



BANGKOK UNITED

WHY BEING A FOOTBALL CLUB SPONSOR



Football is
the most popular sport
in Thailand.

THAILAND
KING OF
ASEAN

ONE OF THE BEST COMPETITIVE LEAGUE IN ASIA



2016

1.5 m

Total Attendance

2017

1.4 m

Total Attendance

2018

1.3 m

Total Attendance

2019

1.3 m

Total Attendance



TV PARTNERS



ONE OF THE MOST VIEWED THAI LEAGUE MATCH OF 2021/22



Buriram United 2-1 Port FC
19 February 2022



1.605 878,694

RATING

IEWS



Buriram United 1-0 True Bangkok United
23 January 2022

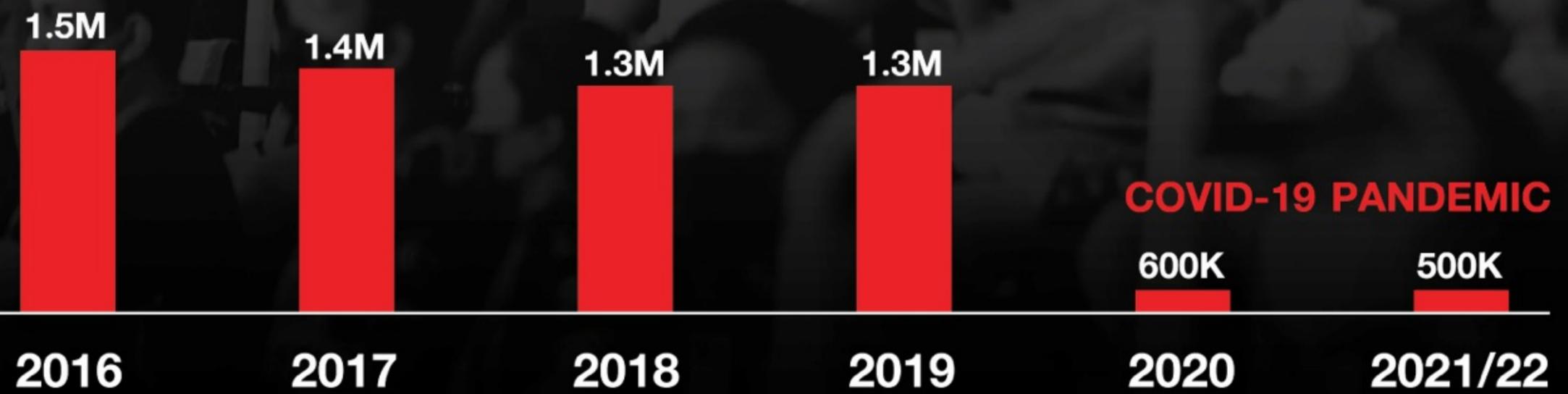


1.480 810,569

RATING

IEWS

TOTAL ATTENDANCES



WHY true BANGKOK UNITED

true BANGKOK UNITED



True Bangkok United, a name that represents to the society of Bangkok and Urban life.

true BANGKOK UNITED

ONE OF

THE BIGGEST CLUBS

IN THAILAND

LOCATED IN BANGKOK

FAMOUS FOOTBALL PLAYERS



Instagram profile for **TRISTAN** (@tristando19) with 471K followers.

THAILAND NATIONAL TEAM



Instagram profile for **MIKA** (@chunsee16) with 391K followers.

THAILAND NATIONAL TEAM



Instagram profile for **PEERAPAT** (@bas_peerapat) with 383K followers.

THAILAND NATIONAL TEAM



Instagram profile for **THITIPHAN** (@new_thitiphan) with 289K followers.

THAILAND NATIONAL TEAM



Instagram profile for **CHANANAN** (@chananan.10) with 229K followers.

THAILAND NATIONAL TEAM



Instagram profile for **ANON** (@nonanon7) with 179K followers.

THAILAND NATIONAL TEAM



Instagram profile for **POKKLAW** (@polk_pokko10) with 163K followers.

THAILAND NATIONAL TEAM



Instagram profile for **HEBERTY** (@heberthy.fernandes) with 138K followers.

BRAZIL

SQUAD 2021/22

The squad photo grid shows 32 players and 1 head coach, numbered 1 through 68. The players are arranged in four rows of six. The head coach, Aurelio Vidmar, is shown in a blue shirt at the bottom right. The grid includes player names and their jersey numbers.

WE ARE THE BIG TEAM
WITH 32 GOOD PLAYERS IN OUR FIRST TEAM

STATISTICS

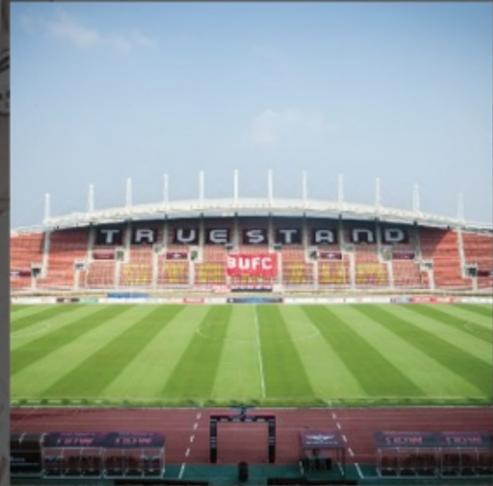


Season	League Position	FA Cup	League Cup	ACL
2013	13th	Fourth round	First round	-
2014	8th	Quarter-finals	First round	-
2015	5th	First round	Second round	-
2016	2nd	First round	Quarter-finals	-
2017	3rd	Runners-up	Second round	Preliminary Round 2
2018	2nd	First round	Second round	-
2019	4th	Semi-finals	Quarter-finals	Preliminary Round 2
2020/21	5th	Semi-finals	-	-
2021/22	3th	Third Round	Quarter-finals	Qualifying play-off participant

MATCHDAY BUSINESS

20,000

STADIUM SEATS



5,000

AVERAGE ATTENDANCE



4,000 m²

ACTIVITY AREA



3

VIP BOX



20

SPONSOR BOOTHS



True stadium (Thammasat Stadium) is a multi-purpose stadium in the city of Rangsit, Pathum Thani, Thailand. The stadium has 20,000 seats. It is on Thammasat University's Rangsit campus. It is located nearby Bangkok.

MATCHDAY



BANGKOK UNITED



Chang
FA CUP

1-6 Matches



Live Matches



Stadium



HILUX
REVO
THAI LEAGUE

30 Matches



Sponsor Booths



HILUX
REVO
LEAGUE CUP

1-5 Matches

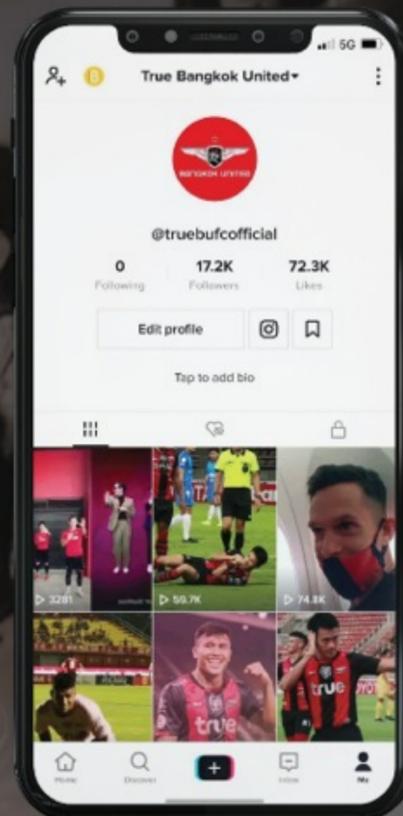
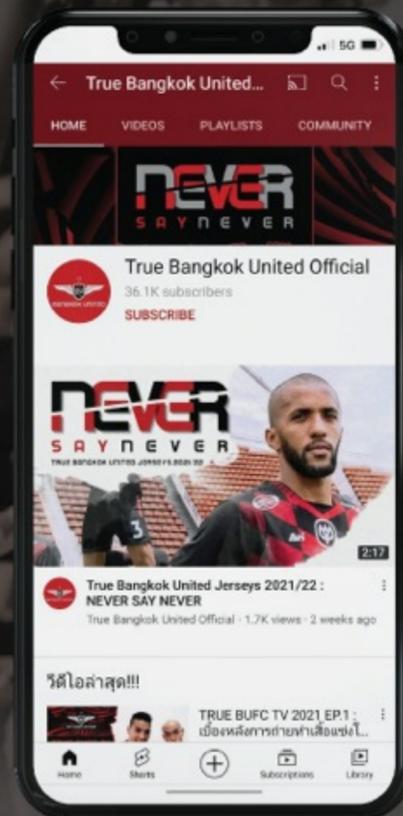
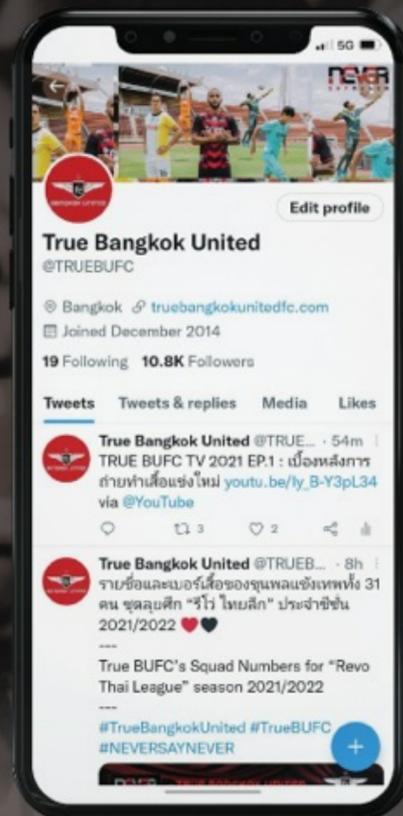
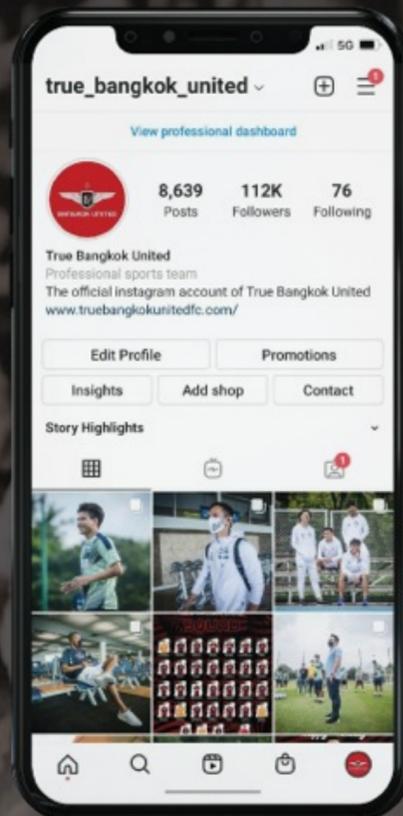


Mobile Shop



Digital Media

MEDIA VISIBILITY



444 K
LIKES



115 K
FOLLOWERS



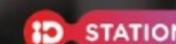
11.4 K
FOLLOWERS



38.2 K
SUBSCRIBERS



24 K
FOLLOWERS

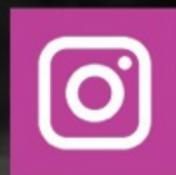


TRUE BUFC TV

SOCIAL MEDIA FOLLOWERS



LIKES



FOLLOWERS



SUBSCRIBERS

2014	65,000	-	-
2015	130,000 ▲	16,000 ▲	1,000 ▲
2016	260,000 ▲	26,000 ▲	2,500 ▲
2017	342,000 ▲	53,000 ▲	4,500 ▲
2018	393,000 ▲	69,300 ▲	7,500 ▲
2019	422,000 ▲	98,300 ▲	14,000 ▲
2020	429,000 ▲	108,000 ▲	30,000 ▲
2021	440,000 ▲	113,000 ▲	38,000 ▲
CURRENT	444,000	115,000	39,000

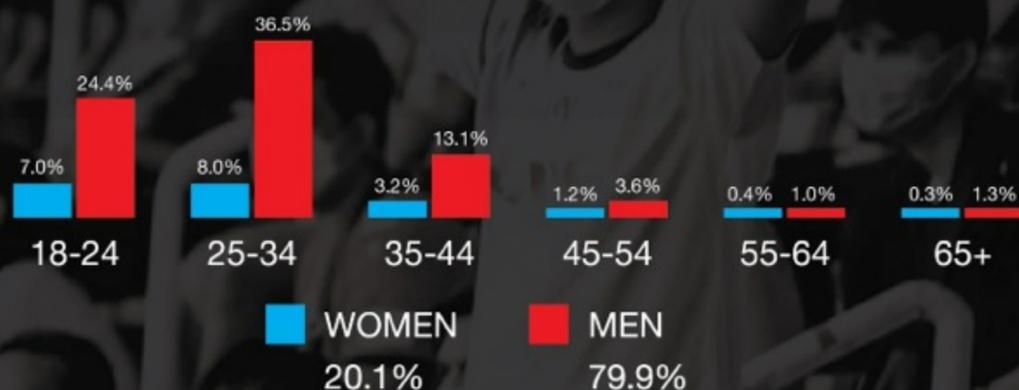
SOCIAL MEDIA AUDIENCE



Facebook Page likes
444,415



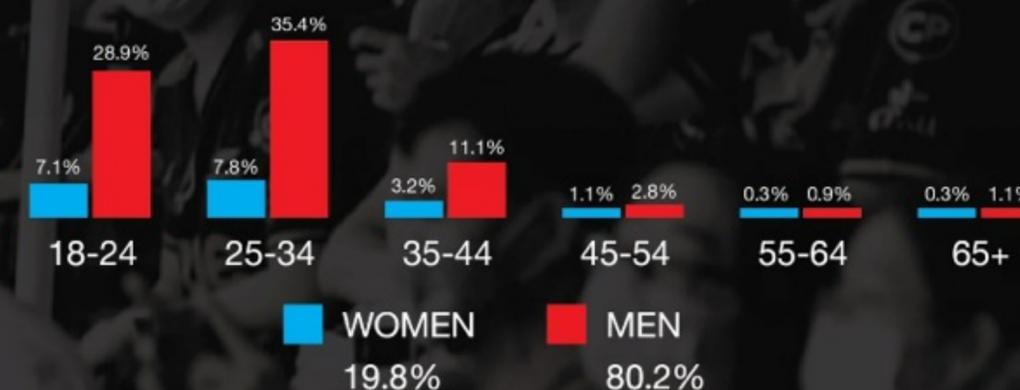
Age & gender



Instagram followers
115,224

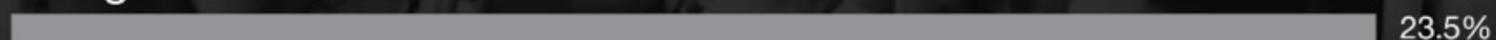


Age & gender



Top towns/cities

Bangkok, Thailand



Chon Buri, Thailand



Nakhon Ratchasima, Thailand



Nonthaburi, Thailand

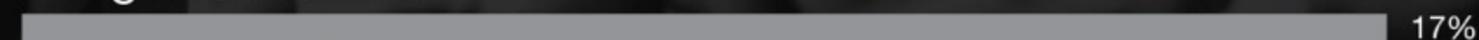


Chiang Mai, Thailand



Top towns/cities

Bangkok, Thailand



Chon Buri, Thailand



Chiang Mai, Thailand



Khon Kaen, Thailand



Nakhon Ratchasima, Thailand



MERCHANDISING



Ari

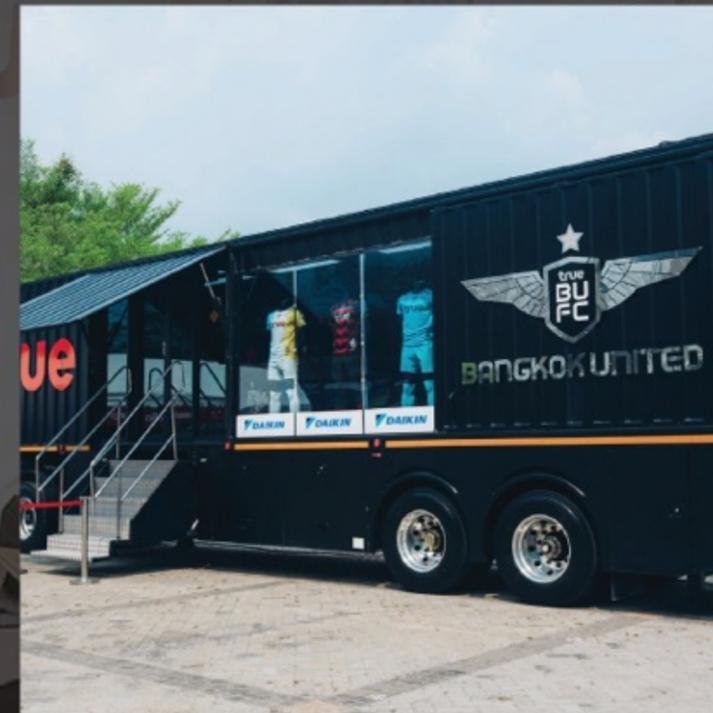
TRUE BANGKOK UNITED



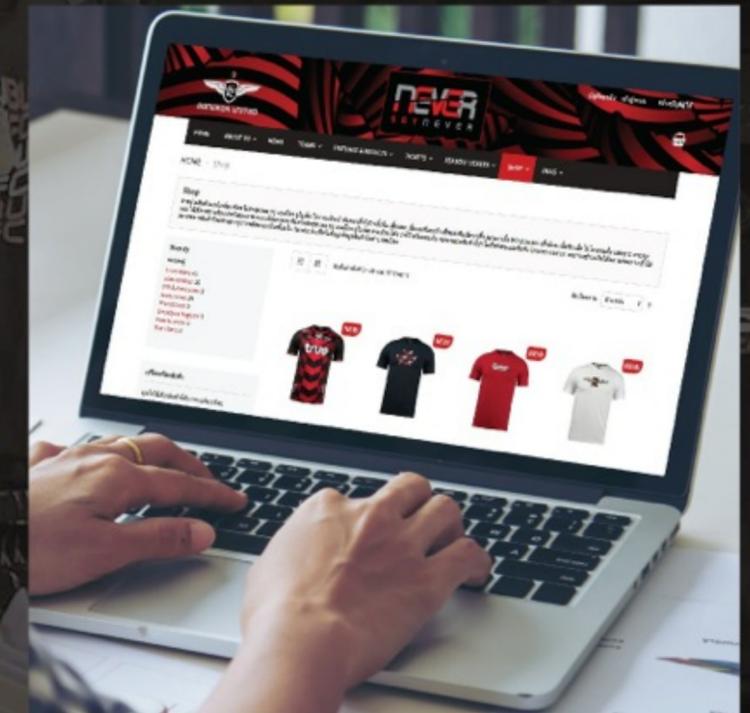
CLUB SPONSOR



SHOP



MOBILE SHOP



ECOMMERCE

true BANGKOK UNITED



COME TRUE WITH true 5G

ที่สุดของเทคโนโลยี
เน็ตแรงสุดพลัง
true online

TRUE POINT
คะแนนความสุข
ของลูกค้ำทรู

true money wallet

true service

true



20 TOP BRANDS ARE OFFICIAL PARTNERS WITH TRUE BANGKOK UNITED

GO GREEN



TRUEBANGKOKUNITEDFC.COM TRUE BANGKOK UNITED TRUE_BANGKOK_UNITED TRUE BANGKOK UNITED OFFICIAL @TRUEBUFC

Create club jerseys by choosing eco-friendly materials. To keep on Go Green policy.

TRUE BUFC MOBILE SHOP



True BUFC Mobile Shop,
a club vending truck
that travels to every away game

true BANGKOK UNITED X SPONSORS



กิจกรรมตอบคำถาม
เกี่ยวกับสโมสร

BANGKOK UNITED
TRUE BANGKOK UNITED

มักเตะสุดปังฉบับที่อยู่กับสโมสร ทรู แบงค็อก ยูไนเต็ด
มายาวนานที่สุดคือใคร และเข้าร่วมกันตั้งแต่ฤดูกาลอะไร?
พร้อมบอกเหตุผลที่เชียร์กับสโมสรทรู แบงค็อก ยูไนเต็ด
(ฉัวิตต์ฉัวิตต์ 16 พ.ย. 2564)

มีสิทธิ์รับ
โพคารีสเวท 350 มล. X 6ขวด
กระเป๋ากันน้ำ 1 ใบ (มูลค่า 449 บาท)

POCARI SWEAT



สมาชิกตัวปี “แบงเทพ”
มีไว้ไม่พลาดทุกแมตช์ทุกถ้วยในบ้าน

ใครไม่สะดวกซื้อ
ที่สนาม สั่งผ่าน
ออนไลน์ได้เลย

TRUEBANGKOKUNITEDFC.COM

ราคาเดียว
500 บาท

พร้อมสิทธิพิเศษจากพันธมิตรของสโมสรฯ
อาทิ Ari, Jetts Fitness, Major Group

SEASON TICKET 2021/22

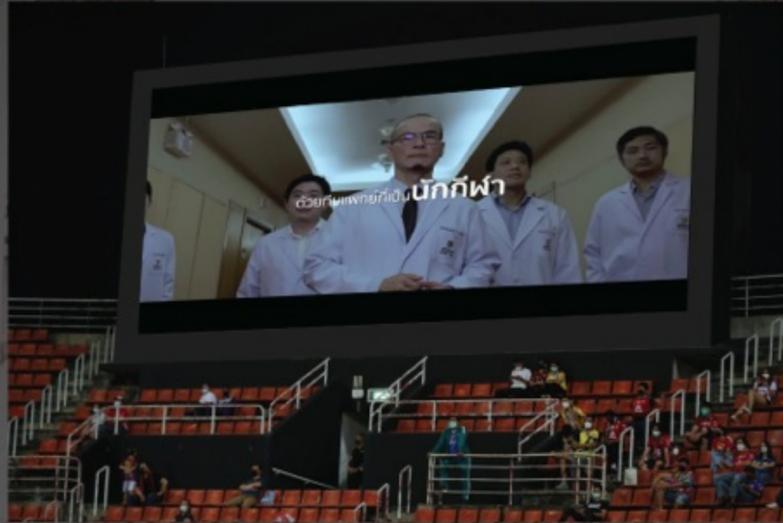
BANGKOK UNITED

Ari **Jetts**

Cooperation between Sponsors and True Bangkok United to create activities or products.

**BENEFITS OF SPONSORING
true BANGKOK UNITED**

STADIUM BRANDING



Branding in Stadium Media



Logo on Photo Mock Up



Logo on Tunnel



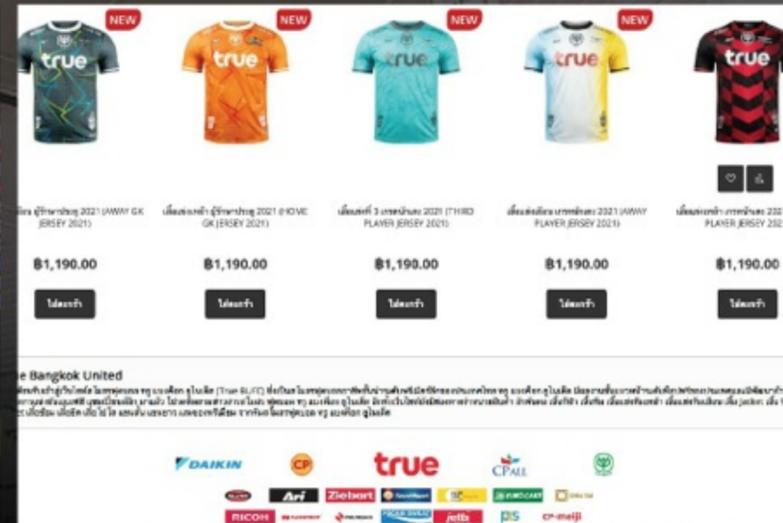
A-Board



Player Bench



Backdrops & Media Areas



Branding on BUFC official website



Logo on Ticket

SPONSOR BOOTH



Sponsor Booth
at **True Stadium**

TRUE BUFC TV



truesports HD 2

TNN
16

ID STATION

true4U | 24

Logo end Credit / VTR / Scoop Sponsor / Tie – In / Product Placement

JOIN SPONSOR EVENT



Players can join Sponsor Event.

ADVERTISEMENT



GET STRONGER

#ฟิตเต็มข้อ #FitLAB



Players can be used in Samitivej Hospital advertising.

LOGO IN TRAINING GROUND



The club's training ground have receives engagement through club news and media on a weekly.



BANGKOK UNITED



BENEFIT/PACKAGE

1. Branding for Sponsor

- 1.1 Branding in Stadium Media
- 1.2 Logo on Photo Mock Up
- 1.3 Logo on Tunnel
- 1.4 A-Board size 5x1m
- 1.5 Logo on Team Benches
- 1.6 Logo on Press Room
- 1.7 Branding on BUFC official website
- 1.8 Branding on Ticket
- 1.9 MC Thanks
- 1.10 VIP Ticket
- 1.11 Sponsor Booth

2. Scoop BUFC TV

- 2.1 BUFC TV Channel True4U /TNN /True Visions
 - Logo end Credit
 - Tie - In, Product Placement
 - VTR
 - PR Scoop

3. BUFC Player Join Event

4. Instagram Player BUFC (Tie In Product)

5. Premium Product BUFC (Jersey/Polo/T-shirt)

6. BUFC Player Join Advertisement

7. Logo in Training Ground

1M

2M

✓

✓

✓

✓

✓

✓

1

2

✓

✓

✓

✓

✓

✓

✓

✓

✓

✓

3

5

✓

✓

✓

✓

✓

✓

✓

✓

1

4

5

10

7/7/7

20/10/10

✓

✓

THANK YOU