

A NEW AGENCY WORLD SPORTS

Pro League  
ELEVEN

# THE POWER OF THE BELGIAN PRO LEAGUE

Belgium's number 1 commercial vehicle



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# Introduction

## Belgium's number 1 commercial vehicle

Belgian soccer has so much to offer. Every week 26 professional teams and 18 FIFA players strive for success both on the pitch and online. Beneath it all lies an infinity of opportunities to benefit from. Commercialise your brand and surf the wave of a future proof and profitable organisation; the Pro League.

# The Pro League is omnipresent

The Pro League's 444 professional games provide us with more than 10 000 hours of live broadcasting. These matches can be followed through the Eleven Sports Pro League channels on Proximus, Orange, Telenet, TV Vlaanderen, Télésat and Voo. You can even follow the games online through the Eleven Sports streaming platform.

Apart from this live coverage it's estimated that there is another 15 000 hours of delayed and side program coverage in news and highlights shows. These can be followed on Één, VTM, Play 4, RTBF, RTL, Canvas and many more, including non-Belgian programs. All coverage reaches far beyond our country's own borders since these games are being broadcasted in 40 countries, including Canada, Brazil, Thailand, Russia and Australia and this spread across all continents. Earlier this year ESPN has announced that they will broadcast these games in the USA as well.



444 professional games



10 000 hours of live coverage and 15 000 hours of delayed coverage



Broadcasted in 40 countries spread across all continents



Potential of 4.5 million weekly impressions



7 300 pages worth of publishing in Belgian newspapers

And even when not live on TV, you can't get your head around the Pro League. Every year, Belgian newspapers publish over 7 300 pages dedicated to the Jupiler Pro League and the 1B Pro League. Apart from these traditional media, the Pro League provides an immense online presence. It has the potential to reach around 2.3 million people through their social media channels. This just shows you how much people care about and love this sport.

REACH NUMBERS - TV  
TOP 5 - Jupiler Pro League

1	Genk vs. RSCA	447.109
2	RSCA vs. Antwerp	419.940
3	Club vs. Standard	415.863
4	RSCA vs. Standard	385.754
5	Gent vs. RSCA	377.219

Pro League

ELEVEN'S

MARKET SHARE - TV - NORTH  
TOP 5 - Jupiler Pro League

1	Zulte vs. Club	19.40%
2	Club vs. RSCA	19.28%
3	Club vs. Genk	19.06%
4	Gent vs. Antwerp	15.72%
5	Beerschot vs. RSCA	15.37%

Pro League

ELEVEN'S

MARKET SHARE - TV - SOUTH  
TOP 5 - Jupiler Pro League

1	Club vs. Standard	10.02%
2	RSCA vs. Standard	9.61%
3	Cercle vs. Standard	9.00%
4	Beerschot vs. RSCA	7.79%
5	RSCA vs. Antwerp	7.77%

Pro League

ELEVEN'S

Source: CIM TV / Transfer / Arianna

Every Championship day, 1.6 million Belgians follow these games lives. When looking at reach numbers, it becomes clear that the top teams and games attracted the most viewers. KRC Genk vs. RSCA attracted 447 thousand Belgians, which makes it the most watched Belgian game this season.\*

When looking at market shares in North and South of Belgium, football really attracts the fans. Market shares of over 19% in the North for Zulte vs. Club, Club vs. RSCA and Club vs. KRC Genk are enormous. In the South of Belgium, Standard leads the charts.\*

# Become Sector Exclusive Partner of the Pro League

## OFFICIAL PRO LEAGUE PARTNERSHIP

Benefit from a sector exclusive partnership

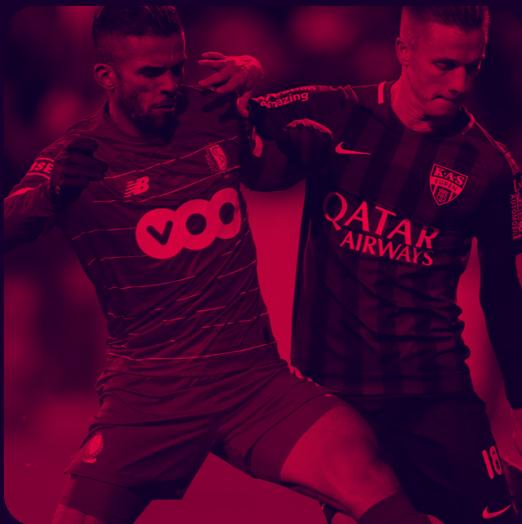
- Use of official logos and name of the Pro League
- 'Official partner of' rights for all marketing outings
- Image rights for media purposes
- Presence in all Pro League communication
- Pro League Gala - invitation for 6 people
- VIP + catering for 5 people (max 6 times per season)\*
- Logo integration on digital platforms Pro League and Eleven
- Access to media options with all related media partners if relevant
- Sector exclusivity

Partnership price

€ 100.000

excl. VAT and production/technical costs

# Attract a big and varied target audience



## Both male and female audience

More than 2.6 million Belgian women show interest in Pro League which comes down to 43.3%.

## Opportunities for all

From high income enthusiasts to lower income fans, the Pro League has the potential to reach all of them, giving you access to a wide range of markets.

## Fan engagement

Fan involvement is tremendous, creating an immense dynamic and attention span.



More than 1.3 billion search results



211 K Facebook followers



31.2 K Twitter followers



27.3 K Instagram followers



Potential of more than 4.5 M weekly impressions

# The Pro League's Online Presence in numbers

# What can the Pro League offer you?



Average goals per game in all competitions



## Impactful exposure in a wide and varied target audience

TV, print and online exposure in all layers of our nation's population.

## Numerous sponsorship activation opportunities

Sector exclusive partnership with numerous sponsorship activation opportunities to get your brand to stand out.

## Sector exclusivity

Our partnerships are sector exclusive giving your brand just that extra edge over your competitors.

## Your place in Belgium's number one commercial vehicle

Fan involvement is tremendous, creating an immense dynamic and attention span.

## Attractive competition format

With more than 8700 shots, an average of 2.93 goals per game and the ultimate climax during the Play-offs, the Pro League offers one of Europe's most attractive competitions.



## The Pro League and The Community

The Pro League and its clubs believe in the power of soccer to create a positive impact on society. All activities within professional soccer that aim to have a social impact are brought together under the name Football & Community.

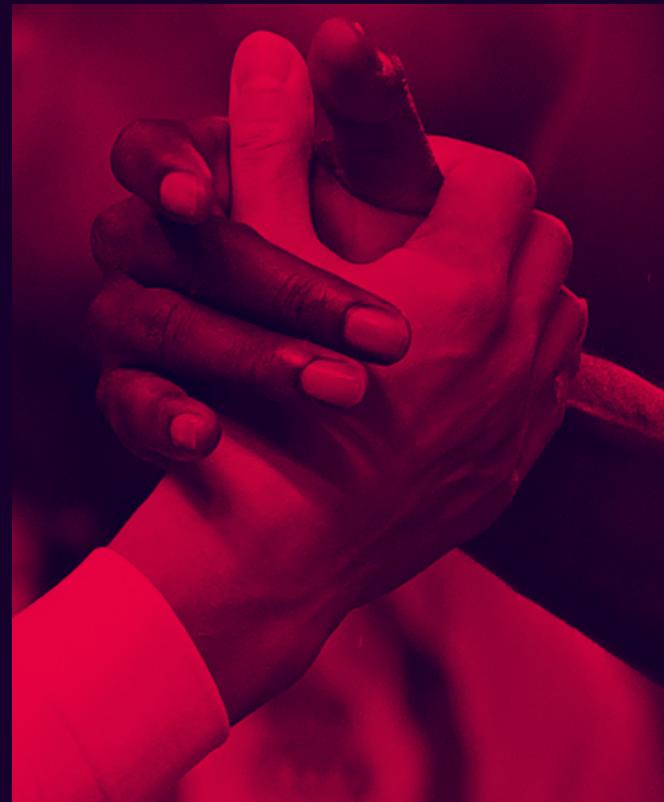
Pro League and Eleven are committed to the following themes:

- Together for sustainability
- Together for equality
- Together for accessibility
- Together for diversity
- Healthy and safe together
- Together with the fans

The various levels for creating social or community impact are projects, partnerships and campaigns aimed at raising awareness or changing behavior.

Throughout the year, the professional clubs focus on initiatives in and around the stadium, for example through projects such as Healthy Scores! They also collaborate on national campaigns, such as 'The Football for All-campaign', for diversity, respect and inclusion on-and-off the pitch or the prevention campaign 'Stop Darmkanker'. But the clubs are equally active in their local community, for example by involving players of the first team in all kinds of projects or by supporting a team of Younited Belgium.

Younited Belgium, the former Belgian Homeless Cup, is the social partner of the Pro League. The players and supporters of Younited teams are experts in daily survival. They fight against vulnerability in different areas such as housing, mental health, welfare, poverty or addiction.



Regardless of origin, age or walk of life, the feeling of stepping into a locker room and finding a home there is universal. It gives wings to the players of a Younited team; they often find a positive identity and energy to turn their lives around. They build self-confidence, learn to rely on their own strengths and discover skills.

During the annual Christmas campaign of the Pro League, the competitions are fully dressed in a Younited jacket, and traditionally all shirts from the Jupiler Pro League and 1B Pro League and various specials are auctioned for the benefit of Younited Belgium. This season, DHL Express also supported the project, safely shipping all signed shirts for free.

Also Eleven Sports supports the football & community actions of the Pro League. Under the title "Eleven United", Eleven Sports brings you monthly reports on the social projects of the Belgian professional clubs, offering an insight into the daily and very diverse social commitment of the Pro League clubs and partners. They zoom in on projects concerning education, diversity and anti-racism, recreational sports and health, inclusion, the environment, fan participation, drug prevention, etc.

TOGETHER is the central theme of the football & community policy. The Pro League and its clubs stand together against discrimination, we want to remove barriers that footballers and supporters experience in a stadium. On and off the field, together with soccer players and supporters, we want to contribute to an open, warm and sustainable society.



# OUR EXCLUSIVE MEDIA PACKAGES

Take your pick from one of our exclusive media packages and enjoy our unique visibility possibilities for the Play-offs\*



## ACCESS PACKAGE

## PREMIUM PACKAGE



## ULTIMATE PACKAGE



## ACCESS PACKAGE

### ACCESS PACKAGE

5" presence during several breaks

● Pre-broadcast PO1 or post-broadcast PO1	One billboard (5")
● Half-time PO1 or Pre-match PO1	One billboard (5")
● Start Second Half PO1 or Post-match PO1	One billboard (5")
● Post-broadcast PO2 or Pre-broadcast PO2	One billboard (5")
● Pre-broadcast PO2 or Post-broadcast PO2	One billboard (5")
● Pre-match PO2 or Half-time PO2	One billboard (5")

All Play-off matches

€ 50.000

# PREMIUM PACKAGE



## PREMIUM PACKAGE

Combination of 30" and 5"

• Pre-broadcast PO1 or Post-broadcast PO1	One commercial spot (30")
• Half-time PO1 or Start second half PO1	One billboard (5")
• Start second half PO1 or Half-time PO1	One billboard (5")
• Pre-broadcast PO2 or Post-broadcast PO2	One commercial spot (30")
• Half-time PO2 or Pre-match PO2	One commercial spot (30")
• Start second half PO2 (2x)	One billboard (5")
• Post-match PO2 or Half-time PO2	One billboard (5")

All Play-off matches

€ 75.000



## ULTIMATE PACKAGE

### ULTIMATE PACKAGE

Full exposure option during the Play-offs

● Pre-broadcast PO1 or Post-broadcast PO1	One commercial spot (30")
● Pre-match PO1 or Half-time PO1	One billboard (5")
● Half-time PO1 or Pre-match PO1	One commercial spot (30")
● Start second half PO1 (2x)	One billboard (5")
● Pre-broadcast PO2 or Post-broadcast PO2	One commercial spot (30")
● Half-time PO2 or Pre-match PO2	One commercial spot (30")
● Pre-match PO2 or Half-time PO2	One billboard (5")
● Start second half PO2 (2x)	One billboard (5")
● Pre-broadcast PO2 or Post-broadcast PO2	One billboard (5")

All Play-off matches

€ 100.000

# Become Official Partner\* of the Pro League or Benefit from our Exclusive Media Packages

Let's get in touch!

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\*Partnerships are sector exclusive and offer full exposure possibilities.

\* All sectors, excluding: beer/brewed drinks, betting, chips/snacks, greenkeeping, blockchain trading cards, collectible stickers.

\*Partnerships include an exit clause.

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