

An aerial night-time photograph of the Dundee United Football Club stadium, known as the Dens. The stadium is illuminated, with its name 'DUNDEE UNITED FOOTBALL CLUB' and 'EDDIE THOMPSON STAND' visible on the exterior. The pitch is lit up, and the surrounding city of Dundee is visible in the background under a dark, cloudy sky. A road with some traffic is visible in the foreground on the left.

# FOUNDATION PARK ADVERTISING AND SPONSORSHIP OPPORTUNITIES

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# FOUNDATION PARK

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**Foundation Park is an elite-level facility housing both our Academy and Women's Team.**

- Benefitted from a **£750,000+** investment with a FIFA Quality Pro synthetic pitch and UEFA-approved floodlights as the main upgrades - maximising training time.
- Dressing Rooms and perimeter fencing were significantly upgraded within Phase One of the re-development - with plans in place for Phase Three that include a performance suite, analysis suite and office space on-site.
- As part of Phase Two, a custom-built 200-seater stand, installed in August 2023, has enhanced the spectator experience and now offers heightened exposure for your brand.
- This is also the hub for our community outreach and wider training programmes delivered in partnership with the multi-award-winning Dundee United Community Trust (DUCT).



# ACTIVITY AND EVENTS

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- **USED 7 DAYS PER WEEK**
- **FOOTFALL** – Over 50,000 spectators per year



- **FIXTURES –**
  - Friday night – U18/ Pre-Academy Festivals
  - Saturday – Academy
  - Sunday – Academy/ Women's Team
- + Additional midweek fixtures



- **AVERAGE ATTENDANCES –**
  - Training Per Night: 100
  - Friday Night Games/ Pre-Academy: 200-300
  - Midweek Games: 200/300 (Women/Academy)
  - Saturday Games: 200/300
  - Sunday Games: 400/500
  - Festivals: 200/300

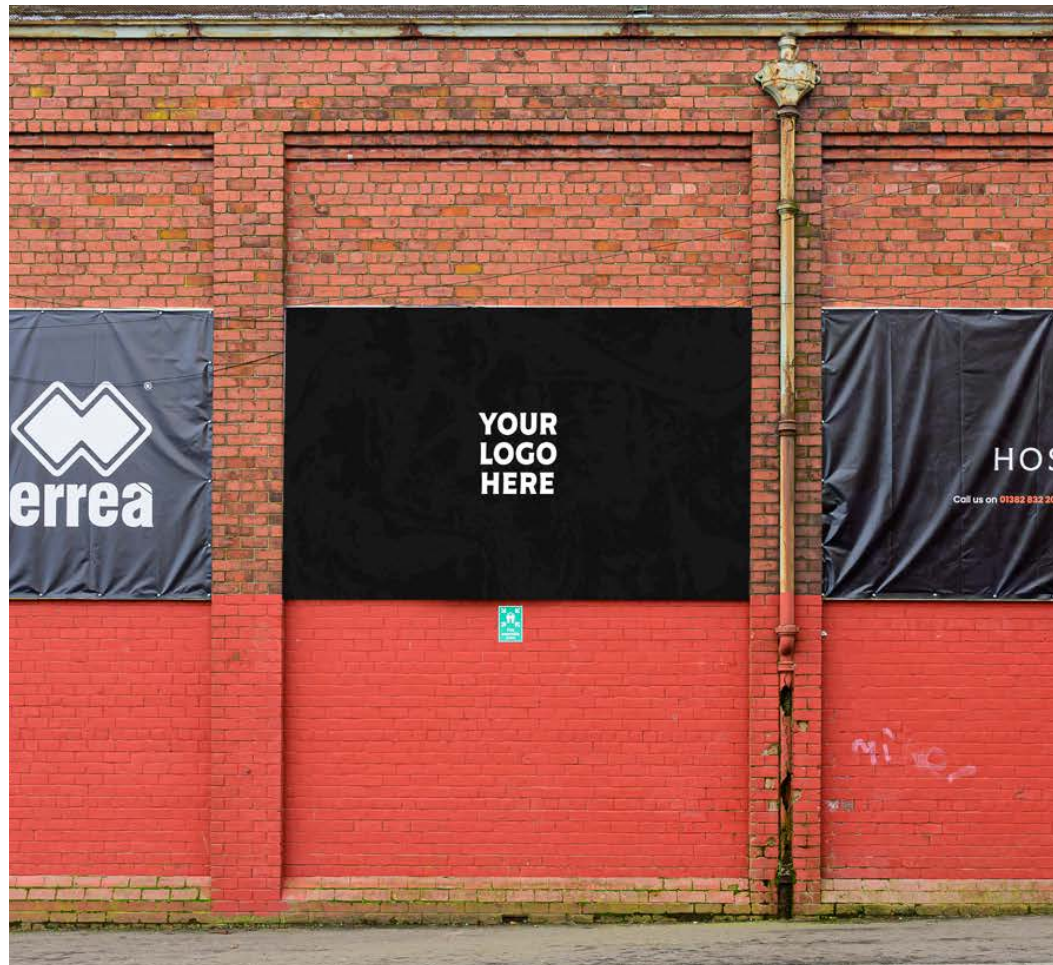
# TV AND VIEWING FIGURES

The SWPL1 is now covered as part of the Sky Sports broadcasting package, with weekly highlights shown on BBC Scotland.

- BBC Scotland Highlights (BBC Scotland & BBC One Repeat) - 44,833 average per show
- Sky Sports - 78,500 average per match
- BBC ALBA (iPlayer only) - 8,136 per match



# EXTERNAL BRANDING OPPORTUNITIES



## HYDRO BANNERS

- £2,500+VAT

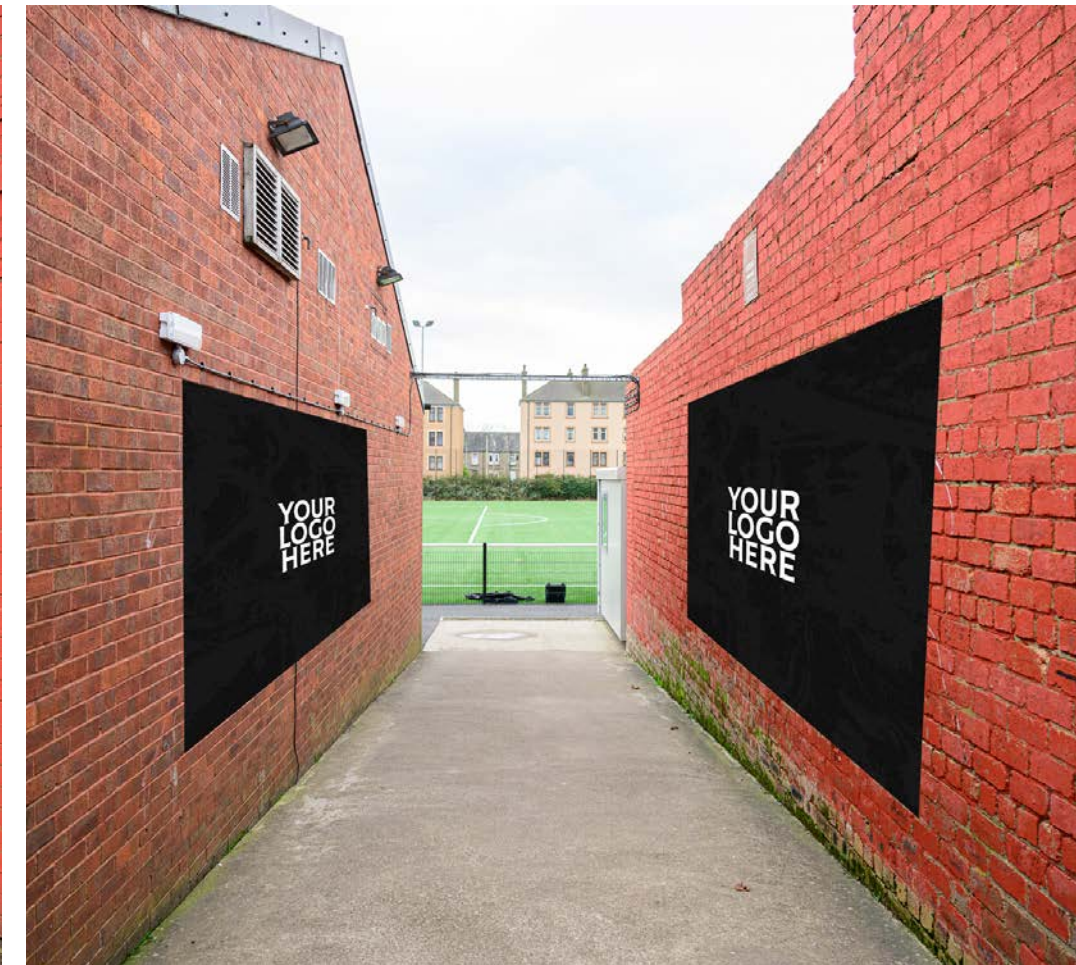
Branding on Tannadice Street is seen 24/7



## EXTERIOR BANNER

- £2,000+VAT

Branding on Tannadice Street is seen 24/7



## WALKWAY BANNER

- £1,500+VAT

# CROWD FACING ADVERTISING

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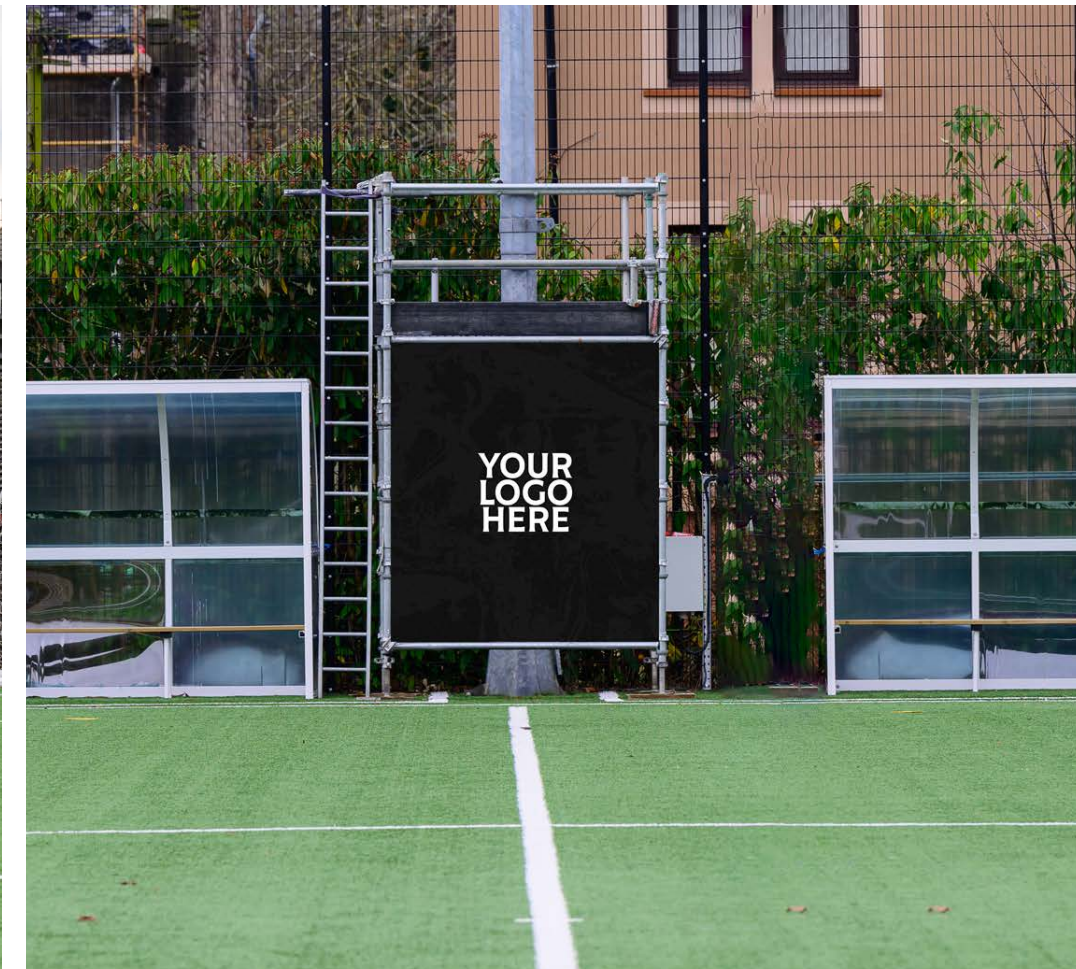
## STAND FACING BOARDS

- £450+VAT



## FENCE PERIMETER BANNERS

- **Goals** - £2,000+VAT
- **Pitch Boards** - £450+VAT



## CAMERA STATION BANNER

- £1,000+VAT

# CAMERA FACING ADVERTISING



## STATIC PITCH BOARDS

- £450+VAT



## BACK OF STAND BOARD

- £600+VAT

# STAND SPONSORSHIP



- £4,000+VAT
- Top-of-stand branding
- 1 x trackside static board & 1 x back of stand static board



# ACADEMY PLAYER SPONSORSHIP

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£200+VAT

- Logo placement in weekly academy update
- Logo placement on academy player sponsors board placed at Foundation Park
- Logo placement on the academy Player of the Month graphic if your sponsored player is selected



# DUFCW PLAYER SPONSORSHIP

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£250+VAT

- Name or company logo next to sponsored player on the DUFC website with link to sponsor's site
- Framed shirt signed by sponsored player
- 2 x tickets to MKM Dugout hospitality for the DUFCW match played at Tannadice Park in 23/24





**FOR MORE INFORMATION ON ADVERTISING OPPORTUNITIES,  
PLEASE CONTACT:**

**E: [COMMERCIAL@DUNDEEUNITEDFC.CO.UK](mailto:COMMERCIAL@DUNDEEUNITEDFC.CO.UK)  
T: 01382832202**