



## European Jersey Report 2008/09

October 2008

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## 2. Jersey Sponsorship in Europe

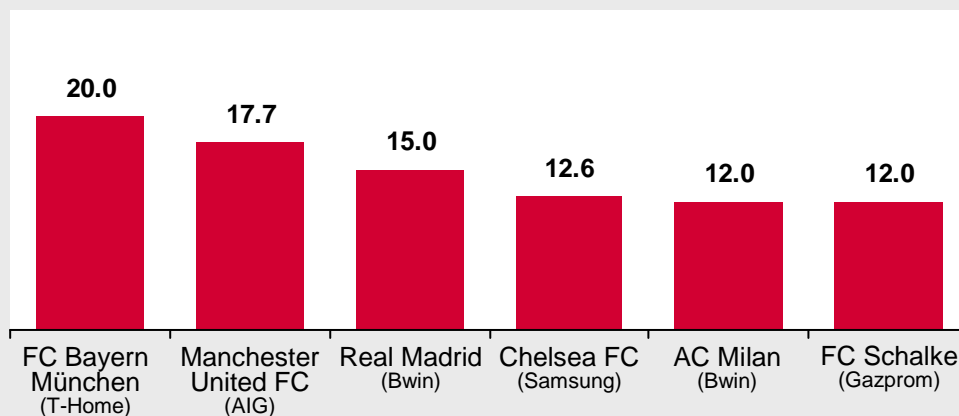
For the first time in the history of the jersey report, overall income from jersey sponsorship has fallen ahead of the 2008/2009 season.

The Bundesliga has regained its position as the league with the highest revenue after falling behind the FA Premier League in 2007/2008. This is due to four major factors. Firstly, overall spending on jersey sponsorship in the German top flight exceeded EUR 100 mill. for the first time thanks to an increase of EUR 7.4 mill. (7.2%) to EUR 102.9 mill.

Two more reasons are factors in England. Instead of a traditional jersey sponsor, Aston Villa FC now bears the logo of a charity organisation on its jersey and thus waives the sponsorship fee previously received.

The main reason, however, for the Bundesliga generating the highest jersey sponsorship income, is the current weakness of the British pound sterling vis-à-vis the Euro.

The value of jersey sponsorship - Europe



Source: Jersey Sponsorship of European Football Clubs 2008 / 2009, Figures in million Euro p.a.

