



## COMMERCIAL OPPORTUNITIES 2021/22





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## WELCOME

**The support from the club's partners and sponsors in 2020/21 during one of our most challenging seasons was first class, so I'd like to firstly start by thanking them.**

During such unprecedented and uncertain times, the backing from our commercial partners was pivotal in the team securing a play-off place for the second season in a row.

We're all looking forward to welcoming back our existing commercial partners and building new relationships across Oxfordshire and on a global level in 2021/22. We're excited to get started on another big season, and we hope you will join us for what is sure to be another exciting journey.

**Niall McWilliams**

Managing Director, Oxford United FC







## OXFORD UNITED IN THE COMMUNITY

As Oxford United Football Club's official charity partner, Oxford United in the Community (OUitC) uses the power of football to inspire the people and communities of Oxfordshire.

Working collaboratively with county-wide delivery partners, OUitC's dedicated team inspire positive aspirations for all their participants' futures through the promotion of health, wellbeing and self-confidence.

2,514

Individual  
programme  
participants

1,302

Workshops  
and Coaching  
Sessions

15

Partners on  
projects

To find out more about Oxford United in the Community, and how you can support them, visit: [Oxford United in the Community | Charity, Programmes, Courses \(ouitc.org\)](https://www.ouitc.org)

Stats baseline for the year ending 31st December 2020



## THE PARTNERSHIP PORTFOLIO



PRINCIPAL  
PARTNER



PRINCIPAL  
PARTNER



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PARTNER

At Oxford United our aim is to deliver the best results for our valued partners, ensuring that their set objectives are attained and exceeded.

Our strategy has always been to place our partners at the forefront of everything we do commercially to ensure maximum brand exposure to our loyal Yellow Army fanbase is achieved.

The financial support of our partners who aim to magnify their brands locally and nationally, ensure the deliverables of the football club on and off the pitch are accomplished; we appreciate their ongoing support of the football club.

**Peter Rhoades-Brown**  
Business Development Manager

To find out more about becoming a club partner, please email [commercial@oufc.co.uk](mailto:commercial@oufc.co.uk)





## WHAT IT MEANS TO BE A CLUB PARTNER

Joining Oxford United Football Club as a partner is more than the brilliant exposure, innovative and eye-catching activations and the range of networking opportunities that lead to business development.

We also focus on creating a long-lasting, personable bond between the club and business – every partnership will vary, as we look to tailor our packages to suit you.

From enjoyable afternoon golf trips to business networking events, there is never a dull moment.

**Adam Harris**  
Corporate Sales Executive





## YOUR AUDIENCE AWAITS

# 182,000

followers  
over the club's  
social media  
platforms



# OVER SEVEN MILLION



Twitter  
impressions  
per month

# Five million

WEBSITE VISITORS  
IN THE PAST YEAR



**2020/21 was a campaign like no other. Our ever-loyal fan base highlighted their excitement about returning to the Kassam Stadium, by selling out the limited capacity allocation for the U's Play-Off Semi-Final in May.**

This commitment to the club has been reinforced with many fans showing significant interest in either renewing or purchasing a new season ticket for the 2021/22 season.

With a sizeable and engaged database of supporters, combined with a following of 182,000 on social media platforms, the ability to gain exposure, both digitally and physically, to a highly engaged fanbase is ready and waiting for new businesses to experience the benefits.



## PARTNERSHIP OPPORTUNITIES

The ambitious and progressive nature of Oxford United mean we are always looking to welcome both local and national brands to the partnership landscape of the club.

If your organisation sees potential in partnering with Oxford United or would like to explore the opportunities to work with the club, our Commercial Team would be excited to discuss the potential opportunities.

Call **01865 337513** or email [commercial@oufc.co.uk](mailto:commercial@oufc.co.uk) for more details or to discuss your booking options.



# ADVERTISING

A great opportunity to showcase your brand to the most loyal fans as the Yellow Army get back to where they belong for the 2021/22 season.

Email our welcoming team at [commercial@oufc.co.uk](mailto:commercial@oufc.co.uk) or Call 01865 337513 to secure your packages today.



## LED PERIMETER BOARDS

Animated digital perimeter boards at the Kassam Stadium expose your brand to fans and television cameras, generating valuable awareness of your business on a local and national scale...

**One-minute of LED advertising displayed at every home Sky Bet League One fixture: £2,500+vat, with discounted rates for additional minutes.**

Televised fixtures and home cup ties are not included in this price, however, for these games, there will be priority pricing for those businesses who are visible at our home games this season.





**Allsports Trophies**  
www.allsportstrophies.com

We are proud to sponsor  
**Oxford United F.C.**  
and wish them all the best for this Season.  
We have been proud to supply and support  
local football for over 40 years.  
**'Come on you Yellows!'**

Trophy Lodge, Sugworth Lane, Radley, Abingdon, Oxon, OX14 2BX  
**Tel. 01865-736028**  
e-mail: [chris@allsportstrophies.com](mailto:chris@allsportstrophies.com)

**WALLERS**  
ESTATE AGENTS



**It's a Family Affair**  
[wallersestateagents.com](http://wallersestateagents.com)

**Polythene UK**  
Leading Packaging Experts

We guarantee to reduce your cost  
and carbon footprint.

**Polylite Polyair Polycomp**

We offer 3 exclusive products that will revolutionise your packaging operation.

[www.polytheneuk.co.uk](http://www.polytheneuk.co.uk) 0845 643 1601

**HEAD COACH**  
**KARL ROBINSON**

After a season we will never forget, we finally get what we have wanted all year: our fans back to join us and be part of what should be a fascinating game against a really good Blackpool side.

Even better, I get to join you because I am not allowed in the dugout! No problem, I am proud to be among the fans tonight.

I guess the one question people have been asking is whether we ever thought our chance of reaching the play-offs might have gone? In a season of such extreme highs and lows, I think after ten games then maybe I did. We just could not get into a rhythm at the start of the season; we had a very short close season, new faces and loans needed to settle in and the various challenges of playing games with Covid restrictions made that period as tough as any I have encountered in my career.

I am so proud of everyone at the football club for the way we faced those challenges. The Board were unbelievable, the staff now have an unbreakable bond, and the players have been magnificent all season. Every time a game got called off or we were changing in a draughty concourse away from home, or in a lounge or a supporters' bar, we laughed at the situation and just got on with the main job: winning the match.

In the end, the regular season came down to just 90 minutes against Burton and I thought we were excellent. We never lost focus and

an early goal will just have made our rivals at Portsmouth and Charlton that little bit more anxious. It was so hard not to keep looking at the score at Fratton Park after we went four goals up, but Accrington gave us a helping hand and now we have a wonderful opportunity to finish the season by achieving what we set out to do: win promotion.

It looks like we will be without Sam Long tonight, which is a massive blow for him because he has been outstanding and deservedly won the fans' and players' votes for Player of the Season. You all know he will do everything he can to play, but we will have to balance that with him being available for Friday as well. It was good to see Jack Stevens win Young Player of the Year and can I also mention Lauren Haynes, an outstanding young woman and deservedly the Women's Player of the Season as well.

The regular season is over, the awards have been handed out, fans are back, so now it is time to focus on just one thing. The semi-final will not be decided tonight, whatever the scoreline, but we know what we have to do and when kick off comes around we will be ready.

Get behind us.

**"I AM SO PROUD OF EVERYONE AT THE FOOTBALL CLUB FOR THE WAY WE FACED THOSE CHALLENGES."**

## PROGRAMME ADVERTISING

With matchday programmes available in both digital and physical copies for every home match this season, take advantage of our programme advertising spaces to widen the eyes of your potential customers.

### SEASONAL PRICES:

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



**+1,000**

programmes sold every matchday at home that will feature your company advert inside



## DIGITAL ADVERTISING

Associate your brand to one of United's most prominent digital features across of our social media landscape, with an exciting potential to increase your brand awareness to the Yellow Army.

- Place your logo in front of thousands of the Oxford United fanbase on a weekly basis
- Social media posts promoting the weekly videos will supplement engagement rates
- Feature story across club-owned channels

WATCH  
GOAL CAM  
HERE...



WATCH  
MOMENTS  
YOU MISSED  
HERE...







## MATCHDAY SPONSORSHIP

- Two-course meal and premier hospitality for 10 people, including Executive Box seating
- Programme and a Team Sheet for each guest
- Half time refreshments
- Cash bar facility, with opportunity to have account 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
- Commemorative photographs of your experience
- Half page advert in Matchday Programme
- Company Logo on the Scoreboard and front cover of Matchday Programme
- Pitchside perimeter boards for the day
- PA Announcements
- Social media coverage in the build up to the game and on the matchday
- Opportunity to distribute literature or offer any other promotion to supporters and/or corporate guests

### MATCH-BY-MATCH PRICE: FROM £1,695+VAT

As well as the Match Sponsor package for all home matches this season, we also offer a **Matchball Sponsorship** and a **Programme Sponsorship** package for your business to take advantage of for any home match this season. Email our welcoming team at [commercial@oufc.co.uk](mailto:commercial@oufc.co.uk) or call 01865 337513 for more information on these exciting packages.

## 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 matchday hospitality pre-match and will take your seats in one of our executive boxes for the game.

This exclusive package will also allow you and your guests to have a personal Q&A with Karl Robinson, an hour before kick-off. Questions can range from Karl's team selection and match tactics to his favourite ice cream flavour on a hot summer's day.

### MATCH-BY-MATCH PRICE: FROM £1,250+VAT



## SEASONAL EXECUTIVE BOXES

Exclusive use of an executive box for up to ten people at all home league fixtures of the 2021/22 season. Each box offers excellent, self-contained match-viewing

- Padded sheltered seating on the box holders' balcony
- Two parking spaces per box
- Half time tea, coffee and biscuits
- Teamsheets delivered to your box
- Matchday programme for each guest
- Flat screen television with satellite channels
- Opportunity to upgrade package to include pre-ordered food
- Waiter service with cash bar or opportunity to open an account
- Company logo outside the door of the box
- Company logo on Executive Box holder section in the matchday programme
- Priority booking for cup fixtures
- Opportunity for additional branding in your box
- Access to the club's business events throughout the season

### 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

\*Some of the benefits in the Executive Box packages are subject to COVID-19 protocols



## MATCHDAY EXECUTIVE BOXES

The ultimate private matchday experience for you and nine guests...

- Exclusive use of the executive box for ten people
- Padded sheltered seating on the box holders' balcony
- Two parking spaces per box
- Half time tea, coffee and biscuits
- Teamsheets delivered to your box
- Matchday programme for each guest
- Flat screen television with satellite channels
- Opportunity to upgrade package to include pre-ordered food
- Waiter service with cash bar or opportunity to open an account

### MATCH-BY-MATCH PRICE: PRICE ON REQUEST

\*Some of the benefits in the Executive Box packages are subject to COVID-19 protocols



# RESTAURANT DINING

Dine in the exclusive OUFC restaurant for selected Sky Bet League One fixtures this season. With a luxury hospitality offering partnered with some of the best seats in the house, this package will be in high demand...

The OUFC restaurant 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

**MATCH-BY-MATCH PRICE PER PERSON: £75 INC. VAT**



## IT'S GOOD TO BE BACK!

From everyone at Oxford United, we cannot wait to welcome you back to the Kassam Stadium to enjoy the matchday experience both on and off the pitch.

With these beneficial packages and partnership opportunities listed in this brochure, we look forward to having valuable discussions with you in the near future.

Email [commercial@oufc.co.uk](mailto:commercial@oufc.co.uk) or call 01865 337513 for more details or to discuss your booking options.

We will initially be running the package for the following games, with a hope to host additional league and cup fixtures throughout the course of the season;

**Charlton Athletic**  
Saturday 14th August

**Wycombe Wanderers**  
Saturday 11th September

**Cheltenham Town**  
Saturday 1st January

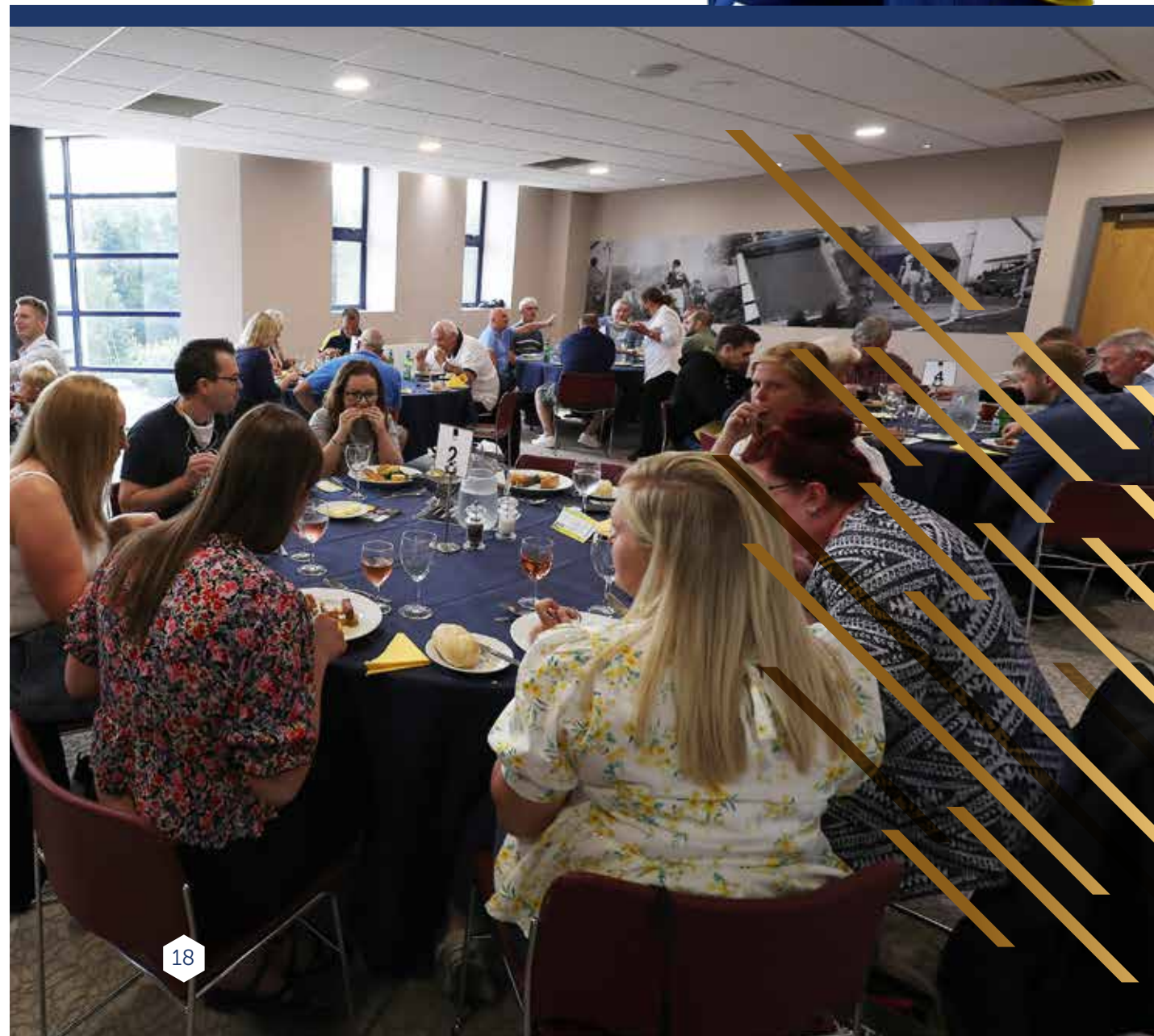
**Sheffield Wednesday**  
Saturday 22nd January

**Portsmouth**  
Saturday 5th February

**Bolton Wanderers**  
Saturday 12th February

**Ipswich Town**  
Saturday 19th February

**Sunderland**  
Saturday 9th April





# THE KASSAM STADIUM



## LEGEND

- Stadium Exits
- North Stand
- East Stand
- South Stand
- Olly's Family Room
- Stadium Club Shop



Grenoble Road, Oxford OX4 4XP  
 oufc.co.uk | 01865 337500



@oufcofficial



Oxford United Football Club