



BUSINESS CLUB

2026/27 SEASON

WELCOME TO THE BUSINESS CLUB

Oxford United are not your typical football club. We aspire not only to build stability and success, but also to boost local enterprise, empower the community and redefine partnerships through marketing, content, social initiatives and year-round experiences.

With a passionate fanbase and growing profile on and off the pitch, the Club heads into the 2026/27 Sky Bet League One season with renewed ambition and a promising future ahead.

Oxford United's Business Club gives local and regional businesses the opportunity to be part of the Club's exciting journey. Members benefit from a unique blend of brand exposure, premium hospitality and valuable networking opportunities, all while aligning with a Club that sits proudly at the heart of its community.

Packages include pitchside LED advertising, hospitality access, match tickets, signed merchandise and exclusive experiences such as behind-the-scenes access to Men's Team training sessions, alongside dedicated networking events with fellow businesses and partners.

Adam Benson, Oxford United's Chief Commercial & Marketing Officer, said: "As we begin a new chapter in Sky Bet League One, the support of local businesses remains as important as ever to Oxford United and the wider community.

"Our Business Club packages provide a fantastic opportunity for companies to connect with the Club, build valuable relationships and be part of the journey throughout the 2026/27 season."

Oxford United can also provide bespoke sponsorship and partnership opportunities tailored to individual business objectives.

For details, please contact the Commercial Team: commercial@oufc.co.uk

Join us and be part of the journey.





BUSINESS CLUB YELLOW



A mixture of branding across shared LED minutes and digital advertising to over 200,000 fans.

BUSINESS CLUB PLUS



Semi-exclusive and solus benefits with larger and longer exposure through the season.

BUSINESS CLUB PLATINUM



Maximum exposure, digital advertising, and exclusive and solus benefits going beyond Oxford.



BUSINESS CLUB YELLOW

A mixture of branding across shared LED minutes and digital advertising 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 x 2 mins*
- Business Club group logo on stadium big screen*

BRANDING EXPOSURE:

- Company logo on Business Club page of the Oxford United website
- Company logo on Business Club page of matchday programme*
- Business Club LinkedIn post with image and logo
- Business Club inclusion in Oxford United e-newsletter

BENEFITS & EXPERIENCES:

- Invitation to two networking events across the season
- Four places in Icons Restaurant for a selected home league game (match subject to availability)*
- Personalised signed Oxford United shirt

£5,000 + VAT

*Home league matches only





BUSINESS CLUB PLUS

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

LED & BIG SCREEN:

- 10m pitchside LED in-game x 2 mins*
- 10m pitchside LED Pre/HT 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 Oxford United website
- Company logo on Business Club page of matchday programme*
- Business Club LinkedIn post with image and logo
- Business Club inclusion in Oxford United e-newsletter

BENEFITS & EXPERIENCES:

- Invitation to two networking events across the season
- Eight places in Icons Restaurant for a selected home league game (match subject to availability)*
- Personalised signed Oxford United shirt
- Invitation for two guests to watch the Men's Team train

£7,500 + VAT

*Home league matches only





BUSINESS CLUB PLATINUM

The Business Club's Platinum package gives members maximum exposure, digital advertising, 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 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 Oxford United website
- Company logo on Business Club page of matchday programme*
- Business Club LinkedIn post with image and logo
- Business Club inclusion in Oxford United 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 Icons Restaurant for a selected home league game (match subject to availability)*
- Personalised signed framed Oxford United shirt
- Invitation for two guests to watch the Men's Team train
- Invitation to the Boardroom for four guests for a selected home league game (match subject to availability)*
- Two places for a selected away game as guests in hospitality (subject to availability)

£12,000 + VAT

*Home league matches only





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