups (two year agreement, price per annum) £3,000

### Front of Shorts Sponsorship

- Company logo on the back of the shirts of either the boys (nine teams) or girls (four teams), with children playing across the region in various competitions.
- Company logo on the academy page(s) in the Match Day Programme
- Exposure on academy website
- Invitation for two guests to selected matchday where the young team will be special guests on the pitch in their branded kit (opportunity to upgrade to include hospitality)
- Framed shirt with your logo adourned

Back of Shirt Sponsorship - every age group (Boys) £10,000

Back of Shirt Sponsorship - every age group (Girls) £5,000

## FRIENDS OF THE ACADEMY

Help us to discover the next Callum O'Dowda by pledging a £500 per season to become a Friend and in return you will receive the following:

- Your company, individual name listed on the OUFC website with a link to the Friends of Academy website
- Company listing in the OUFC official Match Day Programme
- Electronic certificate commemorating your support
- Two tickets to the Boardroom for a first team home game
- Designation rights to be called 'Friend of the Academy' and rights to 'Friends of Academy logo'
- Invitation to an annual 'Friends of the Academy exclusive event at the training ground.



### UNITED ACADEMY GRADUATES GONE ON TO PLAY

#### INTERNATIONAL FOOTBALL:

Mark Wright (England) -  
 Kevin Brock (England U21)  
 Callum O'Dowda (Ireland U21)  
 AJ George (Antigua & Barbuda)  
 Mick Kearns (Ireland)  
 Peter Foley (Ireland U21)  
 Chris Allen (England U21)  
 Dexter Blackstock (England U21/  
 Antigua & Barbuda)  
 Duran Martin (Antigua & Barbuda)  
 Paul Byrne (Ireland U21)  
 Canice Carroll (Ireland U18)  
 Max Crocombe (New Zealand U23)  
 Rob Folland (Wales U21)  
 Simon Marsh (England U21)  
 Lee Nogan (Wales)  
 Norman Sylla (Guinea)  
 Rob Folland (Wales U21)  
 Tony Wright (Wales U21)



# ADVERTISING WITH UNITED

## Pitchside Advertising

Many boards are visible within the television camera arc, receiving exposure to over three million local and national viewers each week. As well as being visible to the hundreds of thousands of people each year who visit the stadium for matches, events and conferences/ meetings (price quote is per site)

Pitchside TV arc	£2,500
Pitchside non-TV arc	£750
Crowd facing (South Stand)	£750
Crowd facing (North/East)	£500

\*Price excludes one-off cost production and installation

Family Room Sponsorship      £8,500

Training wear sponsor      £12,000

Coaching Team's training wear sponsor      £8,000

Official Club Partner      £2,000

Poster sites      £750

## Match Day Programme

Advertising in the club's award winning Match Day Programme for the league season

Full Page	£2,150
Half Page	£1,550
Quarter Page	£900



"After the success the club made on and off the field last season it was a joy to be a part of the club as a commercial sponsor last season, we have continued to support the club this season as I believe it is the core of the Oxford community improved by the efforts of the staff off the field, we look forward to continuing to support the club with various initiatives for the coming seasons."

**Stefan Caira**  
CMD Ceramics

## Feature Sponsor in Match Day Programme

Feature Sponsor in the Match Day Programme      £1,550  
Company logo and information on the branded page(s) for the season

To include 1/8 page advertising space      £2,150

## Advert on Official Club Website      £250 (per month)

- Advert under one of the website drop down menus
- Link through to the page of your choice
- Website receives an average of 90,316 views per month, from 39,478 unique visitors

## Teamsheet advertising for the season      £900

Over 500 given out each match in corporate areas including boardroom, executive boxes, lounges, etc (well in excess of 10,000 per season)

## Further opportunities include...

- Steward Jacket Sponsor
- Groundstaff Sponsor
- Goal Sponsorship
- Ball Boy Sponsorship

## EVENTS

- Annual Awards Evening – Event and Award Sponsors
- Annual Club Golf Day
- 20th Anniversary Dinner of '96 legends
- Oxford United in the Community Gala Dinner
- Corporate Football Tournament





# SCOREBOARD ADVERTISING

## Your name in lights!

We are busy taking bookings for Scoreboard advertising. With packages starting from £45 per game or £800 for the season, the scoreboard is proving a popular choice with local businesses.

The scoreboard operates in 10-second time slots and we are offering 6, 12 or 18 adverts with 1, 2 or 3 minute timeslots respectively, throughout match day; starting half an hour before kick-off through to the end of the game.

Prices are as follows:

### One minute slot

Six adverts per match    £800 per season    £45 per match

### Two minutes slot

12 adverts per match    £1,200 per season    £70 per match

### Three minutes slot

18 adverts per match    £1,500 per season    £100 per match

We are offering a special launch package of £1,250 + VAT for a one-minute advertising slot on the scoreboard and a non-TV arc pitch-side board for the rest of the season. This package is ideal for anyone looking to market their business at the stadium and interested in testing the scoreboard!



# OXFORD UNITED WOMEN

## Shorts Sponsorship

*Included in the sponsorship is*

- 10 Season Tickets
- Two Match Sponsorships
- Two Perimeter Boards
- Your logo on the front of the Women's Team Shorts
- Signed Framed Shorts presented at the end of the Season
- A framed picture of you with the WSL Team
- 10 tickets to a Men's fixture at Grenoble Road

£4,000 per season

## Player Sponsorship

*Included in the sponsorship is*

- One WSL season ticket
- Player picture & sponsor name in women's Home Match Day Programme
- Player picture & sponsors name in men's Home Match Day Programme
- Sponsor name on WSL main player profile page on Main WSL website
- Signed player match worn shirt
- Player Picture with Sponsor

£200 per season

## Perimeter Advertising

*Included in the package is*

- One Season ticket
- Advertising around the WSL pitch at the Abingdon Ground

One board £350 per season • Two boards £500 per season

## Match Sponsorship

*Included in the sponsorship is*

- Tour of the changing rooms
- Buffet lunch, afternoon tea and your nomination of the Player of the Match.
- Your company logo will appear in the Match Day Programme and our twitter feed

£500 for up to 10 people

## Other sponsorships available are:

- WSL Coaches Sponsor
- Travel Sponsor
- Ticket Sponsor
- Olly's Den Family Area and Olivia's Snug Sponsorship
- Autograph Alley

*For more information about any of these sponsorships please get in touch with the Commercial Team.*





**Oxford United Football Club**

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