



Advertising Opportunities
Millwall Football Club

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Welcome

Millwall Football Club are based in South Bermondsey and have played their home matches at The 'New' Den since 1993.

The Den is the closest stadium to the city, and boasts the loudest and most passionate supporters in the capital.

Millwall claimed the EFL Family Club of the Year award in 2017.

The Den offers a fantastic setting to enjoy our matchday hospitality and to showcase your brand to our loyal fanbase.

Millwall currently play in the Sky Bet EFL Championship and are about to commence our third season in England's second tier.

We are Millwall, from The Den.



LED Advertising Packages




Our LED advertising packages present a fantastic platform to generate brand exposure on a national scale. The Sky Bet EFL Championship is the third-most watched League in Europe, with significant audiences delivered from both live televised games on Sky Sports in addition to the terrestrial highlights coverage.

The packages combine matchday inventory such as LED Advertising, Big Screen Adverts and Programme Adverts, in addition to digital coverage across Social Media, Ecomms and Web Branding. Our Commercial Partner Events also provide business development opportunities, whilst some of the packages will see your brand activated by the players and management team.

Viewing Statistics:

- Average Sky Bet Championship 18/19 TV audience: 318,000
- Average Millwall 18/19 TV audience: 208,000
- Average Highlights show TV audience: 238,000
- International broadcasting estimated household reach: 764,400,000
- Millwall's average 18/19 attendance: 13,624
- Millwall's total 18/19 attendance: 366,305

Social Media:

-  Facebook: 180k+ Followers
-  Twitter: 110k+ Followers
-  Instagram: 37k+ Followers



Platinum Partner

£30,000
+VAT

- 2x Minutes in-play LED advertising (Exclusive)
- 2x Minutes in-play LED advertising (Shared - 25%)
- 3x Minutes Pre / Half Time / Post-Match LED advertising (Exclusive)
- 1x Programme Advert (Full)
- 2x Big Screen Adverts
- 1x Visit to Training Ground (4x People)
- 3x Signed Shirts
- 3x Signed Balls
- 1x Mascot Place
- Press Release
- Website Footer
- Email Footer
- Company Profile on Website
- 12x Social Media Posts
- 50x Match Tickets
- 16x Hospitality Places (Billy Neil Lounge)
- 2x Matchday Activations
- 1x Table at Player of the Year Awards
- Images of Advertising
- 2x Invites to Partner Events (2x)

Silver Partner

£15,000
+VAT

- 1x Minute in-play LED advertising (Exclusive)
- 1x Minute in-play LED advertising (Shared - 13%)
- 3x Minutes Pre / Half Time / Post-Match LED advertising (Exclusive)
- 2x Big Screen Adverts
- 1x Player Appearance
- 2x Signed Shirts
- 2x Signed Balls
- 1x Mascot Place
- Company Profile on Website
- 6x Social Media Posts
- 30x Match Tickets
- 8x Hospitality Places (Billy Neil Lounge)
- 2x Matchday Activations (Outside Stadium)
- 1x Pre Match Pitchside Visit (4x People)
- Images of Advertising
- 2x Invites to Partner Events (2x)

Gold Partner

£20,000
+VAT

- 1x Minute in-play LED advertising (Exclusive)
- 1x Minute in-play LED advertising (Shared - 17%)
- 3x Minutes Pre / Half Time / Post-Match LED advertising (Exclusive)
- 1x Programme Advert (Half)
- 2x Big Screen Adverts
- 1x Visit to Training Ground (4x People)
- 2x Signed Shirts
- 2x Signed Balls
- 1x Mascot Place
- Website Footer
- Email Footer
- Company Profile on Website
- 9x Social Media Posts
- 40x Match Tickets
- 12x Hospitality Places (Billy Neil Lounge)
- 1x Matchday Activation
- 1x Pre Match Pitchside Visit (4x People)
- Images of Advertising
- 2x Invites to Partner Events (2x)

Bronze Partner

£10,000
+VAT

- 2x Minutes in-play LED advertising (Shared - 8%)
- 2x Minutes Pre / Half Time / Post-Match LED advertising (Exclusive)
- 2x Big Screen Adverts
- 1x Signed Shirt
- 1x Signed Ball
- Company Profile on Website
- 3x Social Media Posts
- 20x Match Tickets
- 4x Hospitality Places (Billy Neil Lounge)
- 1x Matchday Activation (Outside Stadium)
- 1x Pre Match Pitchside Visit (4x People)
- Images of Advertising
- 2x Invites to Partner Events (2x)

Club Partner

£5,000
+VAT

- 2x Minutes in-play LED advertising (Shared - 4%)
- 1x Minute Pre / Post-Match LED advertising (Exclusive)
- 2x Big Screen Adverts
- 1x Signed Ball
- Company Profile on Website
- 3x Social Media Posts
- 10x Match Tickets
- 2x Hospitality Places (Billy Neil Lounge)
- Images of Advertising
- 2x Invites to Partner Events (2x)

Additional Opportunities

Match by Match LED (per minute in play)

Non televised - £350 + VAT

Live on Sky Sports / BT Sport - £600 + VAT

Big Screen

Goal Sponsorship - £4,000 + VAT

Corner Sponsorship - £4,000 + VAT

Substitution Sponsorship - £4,000 + VAT

Stadium Corner Banners

Corner Banners - £20,000 + VAT





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