



# MATCH-DAY

COMMERCIAL OPPORTUNITIES BROCHURE

0800 587 3329  
[mickgeorge.co.uk](http://mickgeorge.co.uk)



# CLUB CAMBRIDGE

Whether you're a season ticket holder of 30 years, a group of friends wanting a fun day out, a family enjoying a party, parents entertaining the kids or you want to entertain clients, customers or fellow colleagues, our Club Cambridge offering within the Premier Travel Hospitality Suite has something for everyone.

## WHAT'S INCLUDED:

EXCLUSIVE ACCESS TO FIRST TEAM PLAYERS

HEAR FROM & MEET CLUB LEGENDS

WATCH THE VINDIS MAN OF THE MATCH PRESENTATION

PREMIUM SEATS WITH THE BEST VIEW IN THE STADIUM

COMPLIMENTARY FOOD STATIONS, PROVIDING CUISINE FROM AROUND THE WORLD

COMPLIMENTARY TEAMSHEET, PROGRAMME AND HALF-TIME DRINK

ROOM HOST & TV'S AROUND ROOM TO WATCH LUNCHTIME AND LATE KICK OFFS



## CLUB CAMBRIDGE PRICES:

Season Tickets - £995 (U12s - £690) | Match Day Ticket - £50

## AMBER MEMBERSHIP

*Become a Club Cambridge Amber member by purchasing four or more season tickets and benefit from quarterly free room hire at the Abbey Stadium, and membership to the 100 Club, our new business club for the 2018/19 season.*

Booking available online at [cufc-events.co.uk](http://cufc-events.co.uk)

To enquire, please call 01223 632125 or email [commercial@cambridge-united.co.uk](mailto:commercial@cambridge-united.co.uk)



Welcome To  
**CAMBRIDGE UNITED**



**Fitzwilliam**  
Shawn Eagleton  
Lee Carter  
Nick Carter  
Luke Harris  
Graham Beech  
Shaun Grady  
Anders  
Lindgreen  
Zac Engleton  
Ethan Russell  
Mark Taylor

**Kings**  
John Wroe  
David Farrer  
Kevin Blencowe  
Nigel Fenner  
Matthew Mullen  
Paul Newton  
Richard Howitt  
Chris Hope  
Glenn Buttice  
David Lyons  
Bruno Ramos

**Queens**  
Tony Collard  
Nicola Collard  
Sam Collard  
Charlie Collard  
Zach Arnold  
Steve Arnold  
Jo Arnold  
Ellie Arnold  
Carl Raison  
Carl Raison Guest



# EXECUTIVE HOSPITALITY

Our Executive Hospitality offering is our premium match day experience located within the more intimate setting of our 8build Hospitality Lounge.

This is ideal for those seeking to entertain clients and colleagues alike, network with the Cambridge Business Community, celebrate special occasions or simply enjoy a match day experience in style.

## WHAT'S INCLUDED:

**THREE COURSE SIT DOWN MEAL**

**HALF-TIME AND FULL-TIME REFRESHMENTS**

**COMPLIMENTARY TEAMSHEET & MATCH PROGRAMME**

**PREMIUM SEATS IN THE EXECUTIVE BOX, PROVIDING THE BEST VIEW IN THE STADIUM**

**PLAYER APPEARANCES AND Q & A'S WITH CLUB OFFICIALS, INC HEAD COACH & HEAD OF FOOTBALL**

**LIVE PREMIER LEAGUE FOOTBALL ON BIG SCREENS LOCATED AROUND THE ROOM**

**EXCLUSIVE CASH BAR FACILITY**



## EXECUTIVE HOSPITALITY PRICES:

Season Tickets - Available upon request

Match Day Ticket - £70 Per Person

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# MATCH SPONSORSHIP

Match Sponsorship with Cambridge United is the ideal way to highlight your company's brand whilst delivering a day to remember for staff, customers and clients.

Hosted in the 8build Executive Lounge your company will benefit from exposure to approximately 5,000 matchday supporters as well as reaching a wider audience through our digital channels.

## WHAT'S INCLUDED:

**TABLE OF TEN IN OUR EXECUTIVE HOSPITALITY LOUNGE**

**MATCHDAY EXPOSURE THROUGH TANNOY SYSTEM  
HIGHLIGHTING YOUR COMPANY'S SPONSORSHIP**

**PRE-MATCH PHOTO ON PITCH WITH COMPANY REPS,  
TEAM CAPTAINS & MATCH OFFICIALS**

**SELECT & PRESENT THE VINDIS MAN OF THE MATCH**

**COMPANY LOGO PROGRAMME (FRONT) AND TEAM SHEET**

**SOCIAL MEDIA COVERAGE IN MATCH BUILD UP TO 60,000  
TWITTER AND 80,000 FACEBOOK FOLLOWERS.**

**ADDITIONAL TAILORED MARKETING OPPORTUNITIES**

**DEDICATED ACCOUNT MANAGER TO ORGANISE THE  
DAY & ENSURE FULL BENEFITS FOR SPONSORSHIP**



**MATCH SPONSORSHIP PRICE:**

**FROM £1,500 PER MATCH**

To enquire, please call 01223 632125 or email [commercial@cambridge-united.co.uk](mailto:commercial@cambridge-united.co.uk)



# THE 100 CLUB

*An ideal way to increase exposure of your company and meet likeminded individuals from the Cambridge Business Community.*

## **BENEFITS OF JOINING:**

**YOUR LOGO ON THE PARTNER'S PAGE OF THE MATCH DAY PROGRAMME**

**YOUR LOGO ON 100 CLUB SIGNAGE WITHIN OUR HOSPITALITY SUITES AT THE ABBEY STADIUM.**

**A FIRST TEAM PLAYER APPEARANCE AT YOUR BUSINESS PER SEASON.**

**INVITES TO NETWORKING EVENTS WITH GUEST SPEAKERS & PLAYERS/MANAGER.**

**DISCOUNTED ROOM HIRE AT CAMBRIDGE UNITED FOR EVENTS AND CONFERENCES.**

**CLUB CAMBRIDGE HOSPITALITY TICKETS & TEN TICKETS A SEASON FOR SELECTED GAMES**

**OPPORTUNITIES TO WIN BUSINESS WITH THE FOOTBALL CLUB & PROMOTE TO SUPPORTERS**



**100 CLUB MEMBERSHIP FOR 2018/19:  
£500 + VAT**

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GLAZING  
REFURBISHMENT

THINK UNIFIED

ethos

PUMA

Solarplicity

Simply lower  
energy bills

Anglia Ruskin University

Carabao ENERGY DRINK Mackay

# PERIMETER BOARD

Perimeter Board advertising at a Football League ground is one of the most recognised platforms for any company to promote itself to a local and national audience.

## WHAT'S INCLUDED:

PROMOTE YOUR BRAND TO OVER 5,000 SUPPORTERS  
OVER 23 HOME LEAGUE GAMES

INCREASE BRAND LOYALTY BY SHOWING SUPPORT  
FOR YOUR CLIENT'S AND CUSTOMER'S LOCAL TEAM

EXCLUSIVE EVENTS DURING THE SEASON WHICH  
INCLUDE FIRST TEAM PLAYER APPEARANCES

DRIVE AWARENESS BY REGULARLY PUTTING YOUR  
BRAND IN FRONT OF A CAPTIVE AUDIENCE OF 5,000

NATIONAL EXPOSURE OF YOUR BRAND FOR BOARDS  
WITHIN THE TV ARC THROUGH HIGHLIGHTS ON BOTH  
NATIONAL TV AND ONLINE COVERAGE



## PERIMETER BOARD PRICES:

Prices start from as little as £1,000+VAT

To enquire, please call 01223 632125 or email [commercial@cambridge-united.co.uk](mailto:commercial@cambridge-united.co.uk)



# MORE ABOUT US

*A partnership with Cambridge United provides you with the opportunity of a strategic approach in showcasing and promoting your company brand with a return on investment. In many ways, our partners are better qualified to comment on the usefulness of partnering with us, than ourselves:*

*"There are multiple benefits in terms of tangible visibility in front of mass spectatorship by strategically positioning our brand in prominent positions. But, over and above that, sport sponsorship is a chance to invest in the local community and support a cause that many of our employees, customers and business associates have an affinity or emotional connection with."*

**TONY COLLARD - ETHOS**  
**SALES DIRECTOR - MATCH BALL SPONSOR**

*"It has been a pleasure for us here at Ethos to work with the guys from Cambridge United during the 2017/2018 season. They are a team who take a pride in all that they do and are easy to do business with. Each and every one of our clients who have attended games with us have commented on the friendly atmosphere and enjoyable experience. I would heartily recommend for any business to discuss sponsorship opportunities with Cambridge United."*

**JON STUMP - MICK GEORGE**  
**FINANCE DIRECTOR - FRONT OF SHIRT SPONSOR**

*"From the people on the carpark gate, the wonderful receptionist, the 'in-room' team, bar-staff and catering. Each and every one made a great effort to make guests feel welcome and were successful in their aim. To come across as friendly welcoming and professional is so difficult to do, but all concerned certainly achieved it!"*

**PAUL DREW**  
**CLUB CAMBRIDGE GUEST**