

SPORTS BETTING & GAMBLING

In-Stadium Integrated Betting Experience

Live Statistics Panels: Live odds and player performance data related to betting are displayed on the stadium's digital boards.

Joint Campaigns with the Official Betting Sponsor

"Predict & Win" Contests: Fans make predictions such as the match result or the first goal scorer, and those with correct guesses win special prizes (VIP tickets, signed jerseys, etc.).

LUXURY & WATCHMAKING

Premium Partnerships with the Official Timekeeper Sponsor

Stadium Clock Tower or Giant Digital Clock: A giant digital clock at the stadium entrance bearing the name of the luxury watch brand (example: “Hublot Time Gate”).

On-Field & Broadcast Visibility

“Player of the Match by Rolex” / “Time to Win with TAG Heuer”: The player of the match award is presented with the name of the watch brand, and the prize is a watch.

CONSTRUCTION & INFRASTRUCTURE

Construction Process Storytelling

"At the Heart of the Stadium" Documentary: The renovation or new construction process is told through weekly YouTube episodes. Engineers, workers, and architects serve as narrators. The brand logo is integrated throughout the presentation.

"Smart Stadium" Brand Partnership

Smart infrastructure sponsor: Newly built technological infrastructures such as Wi-Fi networks, grandstand lighting systems, and 5G coverage are branded with the name of the construction/infrastructure company.

RETAIL & E-COMMERCE

Limited Edition Collections & Collaborations

Shirts not worn on the field but available for sale: “Retro” or “concept” shirts, exclusively available through the e-commerce channel.

"Smart Stadium" Brand Partnership

Instant shopping with mobile payment: Order from your seat via QR code → the product is directed to pick-up points inside the stadium.

LEGAL & CONSULTING SERVICE

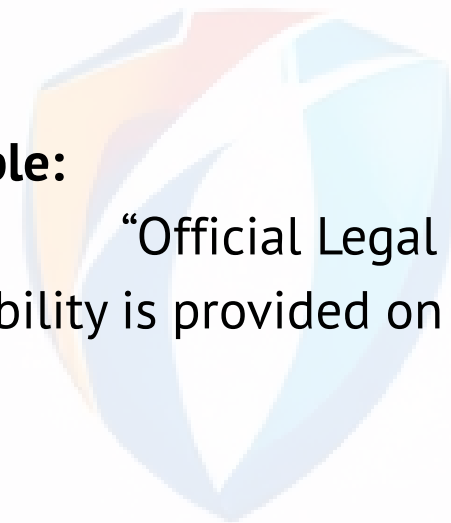
"Official Strategic Advisor" Positioning

Consulting firms that manage the stadium/club infrastructure can be positioned as the "Official Strategic Partner."

Sponsorship example:

"Official Legal & Risk Advisory Partner of Camp Nou"

This visibility is provided on the club website, presentations, and annual reports.



OFFICIAL STRATEGIC
OF FOOTBALL

Official Strategic Partner



ENERGY & SUSTAINABILITY

“Official Green Stadium Partnership”

Energy companies or sustainability consulting firms can become the “Official Green Energy Partner” for the stadium’s energy management, renewable energy sources (solar, wind), and carbon footprint reduction projects.

Sustainable Stadium Tours and Education

The club organizes special tours and educational programs that highlight the stadium’s environmentally friendly features and energy solutions.

These programs can be sponsored by energy companies and sustainability consultants.



MEDIA & STREAMING PLATFORMS

“Official Live Content Partner” Model

The broadcaster or platform becomes the official content production partner of the club or stadium.

- Training sessions
- Exclusive interviews
- Pre-match / in-match / behind-the-scenes coverage
- Fan documentaries

Pre-Match Live Broadcast Series: “Countdown to Kick-Off”

Joint “Match Day” broadcasts are produced in partnership with platforms such as TikTok, YouTube, and Twitch.

Content such as fan engagement, behind-the-scenes with players, and highlights from previous matches is presented live.