



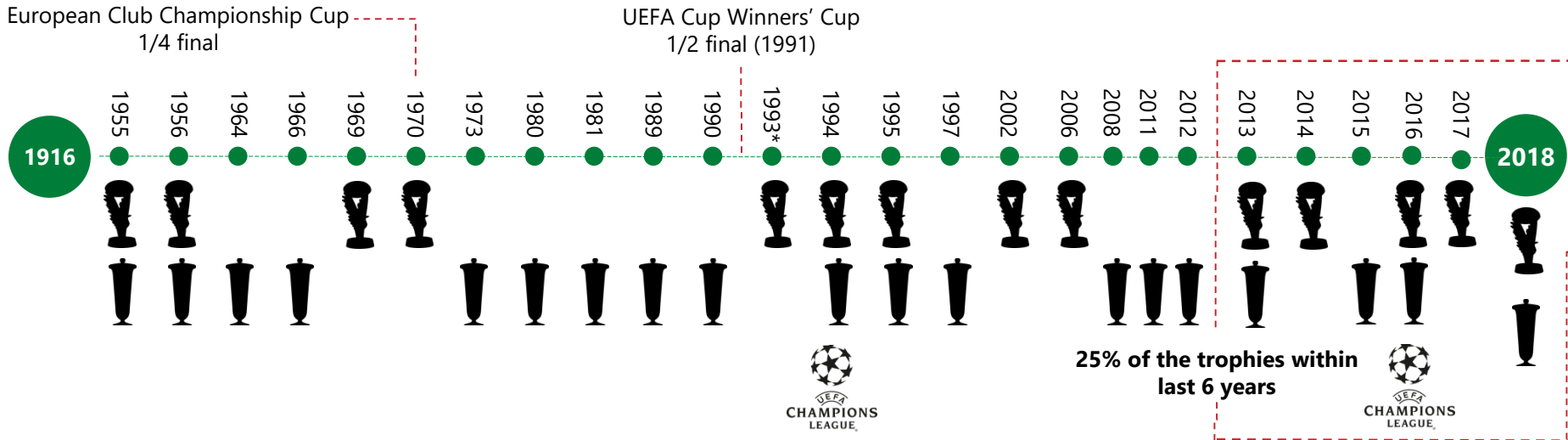
■ LEGIA WARSAW

Partner of the Family Stand





■ 102 years of tradition



Reach of Legia Warsaw

Total attendance in all competitions
in the season 2017/18

431 674

The highest attendance in the season 2017/18

25 980

The average attendance in the Ekstraklasa

17 267 (2017/18)

320 000 Fan Cards



legia.com

**7 000 000
hits per month**



You Tube

104 113 subscription, average
38 000 views



Mobile App

36 000 active users



Facebook

977 511 likes



Post reach

7 000 000 people per
month



Twitter

292 000 followers



Instagram

141 000 followers



LinkedIn

2 900 followers

■ We cooperate with



Technical Sponsor

Naming Rights

Main Sponsor

FORTUNA

Official Sponsor



4MOVE

Official Partner



CAME

LSS Academy
Legia
Foundation

SAMSUNG

citibank

Deloitte.

KPMG



home.pl



nc+



enel-med



ING



VIP Loges

PGNiG | TERMIKA



TV audience Season 2017 / 18

Qualifications to the European Cups:

Legia vs. IFK Mariehamn (Champions League qualifications)



Legia vs. FK Astana (Champions League qualifications)



Legia vs. Sheriff Tyraspol (Europa League qualifications)



LEGIA WARSAW

















TV audience Season 2017 / 18

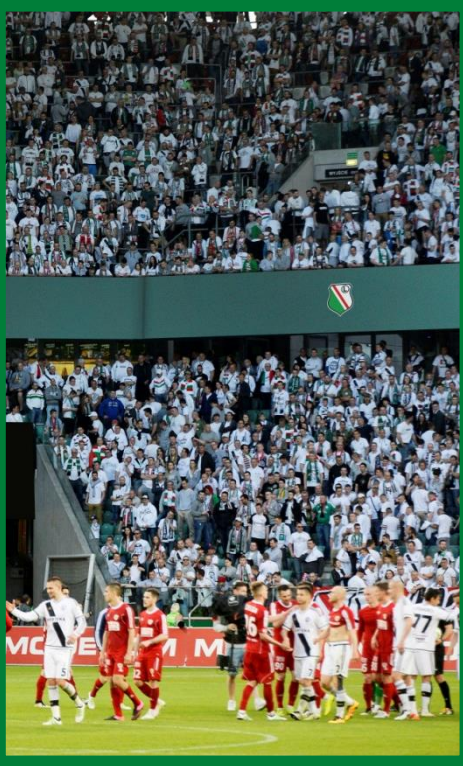


LEGIA WARSAW

Lotto Ekstraklasa: (regular season)

	VS			188 000 (Canal +)
	VS			189 000 (Canal +)
	VS			253 000 (Canal +)
	VS			239 000 (Canal +)
	VS			204 000 (Canal +)

■ Marketing offer



SPONSORSHIP - BUNDLES

Naming Rights

Legia Warsaw Official Sponsor

Legia Warsaw Official Partner

Partner of the Family Stand

LED boards

Family Stand

- Over **4000** seats for kids and their parents
- Possibility of the **naming rights title** of the Family Stand
- Countless possibilities of **marketing activities** and fans' engagement





<https://www.youtube.com/watch?reload=9&v=46XXkJF0Px0&feature=youtu.be>

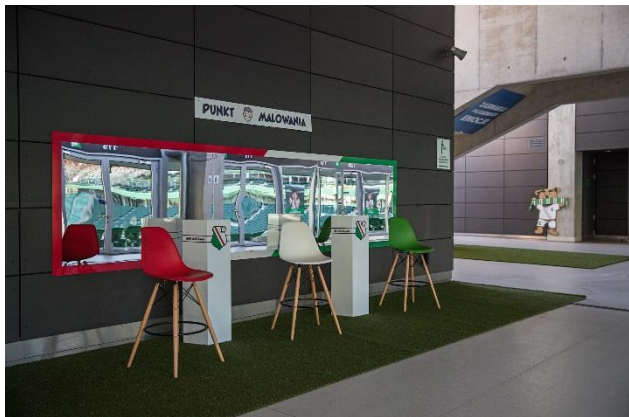


Family Stand

Become a part of the pre-match family picnic



Family Stand



PUNKT  **MALOWANIA**



Family Stand



Family Stand



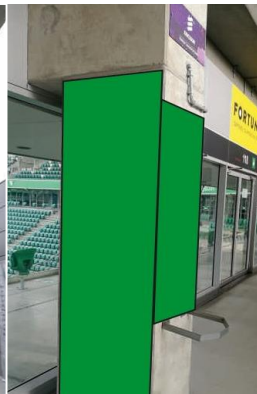
Branding possibilities



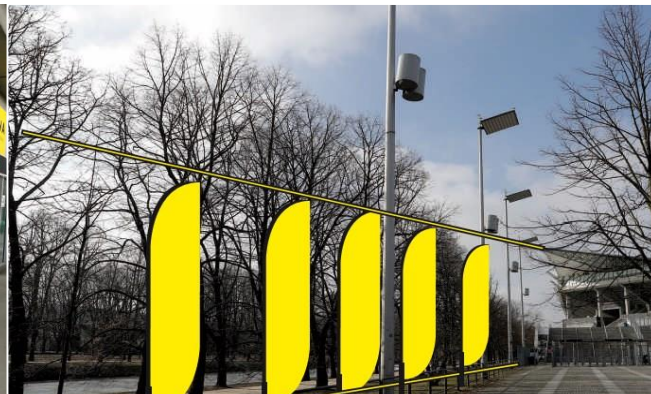
Stickers on the window doors



Partner's zone



Logo on the columns



Branding in front of the stadium's entrance



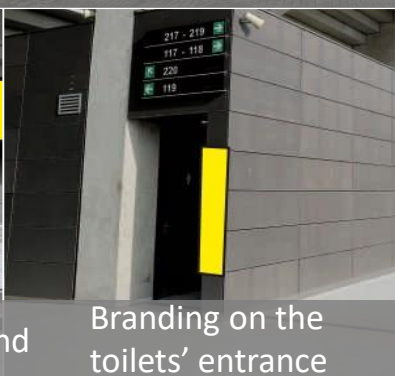
Partner's zone



Advertisement on the stairs



Branding on the entrance to the Stand



Branding on the toilets' entrance

■ Cooperation possibilities



- Right to entitle as a Partner of Legia Warsaw Family Stand
- Branding at the Family Stand
- Partner's booth at the stand's promenade
- Possibility of launching sale of partner's products at the stadium
- Fan zone for the kids
- Entertainment activities for the kids
- Tickets for the Family Stand, which might be used as a prize in Partner's marketing activities

■ **Thank you!**

