

# VIRTUAL MATCHDAY

SPONSORSHIP OPPORTUNITIES

2020/21



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**With the beginning of the 2020/21 Scottish Premiership League Season taking place behind closed doors, we have a wide range of new and exciting online marketing and sponsorship opportunities to keep you right at the heart of the action and offer you mass exposure to a large watching audience around the globe.**

**Our newly launched Club Channel DUTV will screen our matchday live feature show prior to each home game before showing the entire 90 minutes of action, and there are many opportunities for you to get involved.**



# VIRTUAL MATCH SPONSORSHIP

This is a unique opportunity to be our official virtual match sponsor with each match shown live to a mass audience across the world. You will benefit from huge viewing figures, social media exposure and many more sponsors benefits on the day of the game.

## PACKAGE INCLUDES:

Official matchday sponsor recognition throughout day by TV host and commentators

Access to DUTV live matchday coverage for 10 x users

Carling & Eden Mill matchday drinks bundle delivered to your home for the match

Your logos to appear before the match, halftime and full time

Logo will appear on social media posts (teams, halftime and full time graphic

Choose the MOTM and it will be announced in game

ZOOM call post match with MOTM and Micky Mellon

A signed and framed shirt from your MOTM

**Cost per match: £1200+VAT**



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ST ANDREWS

# VIRTUAL MATCHBALL SPONSORSHIP

Alongside the match sponsorship is the opportunity to sponsor the official matchball during the game, again you will receive many benefits and exposure to a large watching audience of both United and opposition fans.

## PACKAGE INCLUDES:

Official matchball sponsor recognition throughout day by TV host and commentators

Access to DUTV live matchday coverage for 6 x users

Carling & Eden Mill matchday drinks bundle delivered to your home for the match

Your logos to appear before the match, halftime and full time

Logo will appear on social media posts (teams, halftime and full time graphic)

ZOOM call post match with Micky Mellon

The signed matchball presented in a presentation case

**Cost per match: £800+VAT**



**CARLING**



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# IN-GAME SPONSORSHIP

During the match there are various stoppages, incidents and key moments, and sponsoring one of these will give your company mass exposure to the thousands of home and away fans watching.

## KEY MOMENT SPONSORSHIPS:

Corner Kick sponsor

Added on time sponsor

Substitution sponsor

Scoreboard sponsor

Clock and score sponsor

Each key moment sponsorship - per match: £250+VAT



# DUNDEE UNITED VIRTUAL MATCHDAY

Our opening day Premiership home fixture against St Johnstone was watched by over 15,000 viewers on DUTV so take advantage of the many ways your company and business can interact with our global audience on our exciting brand new Club television platform.

For further information, please contact the Commercial Sales Team - [commercial@dundeefc.co.uk](mailto:commercial@dundeefc.co.uk)



## NEW AND UNIQUE OPPORTUNITIES TO SUPPORT YOUR BRAND





**53,000+**  
potential audience

**9000**

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CLUB TELEVISION

**9,000+**

**5000+**  
SEASON TICKETS



**33,000**  
impress

**22,000+**  
SUBSCRIBERS

**You Tube**  
**32,000+**  
VIEWS



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