



CAMBRIDGE UNITED FOOTBALL CLUB

LED PERIMETER ADVERTISING

THE CLEDARA ABBEY STADIUM | 2024-25 SEASON

WHO WE ARE

OUR STORY BEGAN 111 YEARS AGO, BUT WE'RE JUST GETTING STARTED.

Cambridge United is a community focused football club woven into the fabric of a world-renowned city admired for its education, research and technology.

We aspire to compete at the highest level of the English Football League whilst operating a sustainable football club embedded within the heart of its community.

Our LED perimeter advertising system enables brands to connect with our supporters both in stadium, as well as through our ever growing domestic and international television and streaming audiences. Providing brands with the opportunity to present engaging content and develop brand awareness.



BROADCAST REACH



HOUSEHOLD REACH

255 MILLION



248

SKY BET LEAGUE ONE MATCHES BROADCAST LIVE ON SKY SPORTS



93

CARABAO CUP GAMES LIVE ON SKY SPORTS



127

EFL TROPHY GAMES LIVE ON SKY SPORTS

AVERAGE UK AUDIENCE HIGHLIGHTS:

409,000

AVERAGE UK AUDIENCE LIVE LEAGUE ONE GAME

171,000

HIGHEST VIEWERS FOR CAMBRIDGE UNITED GAME

186,000

Cambridge United vs. Reading, 04/09/23



23

EFL INTERNATIONAL BROADCASTERS

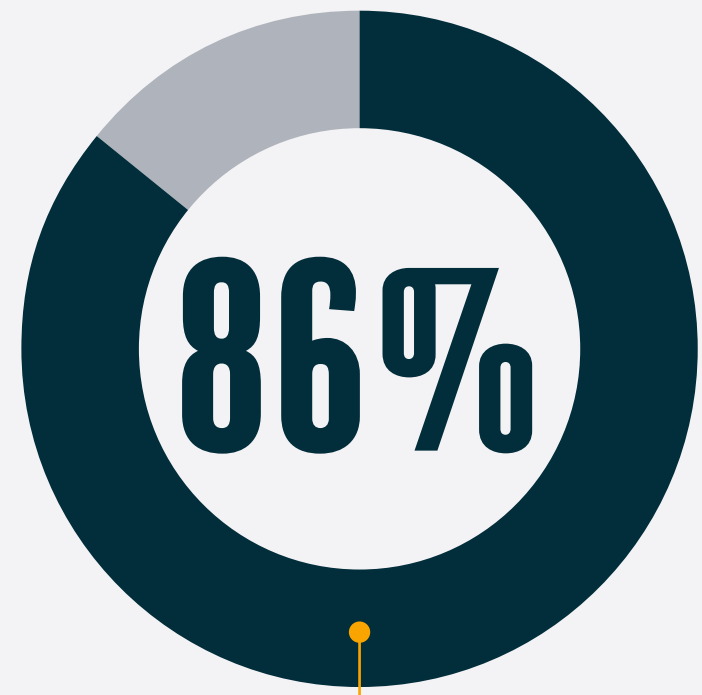


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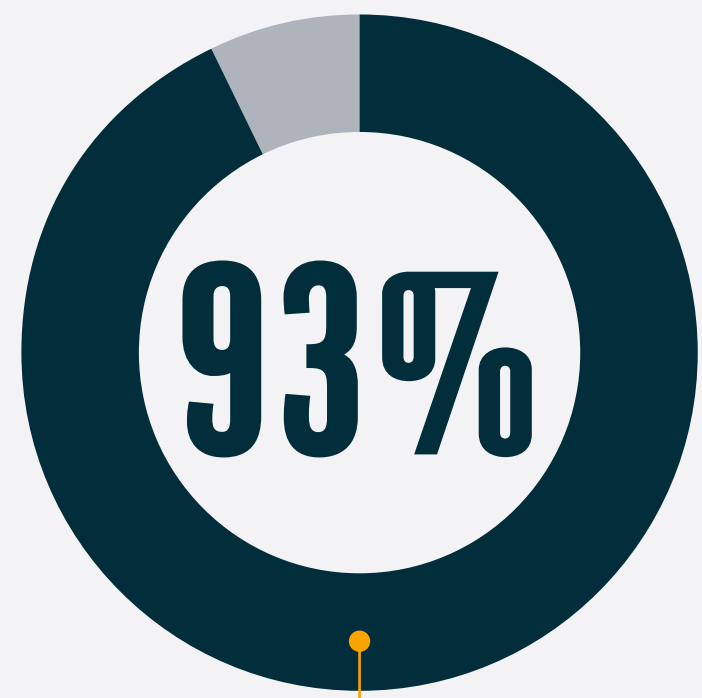
TERRITORIES



STADIUM



OVERALL STADIUM OCCUPANCY



HOME STADIUM OCCUPANCY



AVERAGE ATTENDANCE:





6,700



HIGHEST ATTENDANCE 2023/24
V PETERBOROUGH UNITED:

7,710

DIGITAL

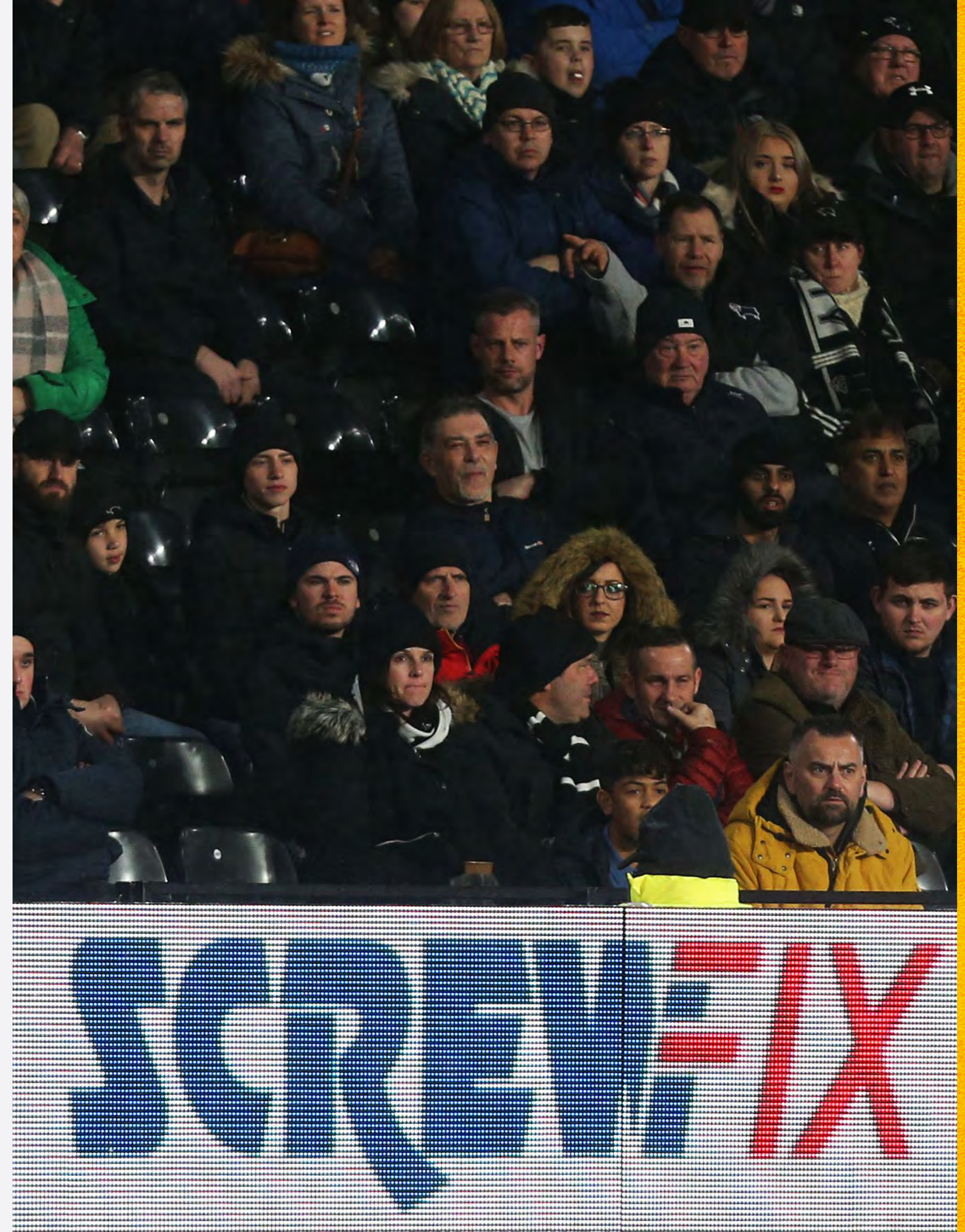
PLATFORM	NUMBER OF FOLLOWERS
	92,000
	84,000
	49,000
	11,000



BRONZE PACKAGE

£2,500

- » x2 15 seconds per half of exclusive LED advertising in-game for all 23 EFL Sky Bet League Games (total 1 min)
- » 1 minute of exclusive LED advertising pre-match for all 23 EFL Sky Bet League Games



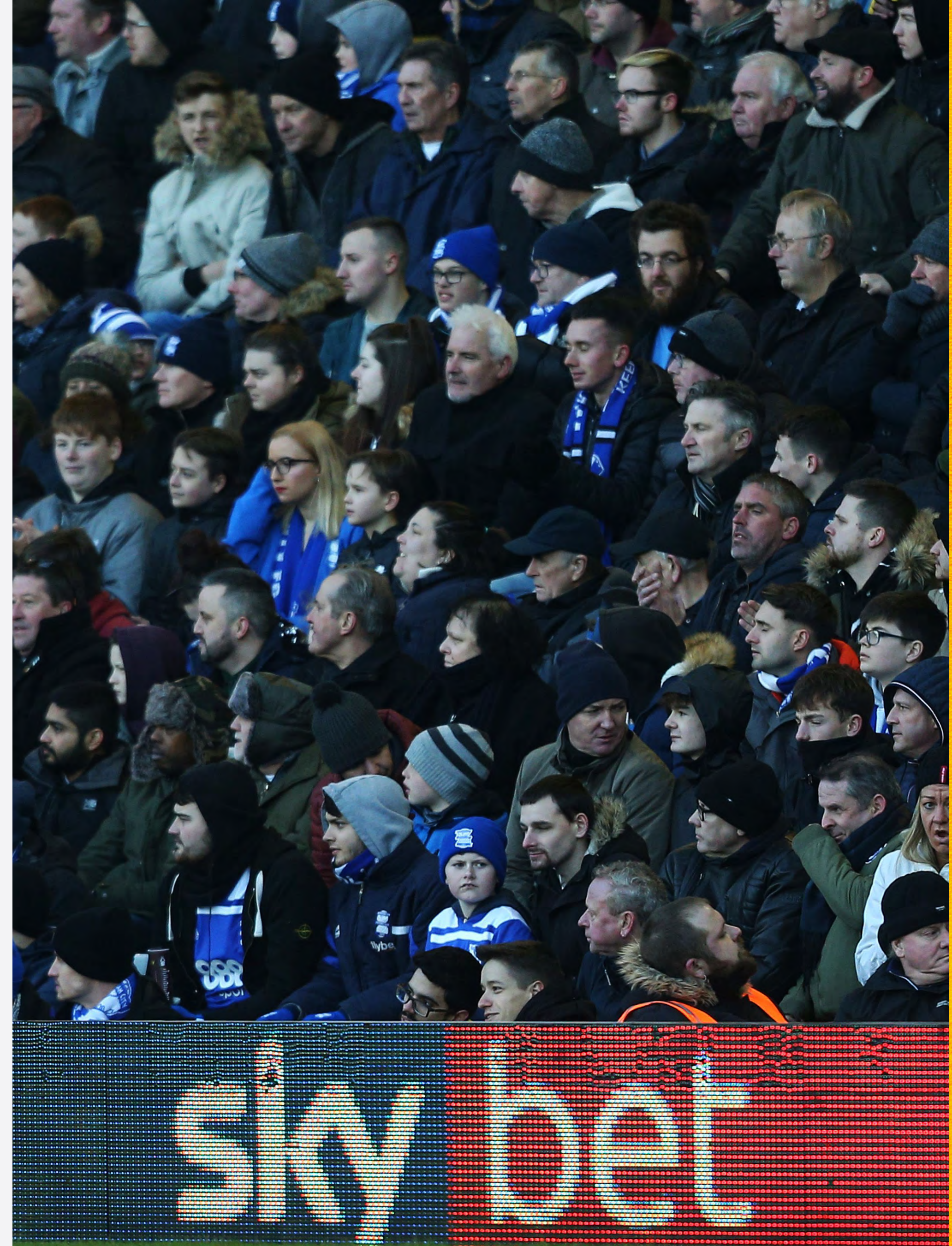
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SILVER PACKAGE

£5,000

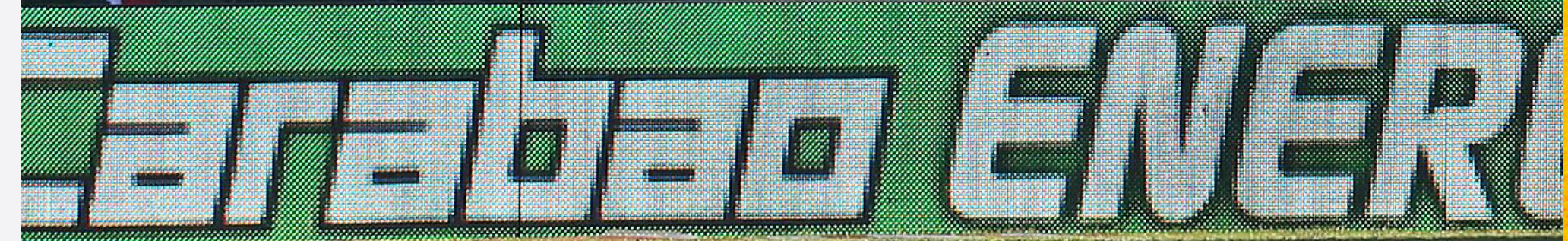
- » x4 15 seconds per half of exclusive LED advertising in-game for all 23 EFL Sky Bet League Games (total 2 mins)
- » 2 minutes of exclusive LED advertising pre-match for all 23 EFL Sky Bet League Games
- » Annual Cambridge United Business Club Membership
- » Company logo displayed on CUFC website with URL link to company website
- » LinkedIn announcement via the official CUFC LinkedIn page



GOLD PACKAGE

£10,000

- » x12 15 seconds per half of exclusive LED advertising in-game for all 23 EFL Sky Bet League Games (6 mins in total)
- » 6 minutes of exclusive LED advertising pre-match for all 23 EFL Sky Bet League Games
- » Annual Cambridge United Business Club Membership
- » x2 Signature Suite Hospitality Tickets for a Category B fixture
- » Company logo displayed on CUFC website with URL link to company website
- » LinkedIn announcement via the official CUFC LinkedIn page





HALF TIME PACKAGE

£10,000

- » 10 minutes exclusive LED advertising during half time for all 23 EFL Sky Bet League Games
- » Annual Cambridge United Business Club Membership
- » x2 Signature Suite Hospitality Tickets for a Category C fixture
- » Company logo displayed on CUFC website with URL link to company website
- » LinkedIn announcement via the official CUFC LinkedIn page



ADDITIONAL TIME PACKAGE

£12,000

- » Exclusive LED advertising for the duration of additional time in first and second halves for all 23 EFL Sky Bet league games
- » Annual Cambridge United Business Club Membership
- » x2 Signature Suite Hospitality tickets for a Category C fixture
- » Company logo displayed on CUFC website with URL link to company website
- » LinkedIn announcement via the official CUFC LinkedIn page

COMMERCIAL LED PACKAGES

LED PACKAGE	PRICE	MINUTES (IN-GAME)	MINUTES (PRE-MATCH)	BUSINESS CLUB MEMBERSHIP	HOSPITALITY
BRONZE	£2,500	1	1	x	x
SILVER	£5,000	2	2	✓	x
GOLD	£10,000	6	6	✓	X2 Signature Seats (x1 Game)
HALF TIME	£10,000		x	✓	x
ADDITIONAL TIME	£12,000		x	✓	X2 Signature Seats (x1 Game)





CONTACT

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