

SOC CEREX INSIGHT

KEEPING FOOTBALL CONNECTED

PARTNERSHIP OPPORTUNITIES



FOOTBALL, CONNECTED

Soccerex has been keeping the global football business community connected for almost 25 years.

We are best known for our world class events and have, to date, produced 48 of them in 21 cities across 5 continents and have united over 70,000 attendees from federations, rights holders, governing bodies, global brands, as well as leading figures from the world's favourite game.

INSIGHT

We also provide thought leadership driven industry insight, reports, bespoke publications, and content with and on behalf of our partners from around the world.

Football has changed exponentially in the near quarter of a century that we have been involved in the game, especially in the way that information and news is consumed, by fans and those that work in the game alike.

There will always be a place for what Soccerex has traditionally stood for; meeting clients, potential clients, friends (and sometimes foes!) in a unique setting to talk football business face to face, however we also recognise the thirst that must be quenched for Insight and updates regarding the beautiful game on an ongoing basis, due to its fast pace and ever evolving nature.

Our new Insight partnership platform offers a unique, exclusive opportunity to work with Soccerex in a way unavailable until now, enabling you to speak directly with our world-wide football audience in an engaging, thought provoking and influential manner, driven by multiple digital formats that are designed to encourage maximum interaction and ROI for our partners.

PARTNERSHIP INCLUDES

- ❖ Exclusive sponsorship of a designated insight section of www.soccerex.com;
 - Finance and Regulation, in association with **SPONSOR**", including live link to your site



The screenshot displays the Soccerex website's navigation menu and a featured insight article. The navigation bar includes links for ABOUT, EVENTS, INSIGHT, and CONTACT, along with the Soccerex logo and social media icons. Below the navigation, a menu of insight categories is shown, with 'FINANCE & REGULATION' highlighted in red. The main content area features a section titled 'FINANCE & REGULATION INSIGHT' in association with 'YOUR LOGO'. A featured article is titled 'CHINA SPORTS BUSINESS WEEKLY: JUVENTUS UNITES CHINA FANS WITH GAME SHOW', with a sub-headline 'Making the headlines this week: Juventus entertains China fans with interactive game show, Chinese Football Association announces pay...'. To the right, a 'SOCCEREXPERT' section is visible, with the text 'The latest commercial details, groundbreaking interviews and industry analysis from our thought leaders...'.



- ❖ A news story/press release to be featured and remain as the top story for that day each week (Monday), including live link.
www.soccerex.com has 20-30,000 unique users per month.



- ❖ An additional news story/press release to be featured in Monday's edition of 'Soccerexpert', the industry leading football business newsletter that has a subscriber base of over 6,500.



- ❖ 2 white papers or case studies hosted within Insights and also distributed via Soccerexpert email newsletters





- ✿ Insight partnership announcement made via Soccerex social media channels (60,000+ audience reach).
- ✿ 1 tweet sent per month to our 23,200 followers, including a link to a news story/press release.
- ✿ A LinkedIn (25,000+ followers) and Facebook (7,500+ likes) post including same PR as above.



23K



25K



7.5K



6K

- ✿ 2 complimentary delegate passes for a Soccerex Event (Europe or Miami) during the duration of our partnership.
- ✿ A 50% discount in place on exhibition stands at all Soccerex events during the lifespan of this agreement .



For any additional information or to enquire about our Insight partnership opportunities, please contact either:

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