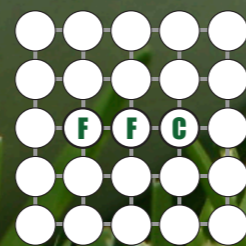


Brands In Football 2008

European Edition

A Comprehensive Study of
European Football
Sponsorship



The Football Fans Census

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SPONSORS AND PARTNERS

Shirt Sponsor

Citibank

Kit Manufacturer

Kappa

Stadium Sponsor

No Sponsor

Shipping Partner

Beluga Shipping

Beer Partner

Inbev Germany (Haake-Beck, Becks)

Logistics Partner

Deutsche Bahn AG

Telecommunications Partner

EWE TEL

Mineral Water Partner

Vilsa

Food Partner

Kraft Foods, Könecke

Soft Drink Partner

Coca-Cola

Shoes Partner

Mercedes (Business), NIKE (Sports)

Ball Partner

Derbystar

Other Partners

Caparol, Langnese, Ahlers Getränke,
BAUHAUS, Deutsche Proventus, OHB Technology,
Basler Versicherungen, swb, OLT

SPONSORSHIP OPPORTUNITIES

Contact Werder Bremen for further details.

KEY STATISTICS

Stadium Capacity - Weserstadion	43,087
Average League Attendance 2006-2007	40,871
Total League Attendance 2006-2007	694,807
Average Champions League Attendance	36,778
Total Champions League Attendance	110,334
Total Season Tickets 2007-2008	26,000 Cap
Matchday Programme Average Sales	50,000
Matchday Programme Readership	Approximately 150,000
Total Shirt Sales 2006-2007	100,000
Website Page Impressions Per Month	45,000,000
Website Pageviews Per Month	2,000,000
Unique Website Visitors Per Month	1,200,000

Manchester United Football Club

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Old Trafford
Manchester M16 0RA
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SPONSORS AND PARTNERS

Club and Shirt Sponsors

American International Group (AIG)

Kit Manufacturer

Nike

Stadium Sponsor

No Sponsor

Stand Sponsors

No Sponsors

Auto Supplier

Audi UK

Beer Partner

Budweiser

Low Fare Airline Partner

Air Asia

Destination Partner

Tourism Malaysia

Tire Partner

Kumho Tires

Leisure Development Partner

Hestion

Betting Partner

Betfred

Radio Partner

XFM Radio

Secondary Ticket Partner

Viagogo

Financial Services Partner

AIG - Consumer Finance Group

Sports Drink Supplier

Lucozade Sport

Travel Partner

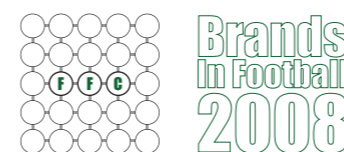
TravelCare

SPONSORSHIP OPPORTUNITIES

Contact Manchester United for further details.

KEY STATISTICS

Stadium Capacity - Old Trafford	76,212
Average League Attendance 2006-2007	75,826
Total League Attendance 2006-2007	1,440,694
Total Season Tickets 2007-2008	58,000
Matchday Programme Average Sales	37,000
Matchday Programme Readership	75,000
Monthly Magazine Sales	35,000
Monthly Magazine Readership	75,000



Futbol Club Barcelona

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Fax +34 934963687
Website www.fcbarcelona.cat

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SPONSORS AND PARTNERS

Shirt Charity Partner

Kit Manufacturer

Stadium Sponsor

Drink Partner

Media Partner

Bank Partner

Auto Partner

Beer Partner

Medical Supplier

IT Supplier

Travel Partner

Communications Partner

Hotel Partner

Food Partner

Media Partners

UNICEF

Nike

No Sponsor

Coca-Cola

Televisió de Catalunya

La Caixa

Audi

Estrella Damm

Grup Assistència

Acer

Vueling

MEDIAPRO

NH Hoteles

Babybel

Mundo Deportivo, EL9, SPORT

SPONSORSHIP OPPORTUNITIES

Contact FC Barcelona for further details.

KEY STATISTICS

Stadium Capacity - Camp Nou	98,787
Average League Attendance 2006-2007	74,078
Total League Attendance 2006-2007	1,407,482
Matchday Programme	Free programme
Matchday Programme Readership	55,000

Kit Manufacturers - Germany

BUNDESLIGA

Football Club

Kit Manufacturer

DSC Arminia Bielefeld

Saller

Bayer 04 Leverkusen

adidas

FC Bayern München

adidas

VfL Bochum

Umbro

Borussia Dortmund

Nike

MSV Duisburg

Uhlsport

Eintracht Frankfurt

Jako

FC Energie Cottbus

Saller

Hamburger SV

adidas

Hannover 96

Diadora

FC Hansa Rostock

Masita

Hertha BSC Berlin

Nike

Karlsruher SC

Jako

1. FC Nürnberg

adidas

FC Schalke 04

adidas

VfB Stuttgart

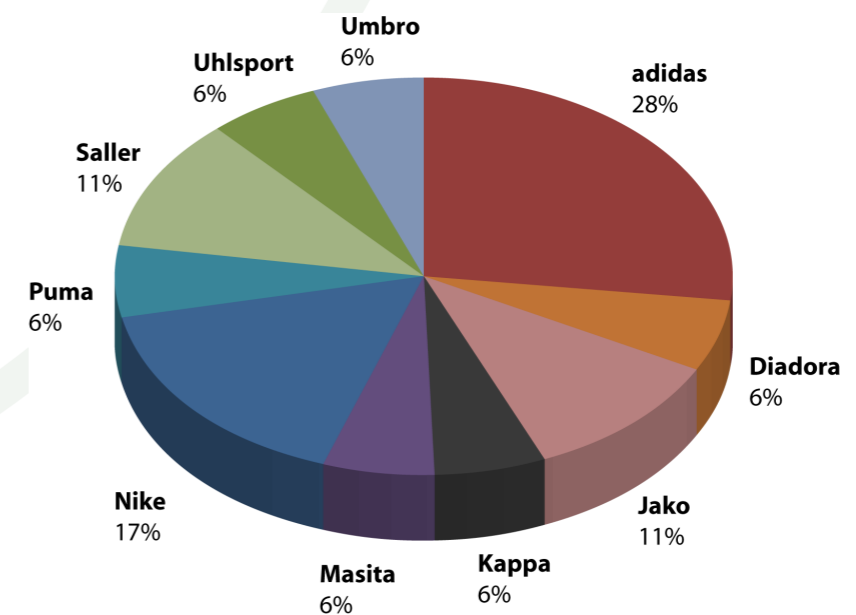
Puma

Werder Bremen

Kappa

VfL Wolfsburg

Nike



Alcoholic Beverages Partnerships

ENGLAND

Arsenal	Scottish Courage
	Tiger Beer
Aston Villa	Carlsberg
Birmingham City	Carlsberg
Blackburn Rovers	Thwaites
Bolton Wanderers	John Smith's
Chelsea	Heineken
Derby County	Marston's
Everton	Chang Beer
Fulham	Carlsberg
Liverpool	Carlsberg
Manchester City	Singha Beer
	John Smith's
Manchester United	Budweiser
Middlesbrough	Carlsberg
Newcastle United	Coors Brewers
Portsmouth	Carlsberg
Reading	Courage
Sunderland	Scottish & Newcastle UK
Tottenham Hotspur	Carlsberg
West Ham United	Carlsberg
Wigan Athletic	Carlsberg Tetley

FRANCE

FC Girondins de Bordeaux	Heineken
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GERMANY

DSC Arminia Bielefeld	Krombacher
Bayer 04 Leverkusen	Bitburger
FC Bayern München	Paulaner
VfL Bochum	Moritz Fiege
Borussia Dortmund	Warsteiner
MSV Duisburg	König Pilsener
Eintracht Frankfurt	Licher
FC Energie Cottbus	Leubzer
Hamburger SV	Holsten

A - Z of Brands

Company	Website	Telephone	Pages
Crunchips	www.crunchips.de	+49 (0)61022930 - Germany	62
Cruzcampo	www.cruzcampo.es	+34 954799999 - Spain	130,141
CSINFO	www.csinfo.net	+39 050 579 848 - Italy	95
CSU	www.csu.nl	+31 402661866 - Netherlands	161
D8	www.d8.fr	+33 (0)147183838 - France	53
Daihatsu	www.daihatsu.co.jp	+81 727 51 8811 - Japan	86
Daimler	www.daimler.com	+49 (711)711170 - Germany	79
Dale Carnegie Training	www.dalecarnegie.com	+44 (0)207 379 4323 - UK	26
DALKIA	www.dalkia.com	+33 (0)171007100 - France	45
DAMHUS	www.damhus.de	+49 (0)256693020 - Germany	68
DANE-ELEC Memory	www.dane-elec.fr	+972 37694711 - Israel	53
Daniel Hechter	www.daniel-hechter.com	+33 (0)147631140 - France	174
DANNEMANN	www.dannemann.de	+49 (0)57413260 - Germany	68
Data Management	www.datamanagement.it	+39 039 657951 - Italy	95
David Lloyd	www.davidlloydleisure.co.uk	+44 (0)1582844899 - UK	115
De Lage Landen	www.delagelanden.nl	+31 402339911 - Netherlands	161
debitel	www.debitel.com	+49 (0)1805123123 - Germany	79
Debt Matters	www.debtmatters.co.uk	+44 (0)1204 678 200 - UK	20
Dekra	www.dekra.de	+49 (0)71178610 - Germany	62
Del Conca	www.delconca.com	+39 054 198 8453 - Italy	84
DELL	www.dell.com	+1 5123384400 - US	115
Delta Cafés	www.delta-cafes.pt	+351 291930540 - Portugal	165
Delta Holding	www.deltayu.com	+381 112011111 - Serbia	170
DenizBank	www.denizbank.com.tr	+90 2123550800 - Turkey	174
Derbystar	www.derbystar.de	+49 (0)28233250 - Germany	80
Desjoyaux Piscines	www.desjoyaux.com	+33 (0)477556906 - France	55
Deutsche Bahn	www.bahn.de	+49 (0)692650 - Germany	75
Deutsche Kreditbank	www.dkb.de	+49 (0)30201550 - Germany	74
Deutsche Proventus	www.proventus-ag.de	+49 (0)421202220 - Germany	80
Deutsche Telekom	www.telekom.de	+49 22818188880 - Germany	62,63,68
DE-VERE Group	www.devere.co.uk	+44 (0)870 111 0516 - UK	20
Di Pietro	www.dipietro.it	+39 081 851 0777 - Italy	97
Diadora	www.diadora.com	+39 04236581 - Italy	59,73,97
Die Bahn	www.bahn.de	+49 (0)1805221100 - Germany	70
Diema TV	www.diema.bg	+359 29711414 - Bulgaria	151
digibet	www.digibet.com	+350 40172 - Gibraltar	26
digiBOARD	www.digi.com	+1 9529123444 - US	34