



WE ARE
UNITED

WE ARE NEWCASTLE UNITED

FOUNDED IN 1892 TO 'UNITE' NEWCASTLE EAST END AND NEWCASTLE WEST END, WE ARE A ONE-CLUB CITY IN A REGION'S CAPITAL. WE ARE IN THE NORTH-EAST, WITH A POPULATION OF OVER **2.6 MILLION**.



PICTURED: KEVIN KEEGAN, ALLAN SAINT-MAXIMIN, ALAN SHEARER, JOELINTON, SIR BOBBY ROBSON, BOB MONCUR

WE ARE A CLUB STEEPED IN RICH FOOTBALLING

HISTORY

SOME OF THE MOST FAMOUS NAMES IN
THE GAME HAVE **PLAYED AND MANAGED**
OUR FOOTBALL CLUB.



WEST STANDING ENCLOSURE EN-RANCE 58

WEMBLEY
ASSOCIATION
TIE
28th, 1951
m.
SUN AND
SING DIRECTOR
BY GARDEN LUMBER
STAINED
(ick)

THE FOOTBALL ASSOCIATION
Challenge Cup
Competition
THE FINAL
SAT, MAY 4
KICK-OFF 3 P.M.
YOU ARE ADVISED TO
ARRIVE AT THE STADIUM
1 HOUR BEFORE THE
START OF THE MATCH
FOR SEAT 6 MEMBERS
NORTH STAND
£6.00

Tr-Phoo
TEA LTD, BIRMINGHAM 5



PICTURED: KEVIN KEEGAN '82, SIR BOBBY ROBSON '99, JOE HARVEY '52

NEWCASTLE UNITED F.C.
1st Lt. R. McGrath, McKinney, Burton, Kelly, Marshall, Thompson, J.
Front row: L to R: Swinick, Thomas, Hillier, Bennett, McGe...

OUR HONOURS



4

**FOOTBALL LEAGUE
CHAMPIONSHIPS**



6

FA CUPS



11

**INTER CITY
FAIRS CUP**



WE ARE UNITED WE ARE UNITED



Football Stands Together: Football Stands Together Football S



NEWCASTLE UNITED



KODAK 53



KODAK PORTRA 160 47 60



KODAK PORTRA 160 11

WE ARE ST JAMES' PARK OUR HOME

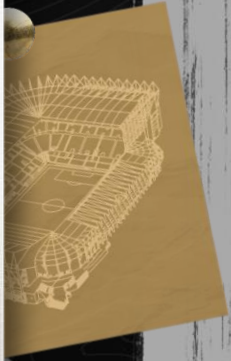
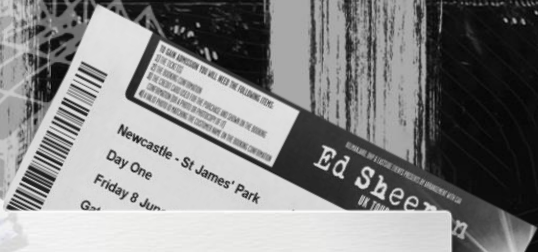
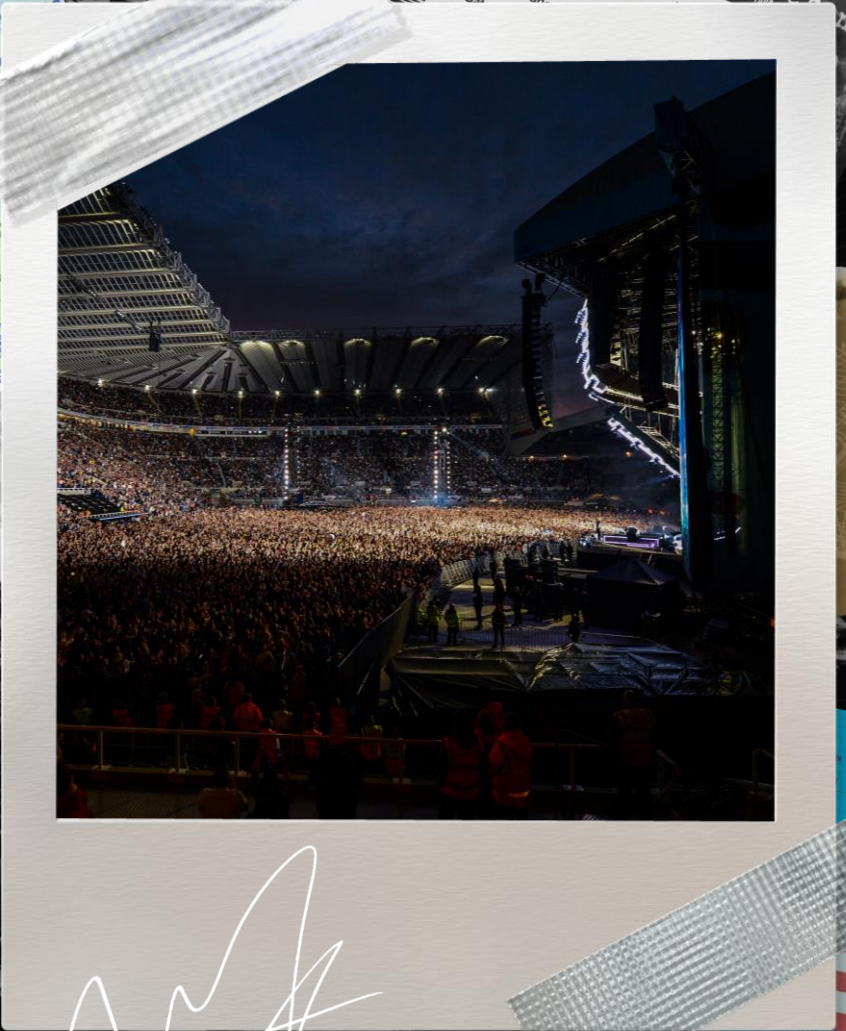
- A PLACE OF WORSHIP
- WE ARE 52,000 LOYAL FANS PACKING ONE OF THE GREATEST ARENA'S IN FOOTBALL, WEEK IN, WEEK OUT TO ROAR ON LOCAL HEROES
- 'THE CATHEDRAL ON THE HILL'
- 'THIS IS OUR HOUSE'
- AN ICONIC STADIUM THAT IS ADORED BY OUR FANBASE AND AN ATMOSPHERE AND ARENA THAT IS APPRECIATED BY MANY ACROSS THE FOOTBALLING WORLD

PICTURED: ST JAMES' PARK



WE'RE MORE THAN JUST A FOOTBALL STADIUM

A VERSATILE STADIUM THAT HAS EXPERTLY WELCOMED EVENTS SUCH AS ED SHEERAN IN CONCERT, THE RUGBY UNION WORLD CUP AND THE EUROPEAN RUGBY CHAMPIONSHIP FINALS.



PICTURED: THE ROLLING STONES 1982 | ED SHEERAN 2018



NEWCASTLE UNITED FOUNDATION

WE ARE NEWCASTLE UNITED'S CHARITY. WE SUPPORT OUR LOCAL COMMUNITY, WORKING WITH **OVER 64,000 PEOPLE** EACH YEAR, ACROSS NEWCASTLE, GATESHEAD, NORTHUMBERLAND AND NORTH TYNESIDE.

NEWCASTLE UNITED FOUNDATION DELIVERS OVER **30+ PROGRAMMES** ACROSS FIVE KEY AREAS, WITH A FOCUS ON IMPROVING PHYSICAL HEALTH, SUPPORTING MENTAL WELLBEING AND INCREASING EMPLOYABILITY OPPORTUNITIES.



FIVE KEY AREAS



FOOTBALL



COMMUNITY



PRIMARY EDUCATION



HEALTH & WELLBEING



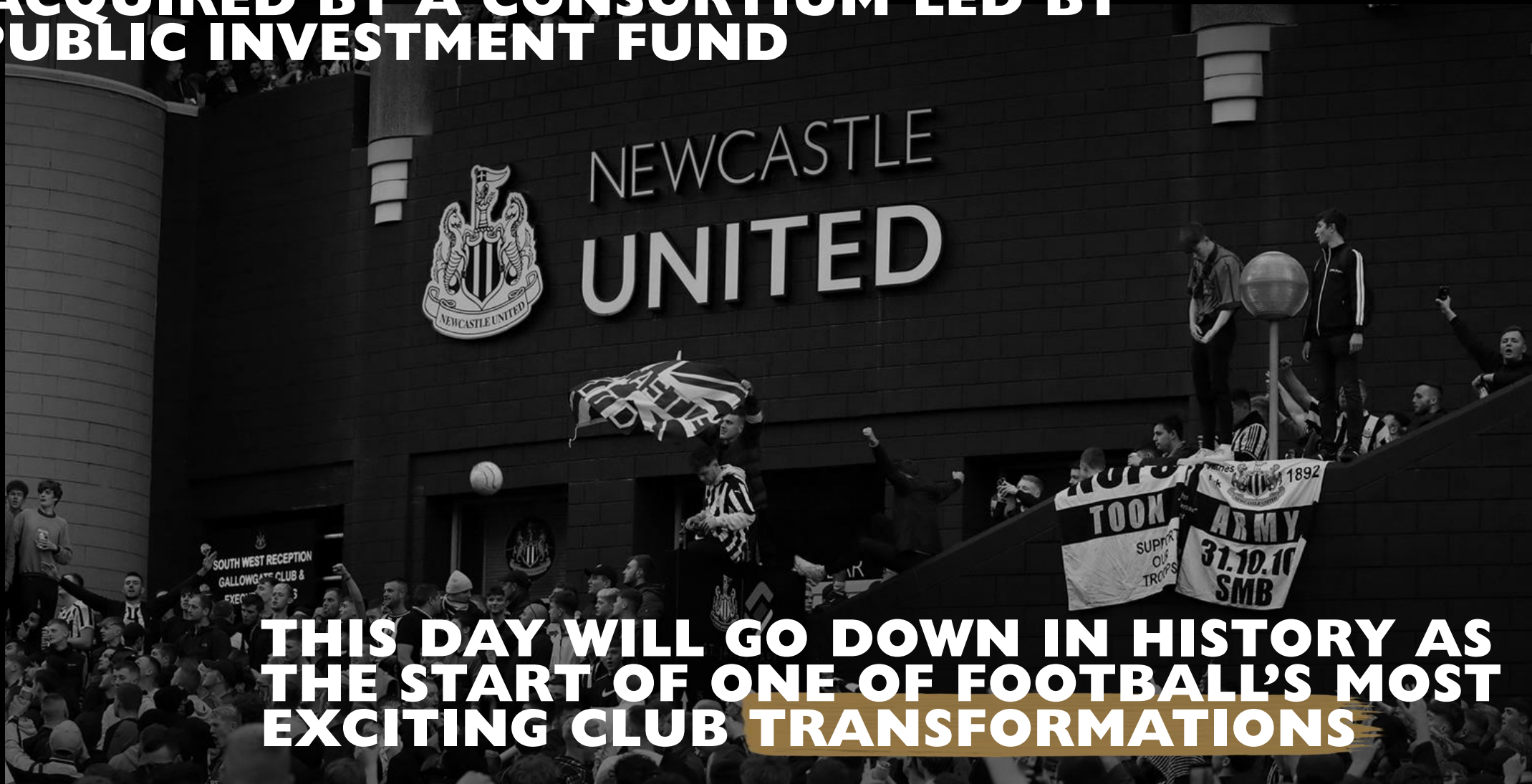
NU FUTURES

**OUR CLUB IS STEEPED IN HISTORY,
TRADITION AND SUCCESS BUT
WE'VE BEEN A SLEEPING GIANT
FOR THE PAST 14 YEARS.**



ON 7TH OCTOBER 2021 NEWCASTLE UNITED WAS ACQUIRED BY A CONSORTIUM LED BY THE PUBLIC INVESTMENT FUND

PICTURED: NEWCASTLE FANS ON OCTOBER 7TH 2021



THIS DAY WILL GO DOWN IN HISTORY AS THE START OF ONE OF FOOTBALL'S MOST EXCITING CLUB TRANSFORMATIONS





PICTURED: NEWCASTLE UNITED FC PLAYERS

**WE ARE
REBUILDING
THIS CLUB
FROM THE**

CORE

1892 | 2022 | 1892 | 2022 | 1892 | 2022 | 1892 | 2022 | 1892 | 2022 | 1892 | 2022 | 1892 | 2022 | 1892 | 2022



OUR JOURNEY HAS JUST BEGUN

WE HAVE BEGUN A JOURNEY THAT WILL SEE US CONSISTENTLY PLACED IN **THE TOP FOUR** PREMIER LEAGUE CLUBS, AND PLAYING **TOP FLIGHT** EUROPEAN FOOTBALL EVERY SEASON.



PICTURED: BRUNO GUIMARÃES & KIERAN TRIPPIER

WE'D LIKE TO PLACE YOUR BRAND FRONT AND CENTRE IN THIS EXCITING JOURNEY.

WE WANT YOU TO GROW WITH US AND **SHARE IN OUR SUCCESS**. THIS IS A **UNIQUE OPPORTUNITY** THAT IS IN HIGH DEMAND.



PICTURED: JOE WILLOCK, JOELINTON, RYAN FRASER, CHRIS WOOD

WE WILL BUILD A PARTNERSHIP CUSTOMISED TO YOUR BRAND

WE WANT TO WORK WITH YOU TO BUILD A RIGHTS PACKAGE THAT IS HIGHLY CALIBRATED TO YOUR MARKETING OBJECTIVES. THIS IS A **TWO-WAY PARTNERSHIP** WHERE WE WORK WITH ONE ANOTHER, NOT FOR ONE ANOTHER.



**KIT
BRANDING**



**STADIUM
ADVERTISING**



**BRANDED
CONTENT**



**DIGITAL
& SOCIAL**



**HOSPITALITY
& TICKETING**



**MONEY
CAN'T BUY**



ACTIVATIONS



**PLAYER
ACCESS**

PICTURED: JONJO SHELVEY

KEY ENGAGEMENT METRICS



THE FOOTBALL LANDSCAPE

**2.55
BILLION**

2.55 BILLION PEOPLE ARE INTERESTED IN FOOTBALL ACROSS THE GLOBE

**47% ARE
FANS**

FOOTBALL IS THE NUMBER ONE SPORT GLOBALLY WITH 47% SHOWING AN INTEREST

**19% ARE
PLAYERS**

FOOTBALL IS RANKED NUMBER 1 AS THE MOST PARTICIPATED SPORT IN THE WORLD, AND ACCOUNTS FOR 19% OF ALL SPORT PLAYED

**PLAYED
BY 265M**

FIFA RECOGNISE OVER 265 MILLION PEOPLE ACTIVELY PARTICIPATE IN THE GLOBAL GAME

**46% OF TV
RATINGS**

FOOTBALL IS THE TOP SPORT IN RELATION TO TV VIEWERSHIP, REPRESENTING 46% OF ALL SPORT WATCHED ACROSS THE WORLD.

**EMOTIVE
APPEAL**

THE WORLD'S MOST POPULAR SPORT AND GROWING DUE TO IT'S UNIVERSAL AND EMOTIVE APPEAL



Premier League

THE LARGEST GLOBALLY

THE PREMIER LEAGUE IS ONE OF THE LARGEST GLOBAL PROPERTIES IN SPORT

1.8BN GLOBAL INTEREST

1.8 BILLION PEOPLE ARE INTERESTED IN THE PREMIER LEAGUE GLOBALLY

AUDIENCE OF 3.2BN

CUMULATIVE TV AUDIENCE OF CIRCA 3.2 BILLION

(ALL PROGRAMMING - LIVE, REPEAT, DELAYED, HIGHLIGHTS, MAGAZINE AND SUPPORT SHOWS - NIELSON SPORTS 20/21 SEASON)

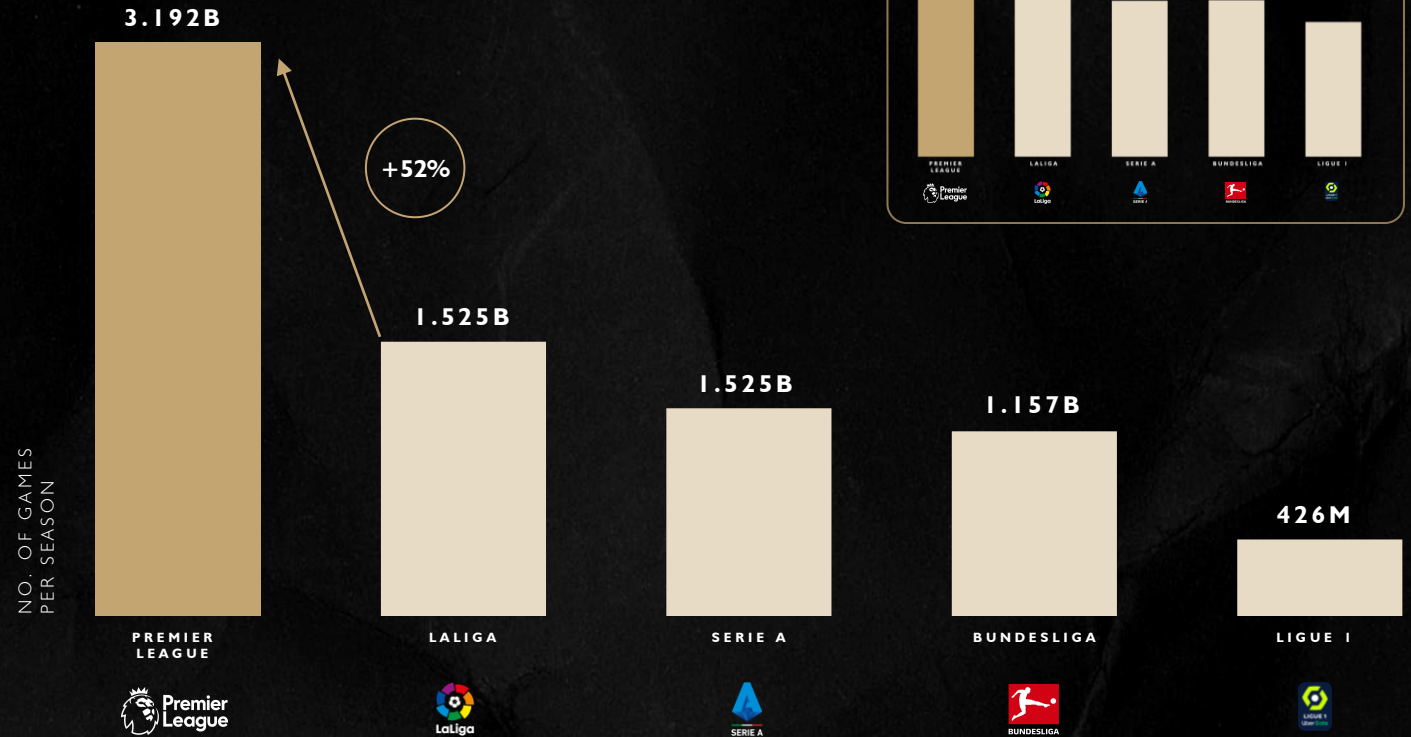
292K HOURS OF COVERAGE

292K HOURS OF COVERAGE – MORE THAN EVERY MAJOR EUROPEAN LEAGUE



- GREATER DEPTH – PLAYERS, MULTIPLE GLOBAL BRANDS, COMPETITIVE (ALSO UCL)
- SIGNIFICANTLY MORE HOURS OF COVERAGE
- STRONGER PRESENCE IN N.AMERICA & CHINA
- MORE DIVERSE CLUB INTEREST

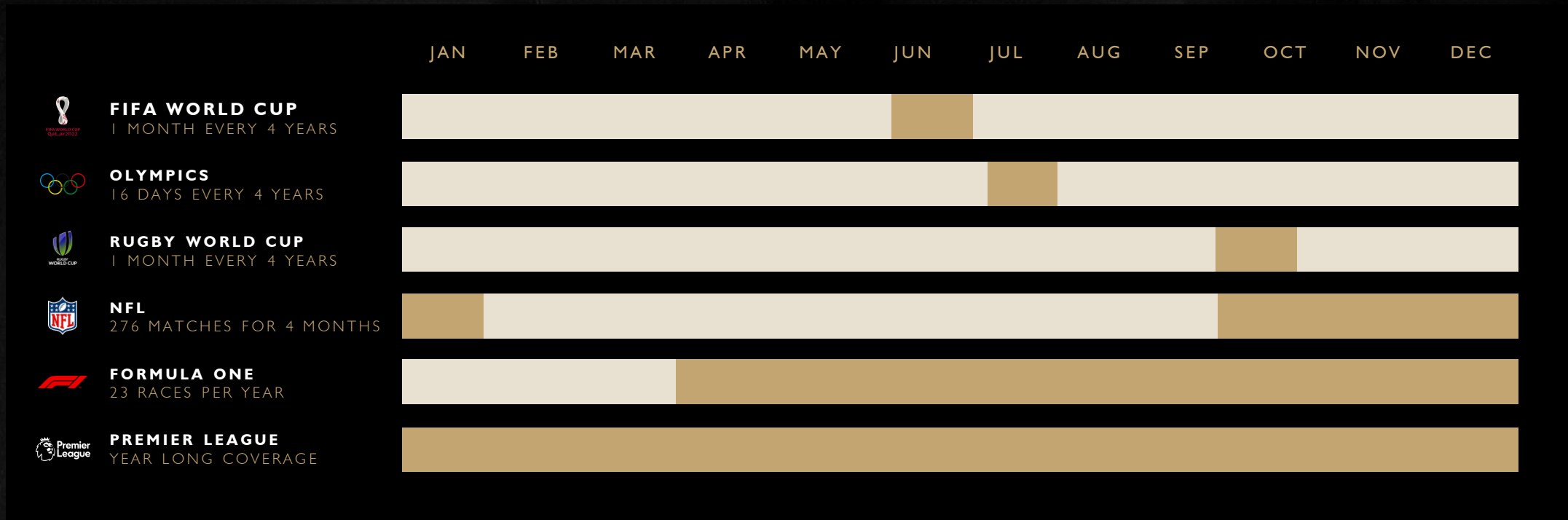
20/21 CUMULATIVE GLOBAL AUDIENCE PREMIER LEAGUE VS. EUROPEAN LEAGUES



Premier League

A 365 DAY A YEAR SPECTACLE

THE PREMIER LEAGUE OFFERS CONTINUOUS EXPOSURE COMPARED WITH OTHER MAJOR SPORTING TOURNAMENTS



NEWCASTLE UNITED FC **OUR FANS**

22nd
GLOBALLY

22ND MOST VALUABLE BRAND
IN WORLD FOOTBALL*

1.4
MILLION

1.4M REGISTERED SUPPORTERS

50,275

50,275 AVERAGE ATTENDANCE

40,125
MEMBERS

40,125 SEASON TICKET
HOLDERS & MEMBERS

164.7
MILLION

GLOBAL TV AUDIENCE OF 167.4M
ACROSS ALL COMPETITIONS**

6th MOST
UK FANS

NUFC RANKS 6TH IN TERMS OF
UK FANBASE, BEHIND MAN
UTD, MAN CITY, ARSENAL,
CHELSEA & LIVERPOOL, BUT
AHEAD OF TOTTENHAM***



*FOOTBALL 50 2021 REPORT PUBLISHED BY BRAND FINANCE.

**NIELSEN SPORTS COMMERCIAL INSIGHTS SUMMARY – 2020/2021 – NEWCASTLE UNITED FC

***TURNSTILE GLOBAL FANBASE INSIGHTS 2021

NEWCASTLE UNITED FC OUR DIGITAL REACH

 **1.9M**
FOLLOWERS

 **2.4M**
FOLLOWERS

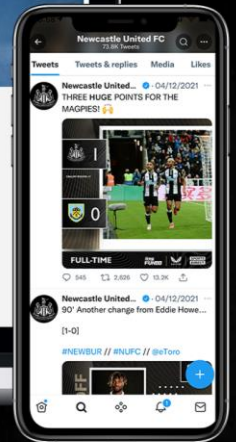
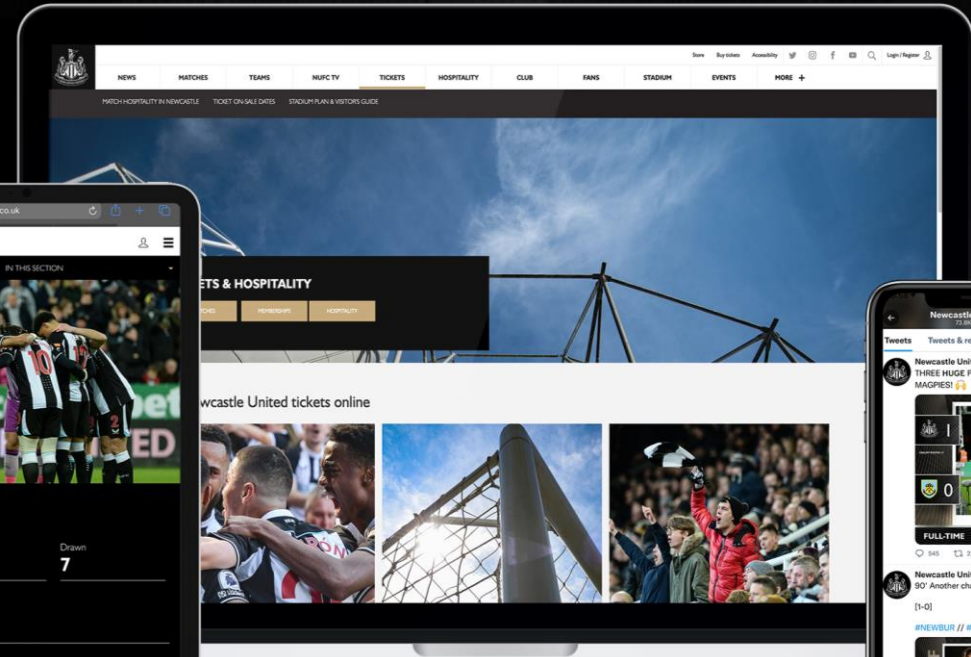
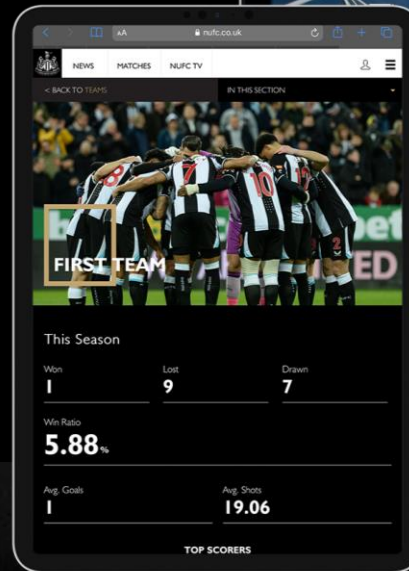
 **1M**
FOLLOWERS

 **650K**
FOLLOWERS

 **157K**
SUBSCRIBERS

 **22K**
FOLLOWERS

- **27.5M** SOCIAL MEDIA ENGAGEMENTS
- **4.5M** ENGAGED USERS ON SOCIAL MEDIA
- **1.3B** SOCIAL CONTENT IMPRESSIONS
- **1.2M** HOURS OF VIDEO WATCHED ACROSS ALL DIGITAL PLATFORMS
- **60M** GOOGLE SEARCHES
- **4M** ANNUAL WEBSITE USERS ON **NUFC.CO.UK**
- EMAIL DATABASE FOR PARTNER CONTENT – **41,973** WITH EMAIL CLICK RATE **6% HIGHER** THAN INDUSTRY AVERAGE



CONTACT

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PICTURED: JONJO SHELVEY & SEAN LONGSTAFF

