



BUSINESS CLUB



## OXFORD UNITED BUSINESS CLUB

Following the installation of state-of-the-art LED pitchside advertising and jumbo stadium screen, local businesses can now join our regional Business Club and benefit from some fantastic marketing opportunities during the 2023/24 season.

A winning combination of brand exposure, hospitality and networking opportunities, these brand-new 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 new 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 personalised merchandise.

Adam Benson, Oxford United's Chief Commercial & Marketing Officer, said:

**"Local businesses are a hugely important part of this football club, which is why we have developed a number of packages with them specifically in mind.**

**"Our investment in the new LED advertising system and stadium screen provides a great platform for brands to reach a wide audience."**

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)



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## 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 EXPOSURE:

- 6m pitchside LED in-game: 2+ min
- 6m pitchside LED Pre/HT/FT: 2+ min

### BRANDING EXPOSURE:

- Business Club group logo on matchday big screen
- Presence on Business Club page of OUFC website
- Listing in matchday programme
- Business Club social media post with image and logo
- Business Club inclusion in OUFC e-newsletter

### BENEFITS & EXPERIENCES:

- Networking events x 2
- Hospitality x 4 at nominated game
- Business Club squad photo
- Personalised Oxford United shirt
- 11 GA tickets for a selected home game

**COST: £4,000 + VAT**



BUSINESS CLUB PLUS



## GOLD 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 EXPOSURE:

- 10m pitchside LED in-game: 4+ min
- 10m pitchside LED Pre/HT/FT: 4+ min
- Seasonal big screen advert (in stadium) in game

### BRANDING EXPOSURE:

- Business Club Plus group logo on matchday big screen
- Presence on Business Club Plus page of OUFC website
- Listing in matchday programme
- Business Club Plus social media group post
- Business Club Plus inclusion in OUFC e-newsletter

### BENEFITS & EXPERIENCES:

- Networking events x 2
- End of Season Awards x 10
- Hospitality x 8 at nominated game
- Take your team: x 11 nominated EFL GA tickets
- Personalised Oxford United shirt
- Watch first team training (with 2 guests) once per season
- Invite to ownership round table (club updates)

**COST: £7,500 + VAT**



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 EXPOSURE:

- 13m pitchside LED in-game: 6+ min
- 13m pitchside LED Pre/HT/FT: 6+ min
- 1 minute in game pitchside LED takeover at nominated fixtures (4 games)
- Big screen advert (in stadium) in game

### BRANDING EXPOSURE:

- Business Club Premium group logo on matchday big screen
- Presence on Business Club Premium page

### BENEFITS & EXPERIENCES:

- Networking events x 3
- Player of the Year Awards x 10 (gold seats)
- Hospitality in Premium Lounge for 20 guests
- Take your team: x 11 nominated EFL GA tickets
- Two GA Season Tickets
- Business Club squad photo
- Personalised signed Oxford United shirt
- Watch first team training (with 2 guests) once per season
- Invitation to the Boardroom (x 2 places at one game per season)
- Invite to ownership round table (club updates)

### BEYOND OXFORD:

- Hospitality at an away game

**COST: £12,500 + VAT**





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