



BUSINESS CLUB



# OXFORD UNITED BUSINESS CLUB

Oxford United's promotion to the second tier of English Football for the first time in 25 years means there has never been a better time to partner with the club. Local businesses can join our regional Business Club and benefit from some fantastic marketing opportunities at what is arguably the most exciting time in the club's history.

A winning combination of brand exposure to a global audience, hospitality and networking opportunities, these bespoke packages provide a platform for companies to align with a historic football club at the heart of its community. In addition to branding across the pitchside LED system, the club is offering a range of other benefits including hospitality packages, tickets and money-can't-buy experiences, such as watching the Men's Team train and signed merchandise.

Adam Benson, Oxford United's Chief Commercial & Marketing Officer, said: "Our promotion to the Sky Bet Championship is a hugely exciting opportunity for Oxford United, for the city, and for the county as a whole.

"Local businesses are an integral part of this football club, and the Business Club packages offer them a fantastic way to join us on our journey during the 2024/25 season."

Oxford United can also offer tailor-made sponsorship and partnership solutions.

For details, please contact the Commercial Team:

[commercial@oufc.co.uk](mailto:commercial@oufc.co.uk)



BUSINESS CLUB







BUSINESS CLUB  
PACKAGES



# YELLOWS PACKAGE

A mixture of branding across shared LED minutes and social media post to over 200,000 fans, along with hospitality for four guests.

## LED & BIG SCREEN\*:

- 6m pitchside LED in-game x 2 mins
- 6m pitchside LED Pre/HT/FT x 2 mins
- Business Club group logo on stadium big screen

## BRANDING EXPOSURE:

- Company logo on Business Club page of the OUFC website
- Company logo on Business Club page of matchday programme
- Business Club Social media post with image and logo
- Business Club inclusion in OUFC e-newsletter

## BENEFITS & EXPERIENCES:

- Invitation to two networking events across the season
- 4 x places in the Icons Restaurant for a selected home league game (match subject to availability)
- Personalised signed OUFC shirt

**COST: £5,500 + VAT**

*\*Home league matches only*



BUSINESS CLUB YELLOW









BUSINESS CLUB PLUS



## PLUS PACKAGE

Semi-exclusive and solus benefits with larger and longer exposure through the season. Key benefits – stadium screen exposure; exclusive social media post; first team training experience; ownership round table.

### LED & BIG SCREEN\*:

- 10m pitchside LED in-game x 2 mins
- 10m pitchside LED Pre/HT/FT x 2 mins
- 30 second advert in-game on stadium big screen
- Business Club group logo on stadium big screen

### BRANDING EXPOSURE:

- Company logo on Business Club page of the OUFC website
- Company logo on Business Club page of matchday programme
- Business Club Social media post with image and logo
- Business Club inclusion in OUFC e-newsletter

### BENEFITS & EXPERIENCES:

- Invitation to two networking events across the season
- 8 x places in the Icons Restaurant for a selected home league game (match subject to availability)
- Personalised signed OUFC shirt
- Invitation for 2 guests to watch the men's first team train

**COST: £9,000 + VAT**

*\*Home league matches only*



BUSINESS CLUB PLATINUM



## PLATINUM PACKAGE

The Business Club's premium package giving members maximum exposure, season tickets, and exclusive and solus benefits going beyond Oxford. Key Benefits – solus, premium pitchside LED exposure; seasonal website advertising; solus email and data capture opportunity; away hospitality.



#### LED & BIG SCREEN\*:

- 12m pitchside LED in-game x 3 mins
- 12m pitchside LED Pre/HT/FT x 3 mins
- 30 second advert in-game on stadium big screen (twice per match)
- Business Club group logo on stadium big screen

#### BRANDING EXPOSURE:

- Company logo on Business Club page of the OUFC website
- Company logo on Business Club page of matchday programme
- Business Club social media post with image and logo
- Business Club inclusion in OUFC e-newsletter
- Feature story to appear on club website and LinkedIn

#### BENEFITS & EXPERIENCES:

- Invitation to two networking events across the season
- 10 x places in the Icons Restaurant for a selected home league game (match subject to availability)
- Personalised signed framed OUFC shirt
- Invitation for 2 guests to watch the men's first team train
- Invitation to the Boardroom for 4 guests for a selected home league game (match subject to availability)
- Two places for a selected away game, as guests of the CEO in hospitality (subject to availability)

**COST: £15,000 + VAT**

*\*Home league matches only*





BUSINESS CLUB

