



GOLDEN ANNIVERSARY · PARTNERSHIP

Partnership Prospectus

Own a piece of the Golden Anniversary

SEASON 2026-2027 · THE GOLDEN ANNIVERSARY

Partner with the Principality

Fifty years. One golden season. To mark its 50th anniversary, AS Monaco Football Féminine, the most luxurious club in football, on and off the pitch in the world's most glamorous city, opens its most coveted assets to a select circle of founding partners. Women's football is the fastest-growing property in sport, and Monaco commands its wealthiest audience. This pack sets out four partnership tiers, the asset portfolio, and the measurable return on offer for 2026-2027. All figures are in U.S. dollars.

TIER	ANNUAL FEE	WHAT IS INCLUDED
SIGNATURE	from \$100,000	Flexible entry tier. Digital and matchday brand presence, a taste of hospitality, and one activation, built from a la carte assets.
GOLD	\$250,000	Matchday sleeve, 50 tickets, two fan-zone activations, one Cote d'Azur event, youth clinic. ~100M+ impressions.
PLATINUM	\$500,000	All Gold, plus training-kit front, VIP lounge, Monaco TV segment, two premium activations, community program. ~200M+ impressions.
TITANIUM	\$1,000,000	All Platinum, plus front-of-shirt, named lounge, private suite, lead CSR, three activations and a signature Monaco gala. ~300M+ impressions.

Fees are annual, in U.S. dollars, with a 3% renewal escalator and full category exclusivity. Titanium is the flagship tier, mirroring The Riv's Titanium membership. Indicative opening values, per season, exclusive of activation, negotiable for multi-year founding partners. Not a binding offer.

RETURN ON INVESTMENT

What you can measure

Every partnership is reported against four pillars, brand awareness, media exposure, customer engagement and community connection, with an annual dashboard.

- ◆ Impressions and share of voice across broadcast, social and matchday signage.
- ◆ Activation attribution: fan-zone traffic, redemptions, event footfall and sampling.
- ◆ First-party data and CRM capture through co-branded app features and campaigns.
- ◆ Brand lift, recall and sentiment, benchmarked season over season.

BEYOND THE SIGNAGE

Digital and next generation

Sponsored app features and second-screen moments, fan-data insights, and NFT or digital-collectible co-creation, wrapped in an authentic U.S.-Monaco story that travels on both sides of the Atlantic.

BUILD YOUR OWN PACKAGE

Asset portfolio, a la carte

Single assets are available individually at the values below and can be combined to build a Signature package. Tier partnerships bundle a marquee placement with full activation for greater total value. All values in U.S. dollars.

VENUE, NAMING & TEAM

Stadium / arena presenting naming	from \$600,000
First-team principal partner	from \$300,000
Academy / youth team naming	\$75,000 to \$200,000
Stand, gate or lounge naming	from \$50,000
Official supplier (Ball, Timekeeper, Hydration, each)	from \$25,000

KIT & JERSEY

Front of shirt, primary (Titanium)	from \$250,000
Training-kit front (Platinum)	from \$175,000
Shorts or back sponsor	\$50,000 to \$150,000
Sleeve (Gold)	from \$65,000
Third & alternate kits	from \$45,000
Right chest, kit manufacturer	technical partnership
Left chest, club crest	not for sale

EXPERIENCES, DIGITAL & ADD-ONS

Hospitality & bespoke events at Stade Louis II	on application
Player appearance / endorsement packages	\$25,000 to \$100,000 each
Digital & data: app features, insights, NFT / collectibles	from \$25,000
International tour sponsorship	from \$200,000
Footwear / equipment supplier	from \$100,000
Branded food & beverage zone	from \$50,000
In-kind offset (travel, tech, luxury goods)	up to 20-25% of fee

PINK OCTOBER, CHARITY EDITION

Title partner (a share to breast cancer charities)	from \$150,000 / campaign
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Sleeve

from \$40,000 / campaign

Front of shorts

from \$35,000 / campaign

THE ESSENTIALS

Commercial terms, in brief

- ◆ Initial term of one year, aligned to the season (1 July 2026 to 30 June 2027), with club renewal options at a 3% annual escalator and a rate lock for multi-year partners.
- ◆ Category exclusivity within defined competitive fields; right of first refusal on renewal and category expansion.
- ◆ Performance bonus of agreed exposure uplift on promotion to Division 1.
- ◆ Benefits measured across brand awareness, media exposure, customer engagement and community connection, with annual reporting.
- ◆ In-kind contributions may offset up to 20 to 25% of the fee, valued at retail and audited annually.
- ◆ A full sample agreement is available on request.
- ◆ All fees are payable in U.S. dollars via wire transfer.

Reserve your category

To reserve a category, build a Signature package, or discuss a bespoke tier, contact Gary LaDrido, Chairman and Managing Partner, through the partnership form at asmonacofeminine.com. Category exclusivity is granted on a first-mover basis.

asmonacofeminine.com · Stade Louis II, Monaco

TERMS

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