



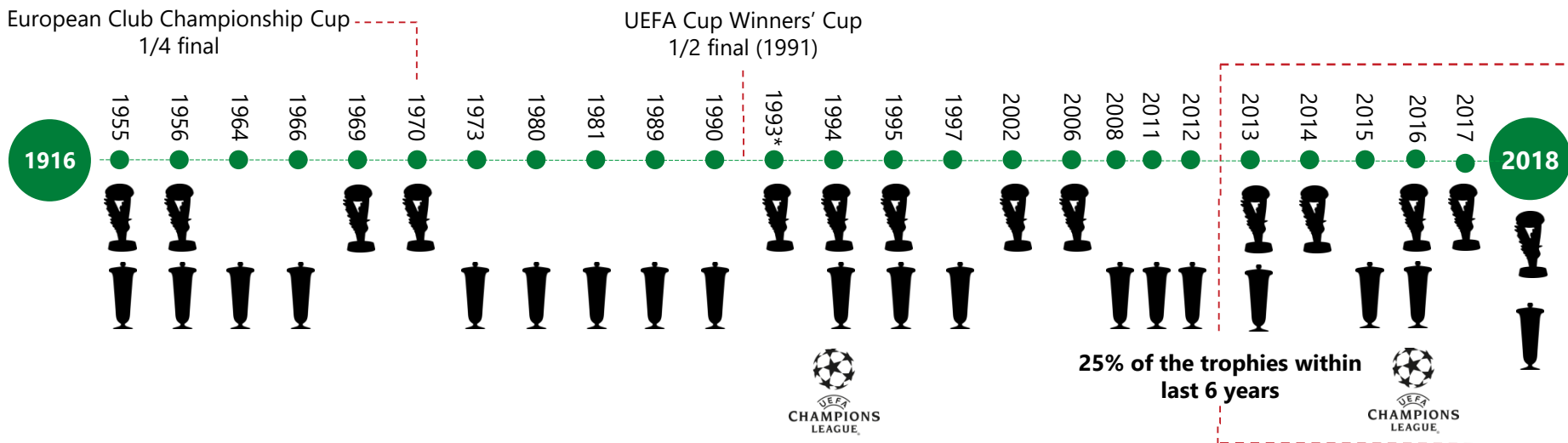
# ■ LEGIA WARSAW

Official Sponsor





# ■ 102 years of tradition



# Reach of Legia Warsaw

Total attendance in all competitions  
in the season 2017/18

**431 674**

The highest attendance in the season 2017/18

**25 980**

The average attendance in the Ekstraklasa

**17 267 (2017/18)**

**320 000 Fan Cards**



**legia.com**

**7 000 000  
hits per month**



**You Tube**

**104 113** subscription, average  
38 000 views



**Mobile App**

**36 000** active users



**Facebook**

**977 511** likes



**Post reach**

**7 000 000** people per  
month



**Twitter**

**292 000** followers



**Instagram**

**141 000** followers



**LinkedIn**

**2 900** followers

# ■ We cooperate with



Technical Sponsor

Naming Rights

Main Sponsor

**FORTUNA**

Official Sponsor



**4MOVE**

Official Partner

LSS Academy  
Legia  
Foundation

VIP Loges



**CAME**

**SAMSUNG**

**citibank**

**Deloitte.**

**KPMG**

**nc+**

**pwc**

**tvn**

**ELE TAXI**  
22 8111111

**home.pl**

**TOYOTA**

**EY**

**ING**

**HUAWEI**

**ORLEN**

**FLOTA**

**Włoskie Związki Sportowe**

**enel-med**

**PGNiG | TERMIKA**

**Holiday Inn**

# TV audience Season 2017 / 18

## Qualifications to the European Cups:

Legia vs. IFK Mariehamn (Champions League qualifications)



1 764 000 (TVP)



1 518 000 (TVP)

Legia vs. FK Astana (Champions League qualifications)



1 258 000 (TVP)



1 030 000 (TVP)

Legia vs. Sheriff Tyraspol (Europa League qualifications)



1 030 000 (TVP)




















# TV audience Season 2017 / 18

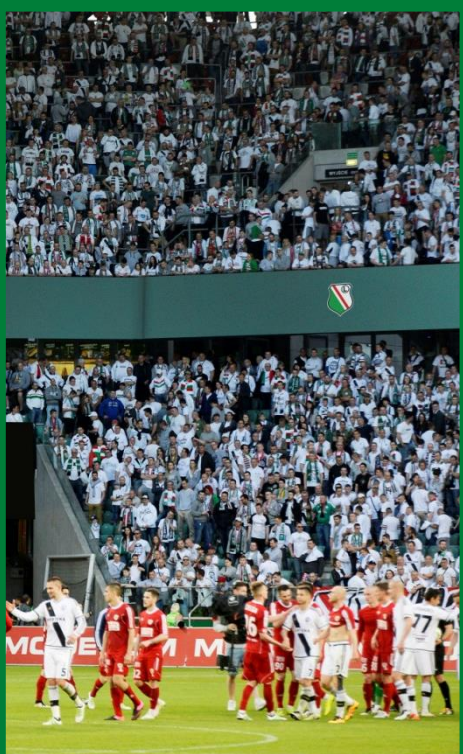


LEGIA WARSAW

## Lotto Ekstraklasa: (regular season)

	VS			188 000 (Canal +)
	VS			189 000 (Canal +)
	VS			253 000 (Canal +)
	VS			239 000 (Canal +)
	VS			204 000 (Canal +)

# ■ Marketing offer



## SPONSORSHIP - BUNDLES

Naming Rights

**Legia Warsaw Official Sponsor**

Legia Warsaw Official Partner

Partner of the Family Stand

LED boards

- **Branding possibilities**



## **ADVERTISEMENT DURING THE GAME**

**LED Boards**

**Banner the goal**





- **Branding possibilities**



## **ADVERTISEMENT DURING THE GAME**

Logo on the jersey's sleeve

Static board next to the corner

# ■ Branding possibilities



## ADVERTISEMENT DURING THE GAME

Advertisement on the bench

Advertisement on the giant screen





# ■ Match programme



# ■ Cooperation possibilities



## **Branding:**

- Right to entitle as an „Official Sponsor“ of Legia Warsaw and to use the club’s crest
- Logo on the sleeve of Legia Warsaw jersey
- Logo on the sponsorship wall in the conference room
- Advertisement on the LED boards during Legia Warsaw’s home games
- Static board next to the corner
- Banners behind the goals
- Advertisement on the screens in the VIP area

## **Online:**

- Logo and hyperlink at [legia.com](http://legia.com)
- Legia Warsaw Social media
- Newsletter to the Legia fanbase

## **Other:**

- Promotion activities in the VIP area
- Advertisement in the match programme

## **Hospitality:**

- VIP Loge
- Silver season tickets



■ **Thank you!**

