



SPORT+MARKT

European Football Jersey

Report 2011/12

Expertise by SPORT+MARKT AG

Your contact persons: Andreas Ullmann | Richard Heaney

Management Summary	3
1. Introduction	4
2. Jersey Sponsorship in Europe	6
3. Sectors of Jersey Sponsors in Europe	14
4. In focus: Kit Suppliers in Europe	17
5. In focus: UEFA Champions League Jersey Sponsors	19
6. Appendix	22
7. Terms & Conditions	29

7. Terms & Conditions

Terms and conditions of use

Please note that this report is subject to copyright agreements. All rights are reserved by SPORT+MARKT AG. In particular, copyright is reserved for the investigation design together with expert evaluations and assessment of the results, which are the intellectual property of SPORT+MARKT AG. If it is intended that this study in full or excerpt will be published, prior written consent is required from the proprietors, SPORT+MARKT AG.

SPORT+MARKT AG

Luxemburger Str. 299

50939 Cologne

Germany

Tel.: +49 – (0) 221 430 73 0

Fax.: +49 – (0) 221 430 73 111

E-Mail: info@sportundmarkt.com

Internet: www.sportundmarkt.com