



SEASON 2022/2023

CLUB COMMERCIAL COMMUNICATIONS STRATEGY

GIVING VALUE TO OUR COMMERCIAL PARTNERES

Part 3

COMMERCIAL BRAND PARTNERSHIP OPTIONS

Club Official Social Responsibility Strategy Sponsor OFFICIAL EXCLUSIVE CSR PARTNER	€120,000
Club Official Match Jersey – Front Shirt Dual Sponsor OFFICIAL MAIN PARTNER	€250,000
Club Official Match Jersey – Back Shirt Sponsor OFFICIAL PARTNER	€100,000
Club Official Training Kit Sponsor OFFICIAL EXCLUSIVE TRAINING PARTNER	€75,000
Club Social Media Platforms (5) Sponsor OFFICIAL EXCLUSIVE SOCIAL MEDIA PARTNER	€50,000

COMMERCIAL MEDIA PARTNERSHIP OPTIONS

12 High Quality Content Corporate Videos – 50K+ Reach
CORPORATE VIDEO MEDIA PARTNER

€1,000 each
€10,000 total

10 High Quality Content Corporate Interviews – 8K+ Reach
CORPORATE INTERVIEWS MEDIA PARTNER

€800 each
€6,000 total

35 x 3 Post Match Comments – 5K+ Reach – 5K+ Reach
CORPORATE POST MATCH COMMENTS PARTNER

€500 each
€20,000 total

36 x Filming of Training Sessions & Comments - 3K+ Reach
CORPORATE TRAINING SESSIONS PARTNER

€250 each
€5,400 total

**FREE HOSTING OF PLAYERS DURING CORPORATE
PROMOTION EVENTS ORGANISED BY PARTNERS**

FREE

ADVERTISEMENT PARTNERSHIP OPTIONS

OFFICIAL MAIN PARTNER

€30,000

OFFICIAL PREMIUM PARTNER

€20,000

OFFICIAL PLATINUM

€10,000

OFFICIAL GOLD PARTNERS

€5,000

OFFICIAL SILVER PARTNER

€2,500

OFFICIAL TECHNICAL PARTNER

IN KIND