



# PREMIER LEAGUE SPONSORSHIP SMARTER

Brentford FC Principal  
Partner Opportunity 2025/26



# WE ARE BRENTFORD FC



We play in the most popular league in the world – **The Premier League.**

We are a data driven club, that's **proud to do things differently.**



**LONDON BASED**  
Located in accessible & affluent West London.



**CHALLENGER MINDSET**  
We lead with our head and our heart.



**PREMIER LEAGUE**  
3 Billion global audience.



PRINCIPAL PARTNER OPPORTUNITY

# OUTSMARTING NOT OUTSPENDING

On the pitch we win by outsmarting, not outspending the opposition and **guarantee our partners the same edge.**

## ON THE PITCH



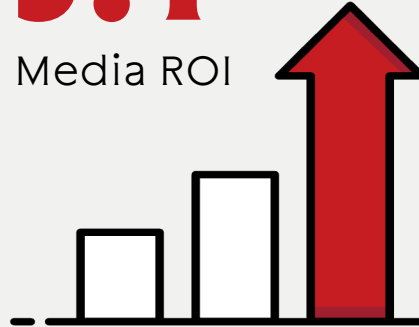
**MOST POINTS**  
per £M spent  
on wages



**10x** Growth in squad  
value since 2017

## FOR OUR PRINCIPAL PARTNERS

**5:1**  
Media ROI





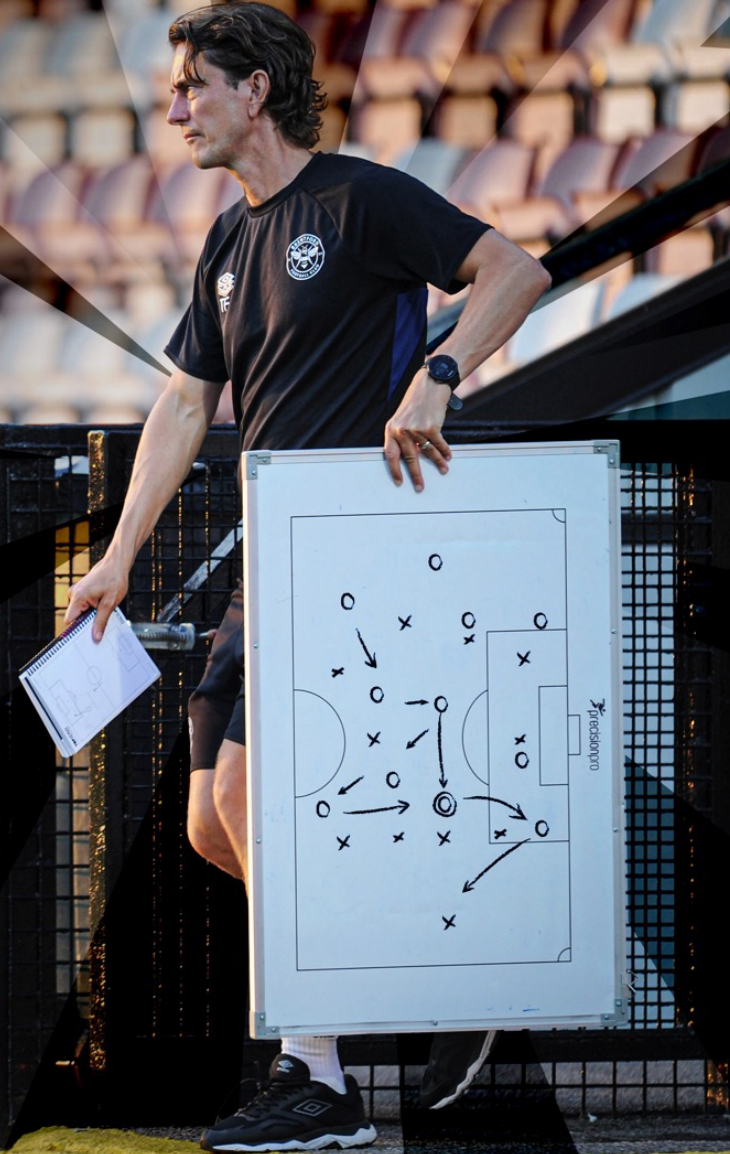


Premier  
League

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# OUR PROMISE TO PARTNERS

- ▶ Minimum of 5:1 media ROI for principal partners. Smarter value for every marketing dollar spend.
- ▶ Bespoke marketing rights to solve your pain, drive your goals.
- ▶ Proactive account management that is an extension of your team using data and creativity to create the campaigns and impact you want.

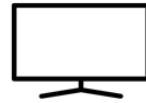




Premier League

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# OUR POWERFUL INTEGRATED MARKETING PLATFORM



TV



WEB



PRESS



SOCIAL



APP



COMMUNITY



B2B



RETAIL



ESPORTS



INFLUENCERS



EXPERIENTIAL





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**PUTTING YOU ON A GLOBAL STAGE**



**3BN**

global media audience



**80%**

fans based outside of the UK



**312M**

Social media engagements every hour



**150M**

Players worldwide



**Fantasy**

**11M**

Players worldwide



**WORLD'S MOST RECOGNISABLE TEAMS & PLAYERS**





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# BUILDING TRUST & ENGAGEMENT



79%

Notice brands on BFC kit



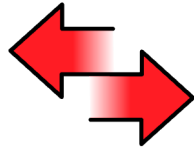
73%

Positive Perception of BFC Principal Partners



85%

Brand awareness of BFC principal partners



72%

Would choose a BFC principal partner over a comparable brand



62%

View principal partners as high quality





PRINCIPAL PARTNER OPPORTUNITY

# WITH PROVEN RESULTS FOR HIGH GROWTH BRANDS

## FINTECH MARKETING EFFICIENCY



“For every pound we put into the Brentford sponsorship, we get approximately £5–£6 back in media value.”

Jasper Martens  
Chief Marketing Officer

**79%**  
BRAND AWARENESS

Invested customer base grew to **200,000** in first season

## iGAMING BRAND AWARENESS



“The partnership opened immense opportunities to establish footprint abroad. This is the biggest stage in the world, not just the biggest football stage, but probably the biggest sports stage.”

Devin Heffer  
Brand and Communications Manager

**80%**  
BRAND AWARENESS

Brand awareness increased by **66%** points

## HOME TECH PURCHASE INTENT



“We see this as a way to help create global demand for Gtech. It gives us an opportunity to have different content seen by a global audience. People notice. It’ll build their familiarity with the brand.”

Nick Grey  
CEO

**95%**  
BRAND AWARENESS

**39%** of fans intend to purchase in the next 12 months





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# OUR PRINCIPAL PARTNER PACKAGES

## PUTTING YOUR BRAND AT THE HEART OF THE PREMIER LEAGUE STORY



**FRONT OF  
SHIRT  
PARTNER**



**SLEEVE  
PARTNER**



**TRAINING  
WEAR  
PARTNER**



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# WE'D LOVE TO SHOW YOU MORE

More data, More insights on how  
Brentford and the Premier League  
can grow your brand. **Smarter.**

Get in touch: [hello@sportquake.com](mailto:hello@sportquake.com)

