



COMMUNITY PARTNER





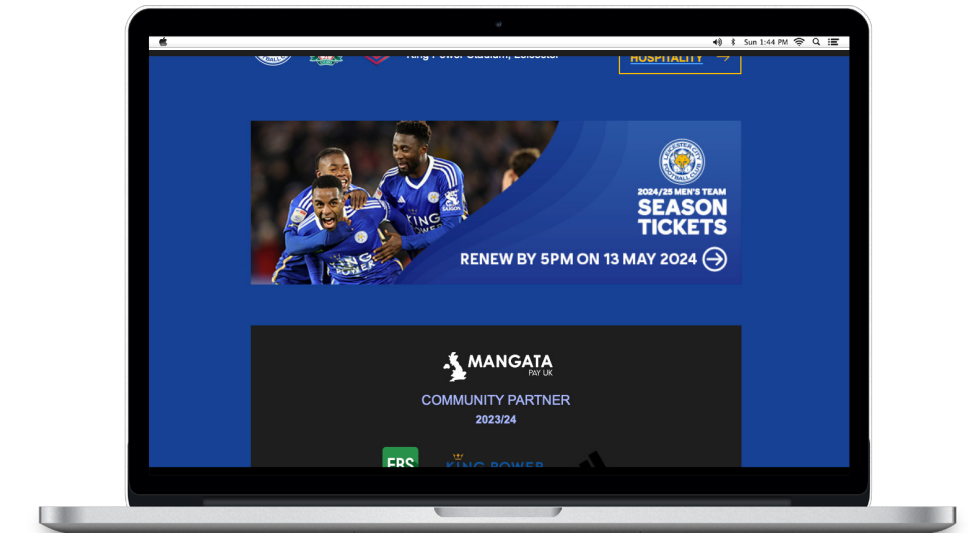
PARTNER CREST

All Community Partners are entitled to use of the club's most important IP: the crest. Utilising the club crest significantly strengthens a brand's alignment with the club and hugely increases credibility in the local business community.



WEBSITE PARTNER PAGE

Each Community Partner's brand will be featured on the club partners section of the club's official website, inclusive of a hyperlink to each partners website.



EMAIL FEATURE

Each Community Partner will receive annual brand exposure through brand inclusion in a club-wide email to the Leicester City fan database.



PITCH-FACING LED

All Community Partners displayed alongside each other on the same platform as some of the biggest brands in sport, including main club partners and league sponsors.



L-WRAP STADIUM TV

L-Wrap displays engage fans with live in-house club broadcasts, pre-match build-up, match coverage, and more. Valuable commercial inventory, significantly increasing brand visibility to the attending supporters throughout the entire matchday.



STATTV

StatTV puts fans first, offering fans inside the stadium bowl access to everything those watching on TV take for granted. The award-winning StatTV is a dedicated club channel for fans, an in-stadium second-screen experience that tells the story of matchday, with live league tables, heatmaps, head-to-heads, reactive player stats and more.



STATZONE

It's not only about the game-going fan at Eleven. While thousands inside the stadium enjoy L-Wrap and StatTV, there are exponentially more following the game across social from afar. Powered by Opta, Eleven's StatZone delivers engaging content directly to Leicester City's Facebook and X channels.

LEICESTER CITY WOMEN'S TEAM

Beyond the men's team, the Community Partnership encompasses Leicester City Women's FC. As a WSL club playing home matches at the King Power Stadium, this partnership provides your brand with increased visibility, including: Pitch-facing LED, L-Wrap, StatZone and general admission tickets.

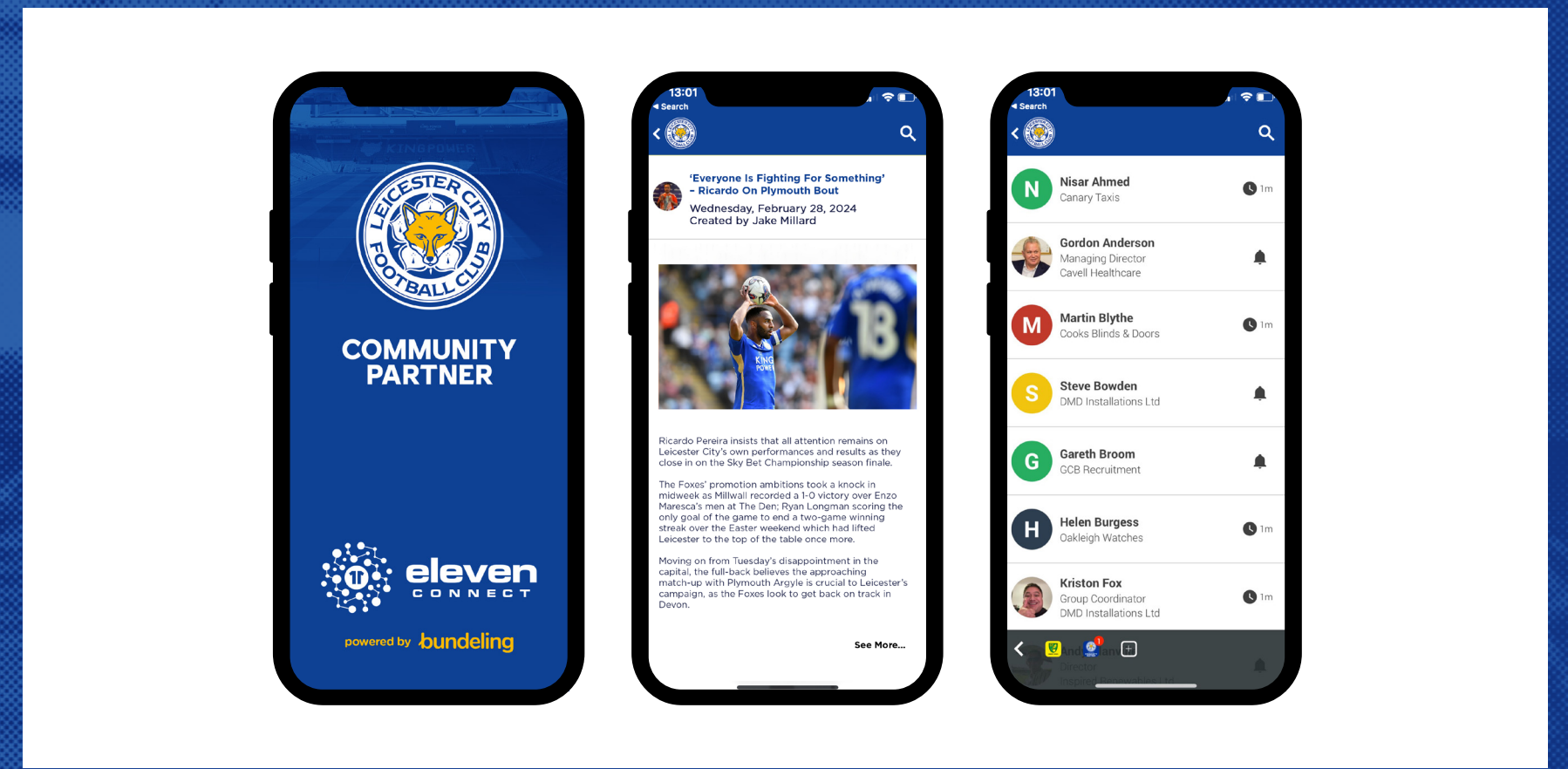


EXPERIENTIAL



PARTNER EVENTS

Interact and connect with fellow Community Partners at two unique events across the season. Opportunity to generate new business whilst also connecting with potential service providers.



ELEVEN CONNECT

Eleven connect bring the event experience to a digital community 365 days a year. It delivers exclusive content, regular updates, event invites, instant messaging, and a B2B marketplace for Community Partners.

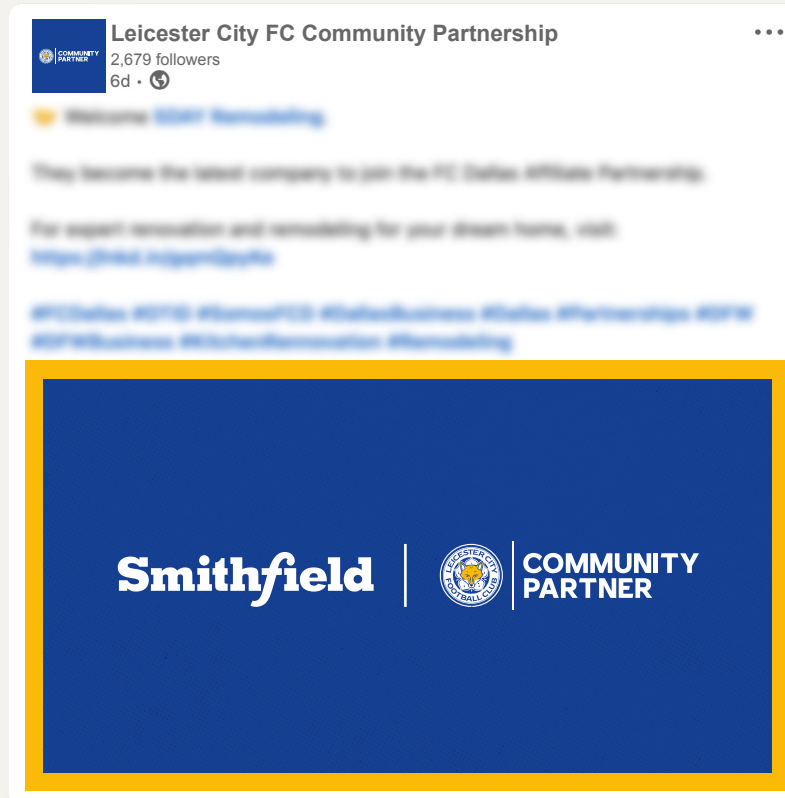


ACTIVATION



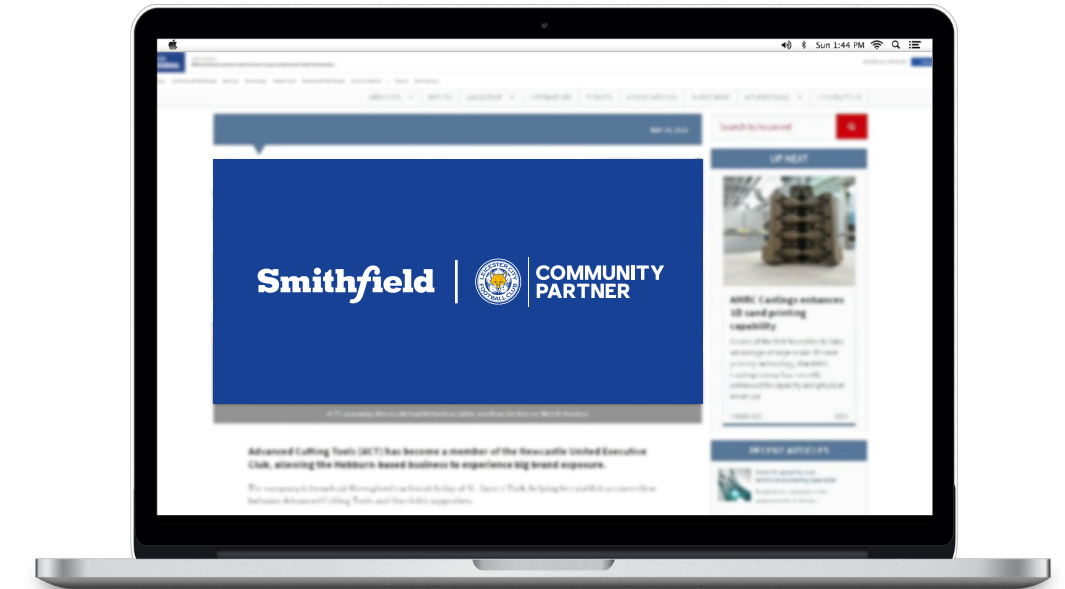
PARTNER CHANNEL

Dedicated channel across LinkedIn, operated by Eleven on behalf of Leicester City and the Community Partners designed to promote partners to a regional B2B and B2C audience all year round.



PARTNER ANNOUNCEMENT

We tailor partner announcements to maximise engagement and impact. Via the dedicated LinkedIn partner channel, the announcement will reach a new and captive audience.



PARTNER EDITORIAL

Eleven's activation team will produce a bespoke editorial piece about your business, your services and products designed to reach your target market across the local area.



PARTNER IMAGES

We provide professional photography of Community Partners branding throughout the season, delivering a suite of post-ready activation imagery tailored for all digital and social platforms.



CAMPAIGN REPORT

At the end of every season, Community Partners are provided with a full and detailed campaign performance report. We demonstrate the value, highlight the benefits of each service and product, and identify potential scope for development.



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