



COMMERCIAL PARTNERSHIPS

2024/25



www.cambridgeunited.com

WHO WE ARE

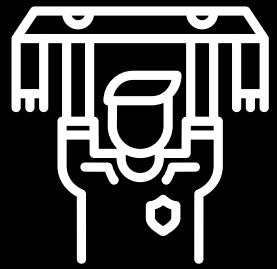
OUR STORY BEGAN 111 YEARS AGO, BUT WE'RE JUST GETTING STARTED.

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.

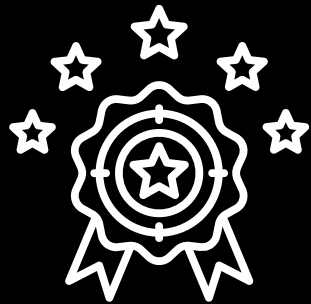


WHAT WE DO



CREATING MEMORIES

We are a modern progressive community-focused club run sustainably to create memorable moments on and off the pitch, which help engage and excite current and future generations.



DRIVING STANDARDS & PERFORMANCE

Through constant self-reflection and education, we seek to evolve both on and off the pitch, with a clear focus on raising our standards and levels of performance.



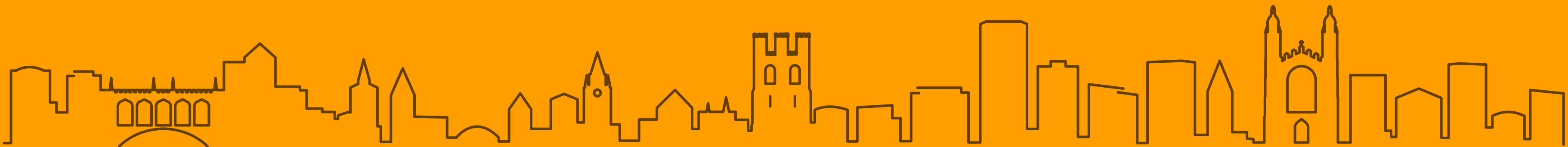
IMPROVING LIVES & COMMUNITIES

With our players, staff, and fans at the heart of the Club, we seek to construct and enhance relationships between communities and use the power of sport to change lives.



WHY PARTNER WITH CAMBRIDGE UNITED?

**USING OUR BRAND, WE CAN HELP OPEN THE GATES
TO THE CITY'S PRESTIGIOUS AND PROGRESSIVE
LANDSCAPE AND INTEGRATE YOU INTO OUR OWN
AND THE BUSINESS COMMUNITY OF CAMBRIDGE.**



REACH

Our reach into the globally recognised city of Cambridge extends far beyond the city's historic centre and the supporters in our stands. Through the work carried out in our Foundation we can engage with a diverse set of individuals in our multi-cultural city. Beyond the city is an even bigger digital world, with unique and engaging content being shared to hundreds of thousands of people each day.

30%
AVG. ATTENDANCE*

50%
WEB TRAFFIC*

394%
SOCIAL IMPRESSIONS*



SOCIAL MEDIA



90K
FOLLOWERS



48K
FOLLOWERS



11K
SUBSCRIBERS

2.7M
TOTAL VIEWS

596K
VIEWS (SINCE 22/23 SEASON)

6.5M
IMPRESSIONS (22/23 SEASON)



84K
FOLLOWERS

51.3M
IMPRESSIONS (2022/23 SEASON)

4.27M
AVERAGE MONTHLY VISITS
(2022/23)



WEB/EMAIL

41K

AVG. MONTHLY VISITS
(SINCE 7/22)

2.3M

PAGE VIEWS
(22/23 SEASON)

48K+

EMAIL SUBSCRIBERS



BROADCAST

198K

AVG. ITV HIGHLIGHTS AUDIENCE

1.1M

PEAK ITV HIGHLIGHTS AUDIENCE

246K

AVERAGE LIVE SKY SPORTS LEAGUE ONE AUDIENCE

BRAND AWARENESS

Through a wide variety of traditional and digital assets we can utilise our platform within the city to showcase your brand alongside ours and against the historic and progressive backdrop of Cambridge.





**CAMBRIDGE UNITED
FOUNDATION**

REGISTERED CHARITY NUMBER: 1137275

COMMUNITY ENGAGEMENT

Football is about more than what happens on the pitch and our Charitable Foundation use it as a vehicle to engage with thousands of residents on a weekly basis. Working in the fields of engagement, education, and wellbeing we can provide the opportunity to place your brand and employees into the heart of the Cambridge community.



MATCHDAY EXPERIENCES

Placing your brand at the heart of a matchday is the perfect way to not only get it noticed, but to get it into one of the city's best networking spots. Our matchday hospitality packages bring an array of the city's top business all into one place to enjoy fantastic food and drink, whilst experiencing the excitement of live football.

NEXT GEN

We recognise and value the next generation and that is why we engage with thousands of children on a weekly basis through our 1,500-player academy and thousands more through our Foundation. Investing in them and our cities future is vital, and you can help support us.



GOVERNANCE

How we carry out our business off the pitch is just as important as the business we carry out on it. We are proud to be viewed as the leading professional club in the country for our governance. Doing the right thing and in the right way is what underpins our position within the community.



PAUL BARRY
OWNER



MARK GREEN
OWNER



ADAM WEBB
OWNER



SHAUN GRADY
CHAIR OF THE BOARD
(ASTRAZENECA)



CHRISTOPH LOCH
DIRECTOR
(UNIVERSITY OF CAMBRIDGE)



DION DUBLIN
DIRECTOR
(EX-PLAYER/MEDIA)



IAN MATHER
DIRECTOR
(EX-MILLS AND REEVE)



JENNY HORSFIELD
DIRECTOR
(CARRICK THERAPEUTICS)



GODRIC SMITH
DIRECTOR
(INC.)



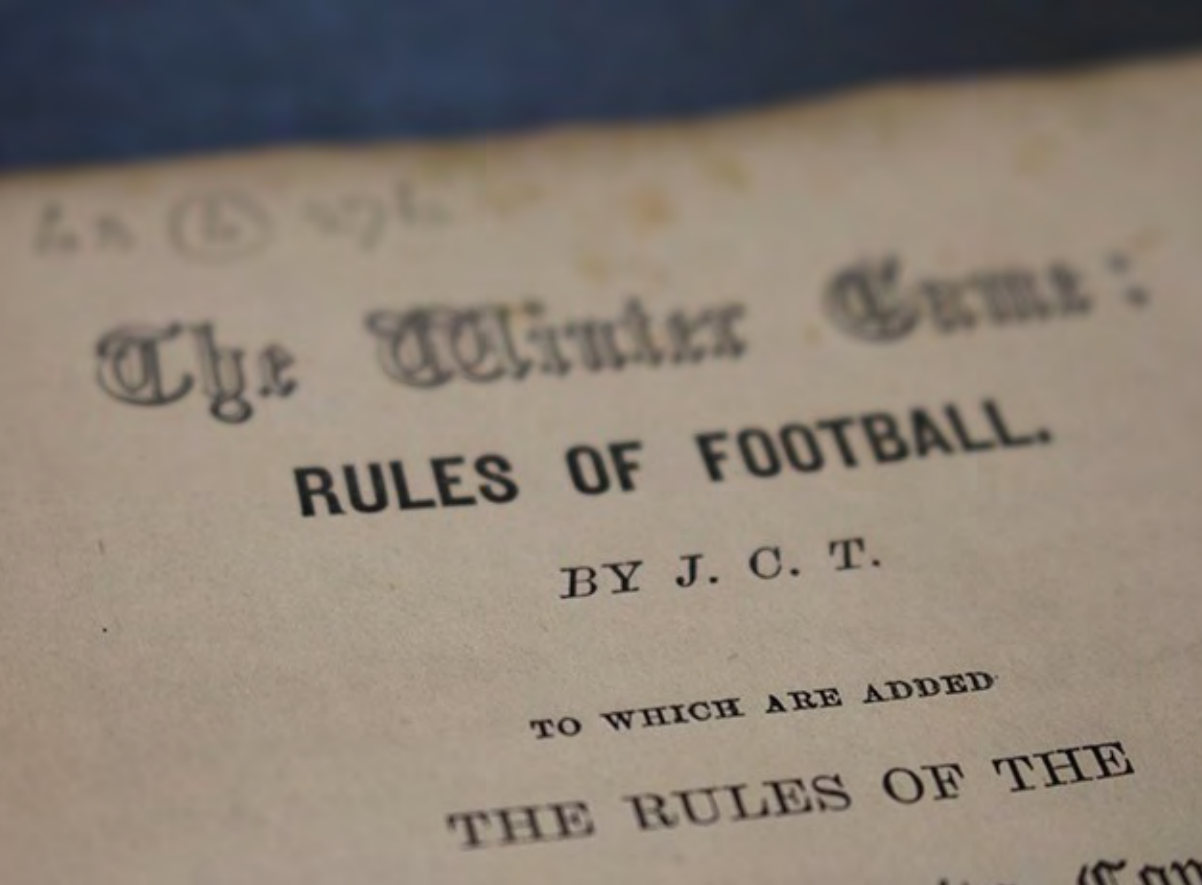
GRAHAM DANIELS
DIRECTOR
(CHRISTIANS IN SPORT)



ALEX TUNBRIDGE
CHIEF EXECUTIVE



BEN STRANG
SPORTING DIRECTOR



ASPIRATIONS

Standing still in both football and business is not an option.

We are on an exciting journey to reach the highest level of the English Football League.

Recent investment into training facilities and the purchase of the Cledara Abbey Stadium which will soon be redeveloped, optimises our aspiration to grow with one of the world's fastest developing cities.

2024 will see us rebrand, as we align ourselves within the fabric of the city home to the rules of the game.

NETWORK

Google, Microsoft, AstraZeneca, and Apple all form part of the Cambridge network, alongside a wealth of science, technology, and educational organisations. Partnering with us means you are not just joining the football club, but the Cambridge club.



A GROWING POPULATION

CAMBRIDGE COMMUNITY POPULATION

678K

CAMBRIDGESHIRE POPULATION

145K

CAMBRIDGE POPULATION

17%

RISE SINCE 2011

31K

STUDENTS





A THRIVING CITY

£49.6K

PER ANNUM - AVG. CAMBRIDGE SALARY

21%

AFFLUENT ACHIEVERS

81%

EMPLOYED FULL-TIME

39%

£40K-100K SALARY

78%

CAR OWNERS

79%

CURRENTLY SAVING

67%

SAVINGS ACCOUNT

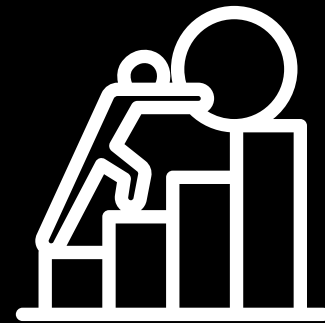
WHAT WE STAND FOR

WE ENGAGE POSITIVE AND INSPIRING CHARACTERS COMMITTED TO SERVING AND STRENGTHENING OUR COMMUNITY BY ADOPTING OUR 3 KEY VALUES



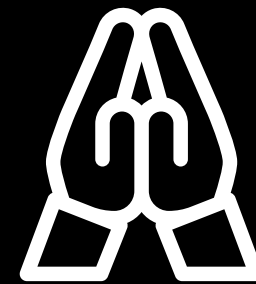
TEAMWORK

We achieve more through working together than alone and are united in endeavour.



HARD WORK

We are committed to learning and working relentlessly to pursue excellence in everything we do.



HUMILITY

We are custodians responsible for protecting and enhancing the Club for future generations.





CONTACT

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