

A soccer player in a blue jersey and white shorts is running on a green field. In the background, there are stadium seats and various advertisements. The text "ADVERTISING OPPORTUNITIES." is overlaid in large white letters.

ADVERTISING OPPORTUNITIES.

L E T / E M C O M E .

LED ADVERTISING

Our digital perimeter system gives you the optimum exposure to a national and even global audience – not only to thousands of supporters who come through the turnstiles at The Den throughout the season, but also many more taking in your branding through televised live matches and free-to-air highlights.

We are proud to offer four unique, flexible packages ranging from Platinum to Bronze - making sure there is the perfect fit for your company.

Brands can also take advantage of our LED advertising boards on a 'match-by-match' basis, perfect for companies testing their latest products.

MATCH BY MATCH LEDs (per minute in play):

Non televised £350 + VAT

Live on Sky Sports/BT Sport £650 + VAT



PLATINUM

PACKAGE INCLUDES:

- 2x Minutes in-play LED advertising (Exclusive)
- 2x Minutes in-play LED advertising (Shared - 25%)
- 3x Minutes Pre-Match/Half-Time LED advertising (Exclusive)
- 5x Big Screen Adverts
- 1x Visit to Training Ground (4x People)
- 1x Player Appearance
- 3x Signed Shirts (1 Framed)
- 3x Signed Balls
- 1x Mascot Place
- Press Release
- Website Footer
- Email Footer
- Company Profile on Website
- 12x Social Media Posts
- 50x Match Tickets
- 16x 1885 Club Platinum tickets*
- 2x Matchday Activations
- 1x Table at Player of the Year Awards
- Images of Advertising
- 2x Invites to Partner Events
- Millwall Business Club membership

PRICE:

£30,000 + VAT

*The 1885 Club Platinum tickets includes a three-course dining experience and half a bottle of wine per person (non-alcoholic options are available upon request)

GOLD

PACKAGE INCLUDES:

- 1x Minute in-play LED advertising (Exclusive)
- 1x Minute in-play LED advertising (Shared - 13%)
- 3x Minutes Pre/Half-Time LED advertising (Exclusive)
- 5x Big Screen Adverts
- 1x Player Appearance
- 2x Signed Shirts (1 Framed)
- 2x Signed Balls
- 1x Mascot Place
- Company Profile on Website
- 9x Social Media Posts
- 30x Match Tickets
- 8x 1885 Club Platinum tickets*
- 1x Matchday Activation (Outside)
- 1x Pre Match Pitchside Visit (4x people)
- Images of Advertising
- 2x Invites to Partner Events (2x)
- Millwall Business Club membership

PRICE:

£15,000 + VAT

SILVER

PACKAGE INCLUDES:

- 2x Minutes in-play LED advertising (Shared - 8%)
- 3x Minutes Pre-Match/Half-Time LED advertising (Exclusive)
- 5x Big Screen Adverts
- 1x Signed Shirt
- 1x Signed Ball
- Company Profile on Website
- 6x Social Media Posts
- 20x Match Tickets
- 4x 1885 Club Platinum tickets*
- 1x Matchday Activation (Outside)
- 1x Pre Match Pitcheside Visit (4x people)
- Images of Advertising
- 2x Invites to Partner Events
- Millwall Business Club membership

PRICE:

£ 10,000 + VAT

BRONZE

PACKAGE INCLUDES:

- 2x Minutes in-play LED advertising (Shared - 4%)
- 3x Minute Pre/Post-Match LED advertising (Exclusive)
- 5x Big Screen Adverts
- 1x Signed Ball
- Company Profile on Website
- 3x Social Media Posts
- 10x Match Tickets
- 2x 1885 Club Platinum tickets
- Images of Advertising
- 2x Invites to Partner Events
- Millwall Business Club membership

PRICE:

£5,000 + VAT

OTHER ADVERTISING OPPORTUNITIES

BIG SCREEN:	Goal Sponsorship	£2,500 + VAT
	Corner Sponsorship	£2,500 + VAT
	Substitution Sponsorship	£2,500 + VAT
	Clock Sponsorship	£4,000 + VAT
	Screen Banner Advertising	£1,500 + VAT
STADIUM BANNERS:	Corner Banners	£20,000 + VAT*

*Price inclusive of installation





A CLUB
LIKE
NO OTHER.

Millwall Football Club, The Den, Zampa Road, London SE16 3LN