




# COMMERCIAL PARTNERSHIPS

# 2026/27



# WHO WE ARE



## OUR STORY BEGAN 114 YEARS AGO, BUT WE'RE JUST GETTING STARTED.

Cambridge United is a community focused football club woven into the fabric of a world-renowned city admired for its education, research, and technology.

We aspire to compete at the highest level of the English Football League whilst operating a sustainable football club embedded within the heart of its community.



# WHAT WE DO



## DRIVING STANDARDS

Through constant self-reflection and education, we seek to evolve both on and off the pitch, with a clear focus on raising our standards and levels of performance.



## CREATING MEMORIES

We are a modern progressive community-focused club run sustainably to create memorable moments on and off the pitch, which help engage and excite current and future generations.



## IMPROVING LIVES AND COMMUNITIES

With our players, staff, and fans at the heart of the Club, we seek to construct and enhance relationships between communities and use the power of sport to change lives.

# REACH



**100K**

FOLLOWERS



**59K**

FOLLOWERS



**83K**

FOLLOWERS



**43K**

FOLLOWERS



**48K**

SUBSCRIBERS



**41K**

AVERAGE  
MONTHLY  
VISITS



**3,000+**

SEASON TICKETS

**6,500+**

25/26 AVERAGE CROWD

**152,000+**

24/25 TOTAL SPECTATORS



**253,900**

AVERAGE LIVE  
SKY SPORTS  
AUDIENCE (UK)

**230,000**

PEAK ITV  
AUDIENCE (UK)

**363,000**

PEAK CUFC LIVE  
GAME AUDIENCE  
(v FULHAM - CARABAO CUP)



# BRAND AWARENESS

Through a wide variety of traditional and digital assets we can utilise our platform within the city to showcase your brand alongside ours and against the historic and progressive backdrop of Cambridge.





# COMMUNITY ENGAGEMENT

Football is about more than what happens on the pitch and our Charitable Foundation use it as a vehicle to engage with thousands of residents on a weekly basis.

Working in the fields of engagement, education, and wellbeing we can provide the opportunity to place your brand and employees into the heart of the Cambridge community.





# MATCHDAY EXPERIENCES

**Placing your brand at the heart of a matchday is the perfect way to not only get it noticed, but to get it into one of the city's best networking spots.**

Our matchday hospitality packages bring an array of the city's top business all into one place to enjoy fantastic food and drink, whilst experiencing the excitement of live football.





**PAUL BARRY**  
Owner



**MARK GREEN**  
Owner



**SHAUN GRADY**  
Chair



**DION DUBLIN**  
Director



**GISELA OTTEN**  
Director



**ALEX TUNBRIDGE**  
Chief Executive



**MIKE DAVEY**  
Director



**GODRIC SMITH**  
Director



**MARK BONNER**  
Director of Football



**IAN MATHER**  
Director



**GRAHAM DANIELS**  
Director



# GOVERNANCE

**How we carry out our business off the pitch is just as important as the business we carry out on it.**

We are proud to be viewed as the leading professional club in the country for our governance. Doing the right thing and in the right way is what underpins our position within the community.



# ASPIRATIONS

**Standing still in both football and business is not an option.**

We are on an exciting journey to reach the highest level of the English Football League.

Recent investment into training facilities and the purchase of the Cledara Abbey Stadium which will soon be redeveloped, optimises our aspiration to grow with one of the world's fastest developing cities.

2025 saw us rebrand, as we align ourselves within the fabric of the city home to the rules of the game.





# NETWORK

Google, Microsoft, AstraZeneca, and Apple all form part of the Cambridge network, alongside a wealth of science, technology, and educational organisations.

Partnering with us means you are not just joining the football club, but the Cambridge club.

**678K**

CAMBRIDGESHIRE  
POPULATION

**17%**

RISE SINCE 2011

**145K**

CAMBRIDGE  
POPULATION

**31K**

STUDENTS



# A THRIVING CITY

**£49.6K**

PER ANNUM IS THE AVERAGE  
CAMBRIDGE SALARY

**21%**

ARE AFFLUENT ACHIEVERS

**81%**

ARE EMPLOYED FULL-TIME

**39%**

EARN A £40K-100K SALARY

**78%**

ARE CAR OWNERS

**79%**

ARE CURRENTLY SAVING

**67%**

HAVE A SAVINGS ACCOUNT



# YouGov<sup>®</sup>

The English Football League commissions YouGov Sport to provide an independent sponsorship valuation for the Principal Partner of each EFL club.

The valuation covers UK & International Television, UK Print Press and Social Media for all competitions (Sky Bet EFL, Carabao Cup, Bristol Street, Motors Trophy and the Emirates FA Cup).



TOTAL AD MEDIA VALUE 2024/25:

**£3,240,640**



TELEVISION AD VALUE:

**£575K**



PRESS:

**£1.5M**



SOCIAL MEDIA:

**£1.2M**

# BRINGING THE BRAND TO LIFE

Working with partners to activate sponsorships in creative and engaging ways.

Examples include fan-driven product collaborations, interactive half-time challenges, branded merchandise, exclusive promotions for fans, and high-impact competitions designed to boost engagement, drive sales, and enhance brand visibility.





## CONTACT US

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