



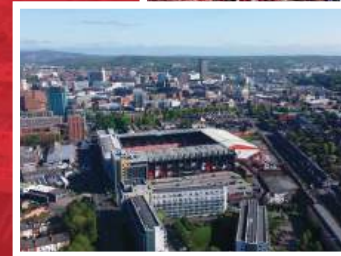
Sheffield United Commercial Partnerships

2024/2025 Season

Sheffield United - Our Story

Our rapid rise over the past seven years has seen the world take an interest in the story of Sheffield United.

- One of the world's oldest football clubs.
- Bramall Lane, the oldest professional stadium still in use.
- Sheffield, the birthplace for the rules of football.
- League 1 champions in 16/17 season securing 100 points after six years in the division.
- Sheffield United are promoted to the Premier League after a incredible 2nd place finish during the 18/19 Championship season.
- Billy Sharp scored the Blades first goal back in the Premier League away at Bournemouth.
- Sheffield United push for European qualification on first season back in the Premier League but unfortunately succumb to relegation in 20/21.
- 2023 promoted back to the Premier League.
- December 2023, Chris Wilder returns to his boyhood club to rebuild.



The Steel City | Sheffield

Sheffield is England's greenest city with more than 200 parks, woodlands and gardens, and is also the only UK city to have a national park, The Peak District, within its boundary.

Nicknamed **'The Steel City'** due to gaining a reputation internationally for its production of the metal in the 19th century. Steel forged in Sheffield was used in the construction of the Brooklyn Bridge in New York.

It is the **4th largest city** in England with over **2.1 million** people living within a 60 minute peak catchment area.

Laying the foundations for the beautiful game, Sheffield is widely considered the **'home of football'** with the Sheffield Rules (the basis for the modern laws of football) being born here, along with the **world's oldest football club**, Sheffield FC.

The world's first competitive football tournament, the Youdan Cup, was played in Sheffield, preceding the FA Cup by four years.



The Original United

Sheffield United FC formed in **1889**.

The first team to be called '**United**'

First major honour in **1898** as league champions.

Four time **FA Cup winners** (1899, 1902, 1915, 1925)

First club to field an all international team in **1904**.

First ever Premier League goal scored by Brian Deane against Manchester United in **1992**.

The **birthplace** of football.



A Historic Stadium

Bramall Lane opened in **1855** as a cricket ground.

Staged its first football match in **1862**.

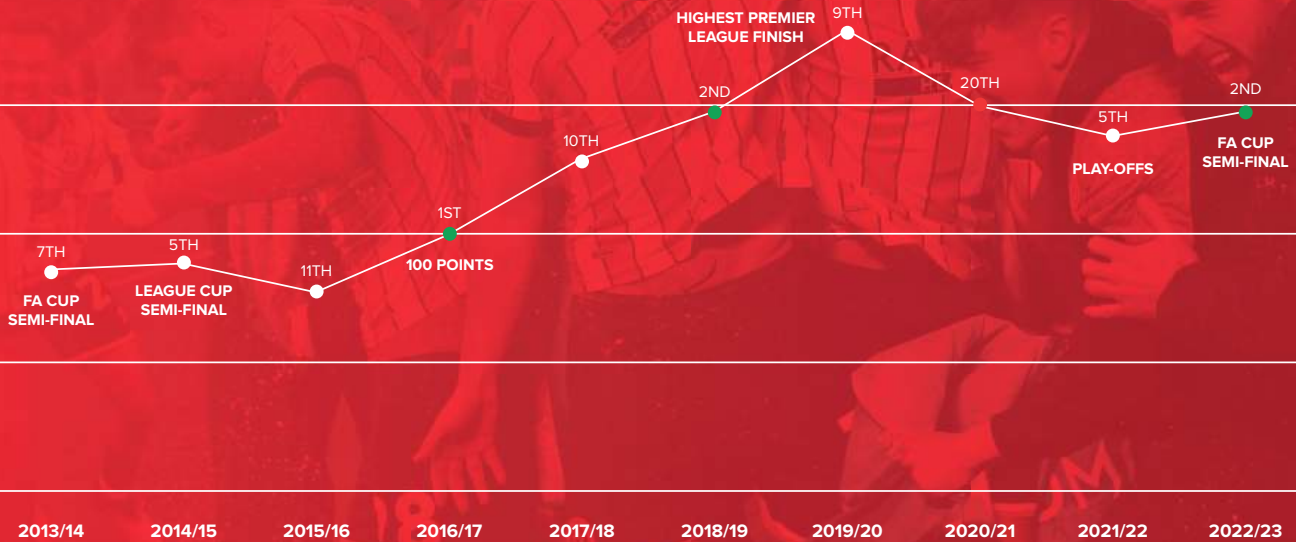
Became the first English stadium to have its own floodlights in **1954**.

The stadium has hosted a **number of events** including concerts for Bruce Springsteen, Rod Stewart and Def Leppard as well as Kell Brook's world title defence in the boxing ring. It also hosted the 2021 Rugby League World Cup and the 2022 UEFA Women's European Championship.

Bramall Lane has a **capacity of 32,700** including **31 Private Boxes** and **4 Corporate Suites** that can host 1,121 guests between them.



Recent Sporting Achievements



LEAGUE TABLE FINISHES FOR SHEFFIELD UNITED

Forging an Audience

Global Household Reach

Figures are for the estimated number of households in which English football coverage is broadcast. For markets where coverage is broadcast on multiple channels, the total refers to the highest reach figure.



251 MILLION
HOUSEHOLDS

Forging Brand Promotion

Promoting your brand to a global audience

A Club Partnership will not only create a platform for prominent in-stadium advertisement, but also the potential for an unlimited global reach via live television and highlight broadcasts.

Your brand will become synonymous with our fan base, creating an immediate affiliation within the football marketplace.

The package contains generous time on our prime pitch LED advertising sites and various static sites in secondary TV arc positions. Your brand will be seen locally, nationally and globally!

UK Broadcast Licensees



Highlights Licensee



Selected International Licensees

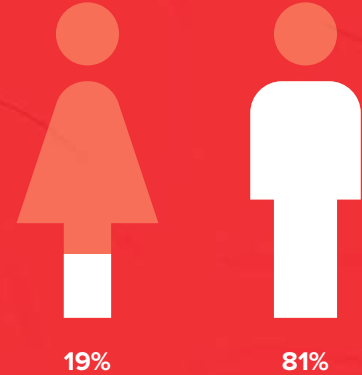
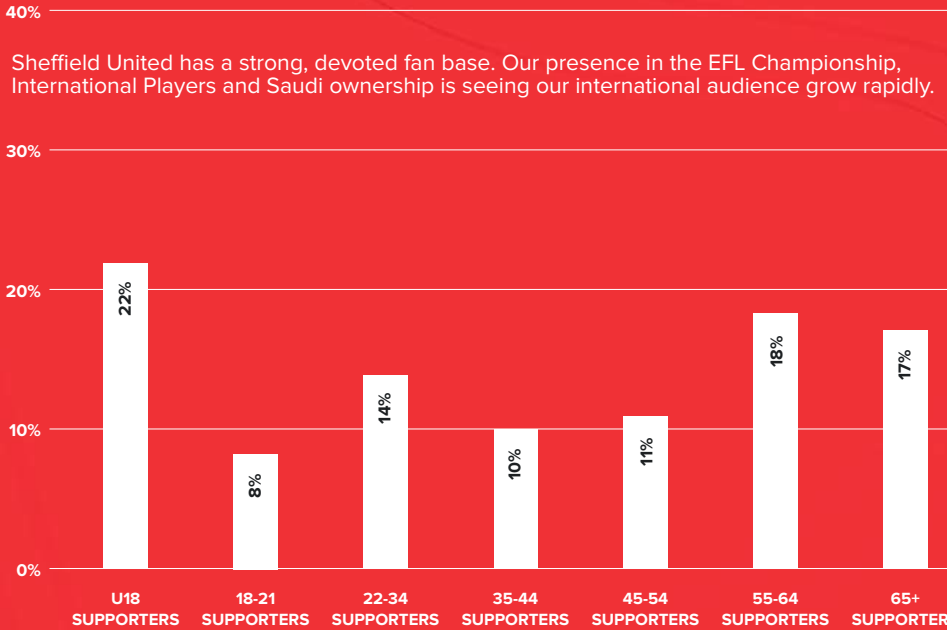


Efl Broadcast Audience

- The EFL UK Live Average Audience of 289,000 is 44% higher than at the end of January 23' (201,000)
- The Championship UK Live Average Audience of 304,000 is 46% higher than at the end of January 23' (208,000)
- The average weekend EFL Highlights audience on ITV is 486,000
- The EFL's global TV audience in 2022/23 was 400m. This is split as follows; UK (190m) & International (210m)
- The top 6 (inc. UK) highest individual countries by audience were as follows:



Our Audience



Sheffield United Matchday

661,547

ANNUAL ATTENDANCE

1,060

EXECUTIVE SEATS

28,763

AVERAGE ATTENDANCE

31

CORPORATE BOXES

23,172

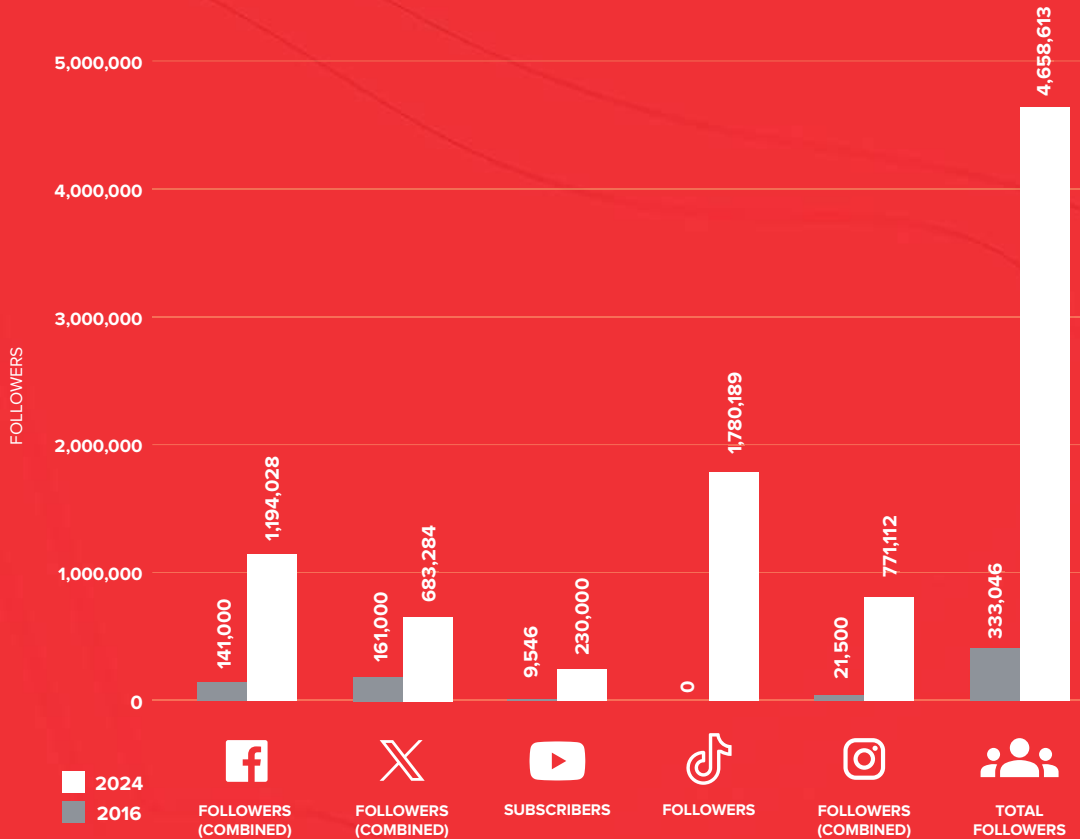
SEASON TICKET HOLDERS

4

CORPORATE HOSPITALITY AREAS



Our Social Media Audience



SOCIAL MEDIA ANALYSIS

We have seen an explosion in our digital audience and engagement over the past 5 years. The two main factors being the huge increase in the amount and quality of content posted along with the on-field performance of the Sheffield United 1st team.

Social Media Demographics

24/25 Season (July 2024 - September 2024)



TWITTER / X

TOTAL FOLLOWERS
608,211

ENGAGEMENTS: **1,619,669**

AGE

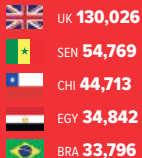


91%



9%

FOLLOWERS



FACEBOOK

TOTAL FOLLOWERS
1,206,918

ENGAGEMENTS: **570,697**

AGE

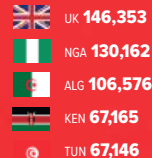


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FOLLOWERS

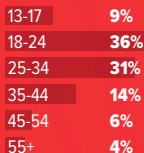


INSTAGRAM

TOTAL FOLLOWERS
715,418

ENGAGEMENTS: **1,227,432**

AGE

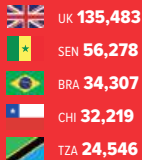


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FOLLOWERS

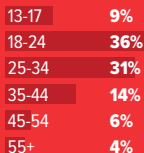


TIK TOK

TOTAL FOLLOWERS
1,774,398

ENGAGEMENTS: **128,236**

AGE

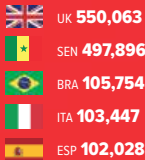


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FOLLOWERS

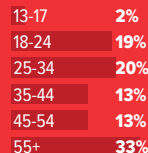


YOUTUBE

TOTAL SUBSCRIBERS
249,000

ENGAGEMENTS: **25,573** VIDEO VIEWS: **1,112,405**

AGE

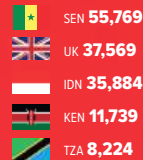


91%



9%

SUBSCRIBERS



The Academy



10

Academy Teams
(U9-U23)

195

Academy
Players

158

England Caps

Founded in

2004

Digital Exposure

BRAND AFFILIATION

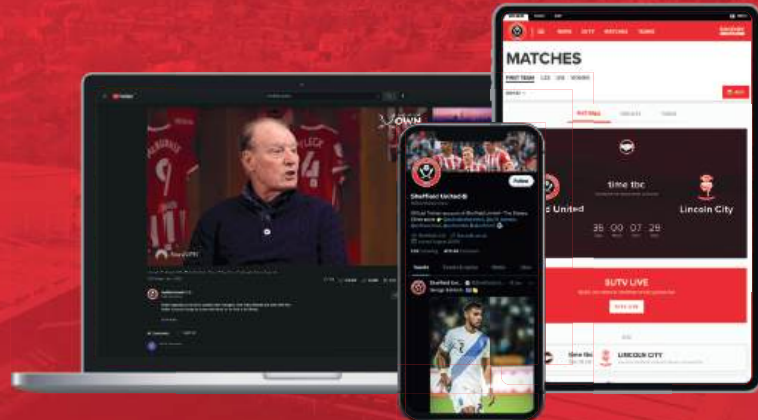
GLOBAL REACH

MEDIA VISIBILITY

UNIQUE ACCESS

MARKETING SUPPORT

ACTIVATIONS



Forging the Future

Our ambitious plans are focussed on growth within our heartland as well as global brand expansion. Our partners, supporters and the city of Sheffield will all benefit as a result.

The Club presented a series of detailed designs, which were submitted to Sheffield City Council in order to extend the existing South Stand.

PROPOSAL SEEK TO ADD MORE THAN 5,400 SEATS, NEW EXECUTIVE BOXES AND A MEDIA CENTRE.

Our ambitious plans also include the construction of a new state of the art academy facility at a new location in Sheffield. This facility will be the platform for us to transition from a Category 2 Academy into a Category 1.



Forging Together

Join us on a journey, **be a part of our team.**

We are specifically looking for brands outside of the betting and gaming sector to work with our historic Football Club for the 2024/25 season and beyond.

As a commercial department, we pride ourselves on developing long term, successful partnerships. Your brand will benefit from a dedicated and proactive team that will work tirelessly with you to ensure that we achieve all of your business objectives from this high level sponsorship. Our creative marketing team will assist in developing exciting and impactful activation campaigns.

If you want to be a part of our team, we look forward to hearing from you!



Current Opportunities

Back of Shorts Partnership
Family Stand Brand Partnership

Each of our partnerships are carefully procured and built to a bespoke brief to deliver on the brand's objectives. Our aim is to create long and meaningful partnerships, developing clear brand synergy with the club, alongside unwaivering fan affinity.

Whether you're a local business looking to increase brand visibility, a corporate entity seeking unique client engagement opportunities, or a fan wanting to support your favourite players, our commercial team offers a range of packages tailored to meet your needs.

Partnering with us provides you with unparalleled access to a loyal and engaged audience, enhancing your brand's reach and creating lasting impressions. **Our commercial packages are designed to deliver maximum exposure and value, ensuring that your association with the Blades is both rewarding and impactful.**



Matchday Sponsorship

Matchday Sponsor packages are designed to give the maximum possible advertising exposure, alongside unrivalled corporate hospitality. There's no better way to entertain your clients than at Bramall Lane with one of our sponsorship packages.

All matchday sponsorships will also benefit from the following **advertising opportunities:**

- Big screen advertising
- Public address advertising
- Company logo on the back cover of the match day programme
- Welcome on the programme commercial page
- Company logo on match day team sheet

Main Match Sponsor

Includes (10 people):

Gold+ Grade Games
£3,750 + VAT

Gold Grade Games
£3,500 + VAT

Silver Grade Games
£3,250 + VAT

Bronze Grade Games
£3,000 + VAT

- Padded Directors box seats located on the halfway line
- 2 x Car Parking Passes
- Exclusive champagne reception
- Pre-match tour of the museum and pitch side, all photographed for posterity
- Superb three-course meal, served in The Pavilion
- Complimentary beer/wine/selected spirits and soft drinks throughout the event
- Personalised matchday invitations
- Dedicated waiting and customer care staff
- Exclusive SUFC gift bag for each guest
- Match day programmes and team sheets
- Tea and coffee at half-time
- Refreshments at full-time
- Commemorative presentation of a signed and framed shirt
- Witness the post-match Man-Of-The-Match presentation

Programme Sponsor

Includes (10 people):

Gold+ Grade Games
£3,500 + VAT

Gold Grade Games
£3,250 + VAT

Silver Grade Games
£3,000 + VAT

Bronze Grade Games
£2,750 + VAT

- Padded Directors box seats located on the halfway line
- 2 x Car Parking Passes
- Exclusive champagne reception
- Pre-match tour of the museum and pitch side, all photographed for posterity
- Superb three-course meal, served in The Pavilion
- Complimentary beer/wine/selected spirits and soft drinks throughout the event
- Personalised matchday invitations
- Dedicated waiting and customer care staff
- Exclusive SUFC gift bag for each guest
- Match day programmes and team sheets
- Tea and coffee at half-time
- Refreshments at full-time
- Commemorative presentation of a signed and framed programme
- Witness the post-match Man-Of-The-Match presentation

Match Ball Sponsor

Includes (10 people):

Gold+ Grade Games
£4,000 + VAT

Gold Grade Games
£3,750 + VAT

Silver Grade Games
£3,500 + VAT

Bronze Grade Games
£3,250 + VAT

- Walk on the pitch to join the team captains for a photo in the centre circle at kick off (Max 4 guests)
- Padded Directors box seats located on the halfway line
- 2 x Car Parking Passes
- Exclusive champagne reception
- Pre-match tour of the museum and pitch side, all photographed for posterity
- Superb three-course meal, served in The Pavilion
- Complimentary beer/wine/selected spirits and soft drinks throughout the event
- Personalised matchday invitations
- Dedicated waiting and customer care staff
- Exclusive SUFC gift bag for each guest
- Match day programmes and team sheets
- Tea and coffee at half-time
- Refreshments at full-time
- Commemorative presentation of the signed matchday
- Witness the post-match Man-Of-The-Match presentation

Player Sponsorship

Get up close and personal with the first team! Gain impressive profile alongside your favourite squad member in both the match day programme and on our big screen.

Men's First Team

Price per season (24/25)

Home or Away
£1,200 + VAT

Home and Away
£2,000 + VAT

Sponsorship packages are available for both the men's and women's team and include the following:

- Full match worn kit with certificate of authenticity
- Programme page advertising
- Website advertising on the first team squad listings.
- Big Screen advertising
- 1x Personalised video message from your sponsored player
- Signed Christmas card from your sponsored player.
- One open training session at the Shirecliffe Academy, early in the season
- Two GA tickets to a match of your choice (Bronze or Silver graded)
- End of season afternoon lunch & meet and greet with the players
- 4 places at the End of Season Player of the Year Awards (18+)

LED Advertising

With LED being one of the most eye-catching ways of advertising, you can now advertise your business brand on the TV facing LED boards or mid-tier LED board.

Our LED boards will not only reach the local audience within the stadium but also provides your brand with national and international exposure on live broadcast or TV highlights. For a low-cost option, our mid-tier LED system is an ideal way to showcase your brand to our stadium audience, week-in, week-out.

LED advert slots are split into 30 second blocks, a minimum of one minute LED advert space will see your advert played once in the first-half and once in the second-half.

Men's First Team Fixtures

Mid-Tier Advertising - LED

Pre-Match LED Full Wrap
(1 minute)
£1,000 + VAT

In Game LED Full Wrap
(1 minute)
£2,000 + VAT

Half-Time LED Full Wrap
(1 minute)
£1,500 + VAT

Perimeter Advertising - LED

Pre-Match LED Full Wrap
(1 minute)
£2,250 + VAT

In Game LED Full Wrap
(1 minute)
£5,000 + VAT

Half-Time LED Full Wrap
(1 minute)
£3,000 + VAT

Big Screen Advertising

Men's First Team

1 Game
£450 + VAT

Seasonal
£5,000 + VAT

Our stadium big screen enables companies to get their chosen message across to our fans by using a variety of full colour animated graphics and video.

The big screen is situated between the Upper and Lower tier of the Bramall Lane Stand and can be seen by up to 25,000 spectators within the stadium every matchday.

With all big screen packages, you are guaranteed a minimum of six slots up to 30 seconds long. Starting one hour prior to kick-off, continuing to a captive audience throughout the game.

Static Perimeter Advertising

Static perimeter boards are in place on a season long basis and are visible at both our men's, women's, and academy home fixtures.

Secondary Board (Non TV)
£3,500 + VAT

Secondary Board (TV)
£4,500 + VAT

Programme Advertising

Men's Fixture Programme

Seasonal
£5,500 + VAT

One Off
£750 + VAT

The Matchday Programme is a highly cost-effective way of reaching a large and varied demographic audience. Advertisements are all full colour and are available in full or half page.

With an average circulation of *6,000 sales per fixture, it can be an ideal way to promote your latest offer or products to supporters in a tried and tested fashion.

Advert Dimensions - Sizes area as follows:

Full Page

Trim size: 210mm x 148mm
(portrait)

Usable type area: 190mm x 128mm (ie 10mm inside the trim lines)

Half Page

Trim size: 210mm x 148mm
(portrait)

Usable type area: 190mm x 128mm (ie 10mm inside the trim lines)

*First team men's fixture

Team Sheet Advertising

Men's Fixtures Only

For 8 fixtures
£1,750 + VAT

Seasonal
£5,000 + VAT

Our team sheet is printed for each home matchday and is essential for both our hospitality and media guests to be first to find out the days line-up.

With over 40,000 copies printed in the 2023/24 season, this is an assured way to get eyes on your business.

- Names and logo on all team sheets printed throughout the season
- A4 advert on the back on all team sheets printed

Matchday Mascot

Mascot packages are a perfect way to celebrate a birthday, special occasion or just for fun and are certain to provide you with a day that you will never forget.

Experience the build-up and soak up the atmosphere with a pre-match warm up on the pitch, before walking alongside your sporting heroes in front of the Bramall Lane crowd.

Men's First Team Fixture

Ages: 5-13 years old
£350 + VAT

- A redeemable kit voucher for the Blades superstore
- Stand seats for the mascot and one accompanying adult
- Photographs and fact file in the matchday programme
- Matchday programme
- Pitch side photographs
- Chance for a meet and greet with a selection of first team players
- Autographers football
- Commemorative scarf
- Name and photo displayed on the electronic scoreboard
- Kick about on the pitch before kick-off
- Walk out with the team on to the pitch before kick-off
- Club branded USB drive with photos of your day at Bramall Lane

Sheffield United mascot packages for the 2024/25 season are now on sale on a first come, first served basis.

Hospitality

Bramall Lane boasts a diverse selection of seasonal corporate hospitality facilities created to cater for all tastes and budgets. See every home game, from the best seats in the house. From private boxes with outdoor balcony seating, to fine dining suites and excellent bar facilities, Sheffield United Football Club can offer you and your guests the ultimate pre-match experience in football entertainment.


1889 Directors Lounge

Match-by-match
SOLD OUT for 24/25

The 1889 Restaurant is the perfect venue to entertain and be entertained whilst enjoying fine dining in intimate surroundings.

These exclusive seats allow you to enjoy the thick of the action whilst sitting amongst both Home and Away Team Directors. This top tier matchday hospitality package gives you the very best seats in the Stadium.

- Pre-match fine dining menu with drinks in the award winning 1889 Restaurant
- Directors' Lounge seat
- Complimentary match day programme
- Team sheets
- Tea and coffee at half-time
- Table ordering service



Match-by-match

Adults from
£175+ VAT

The Pavilion

The Pavilion is located in the South Stand, where guests will enjoy an outstanding pre-match three course meal before watching the game from luxurious, padded, armchair-style seats located within a prime, enclosed area on the halfway line.

This package is perfect for those who wish to be in the thick of the action, a thriving place to meet and network whilst enjoying superb pre and post-match hospitality.

- Complimentary drink on arrival
- Pre-match three course meal
- Match day programmes and team sheets
- Luxury armchair seats located near the halfway line
- Dedicated waiting and customer care staff
- Tea and coffee
- Pay-bar facility with a full range of beverages
- The chance to experience the Man of Match presentations

Tony Currie Suite

Match-by-match

Adults from
£150+ VAT

Watch the match day unfold in style from the renowned Tony Currie Suite. Situated in the John Street Stand, our pitch facing glass fronted restaurant offers the ultimate match day hospitality experience, from watching players warming up to pre-match presentations.

Diners can also enjoy the pre-match entertainment and get the opportunity to meet the Club crowned 'Greatest Ever Player' Tony Currie. Seating is available behind glass in luxury cinema style comfort.

- Pre-match two course meal in the presence of Club Legend Tony Currie
- Match day programme and team sheet
- Luxury cinema style padded seats indoor/outdoor
- Dedicated waiting and customer care staff
- Tea and coffee at the half-time interval
- Tea and coffee after the match
- Competitions and prizes
- Pay-bar facility with a full range of beverages



Match-by-match

**Adults from
£125+ VAT**

International Bar

This popular offering was developed to give a relaxed hospitality experience with full views of the stadium. Membership will give you access to all home League games throughout the season, this informal hospitality environment is an ideal place to entertain and watch the match day unfold.

Members will enjoy a pre-match grazing platter to share with their guests. Armchair padded seats are available indoor and outdoor and are situated in a prime position with excellent views of the game.

- Pre-match grazing platter
- Match day programmes and team sheets
- Executive Seating both Indoor or Outdoor
- Dedicated waiting and customer care staff
- Tea and coffee
- Competitions and prizes
- Pay-bar facility with a full range of beverages

Executive Boxes

8 Seater Box

Match-by-match
SOLD OUT for 24/25

10 Seater Box

Match-by-match
From £2,250+ VAT

Whether you are entertaining existing or potential clients, saying thank you to employees or arranging a special occasion, our Private Box Package will ensure that you and your guests will remember your day at Bramall Lane for a long time to come.

Private Boxes are now available to purchase on a seasonal basis or hire on a match-by-match basis. Create your own VIP suite for the day for up to 10 guests to relax and watch the game in style.

- Hire of a Private Box (seats 8 or 10 guests)
- Armchair padded seats on viewing balcony
- Complimentary match day programmes
- Official team sheets
- Four course private dining
- Dedicated waiting and customer care staff
- Pay bar facility
- Post-match light bites
- Complimentary tea & coffee
- One car park pass in one of the Club's car parks (subject to availability)

Conferencing and Events

Bramall Lane, the home of Sheffield United Football Club is the perfect venue for Conferencing, Meetings, Banqueting, Christmas, Weddings and Celebrations.

Find out more: www.sufconferenceandevents.co.uk
Tel. No: 0114 253 7200 (Option 7)

Contact Details

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