

# THIS IS A SPORT SPONSORSHIP PROPOSAL INVOLVING BOAVISTA FC AND P1 TRAVEL



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## **Overview, Who We Are:**

Boavista FC is a Futebol Clube based west of Porto, Portugal. We play in the Primeira Liga and are one of only five clubs to have won the league in its history. Founded in 1903, the term "Boavista Footballers" originated from our English ownership from when we had first begun. Our black and white checkered shirts are based off of Newcastle United when the club was founded and from there on, our fans have come down from older generations evolving into one tightly knit family. We have had a lot of success in the late 90's and early 00's participating in Champions League Football, winning a national championship and a fifth Portuguese cup. The club has strong ties within our community with sporting opportunities such as hockey, gymnastics, chess, esports, bicycle racing, volleyball and boxing. Promoting 1500 events in Porto annually (Boavistafc, 2024), our goal is to communicate and promote your brands among the members and fans who follow the club on a daily basis. Nowadays, we have maintained first-league status for the past few seasons and look to win the league again by the 2027/28 season.

P1 Travel is a ticketing company that gives customers the chance to visit their favourite sports or music event, anywhere in the world (P1 Travel, 2024). Since P1 Travel has official partnerships with up to 90 football clubs worldwide, Boavista FC admires the significant experience that your company has in the industry especially since it's at the highest level. P1 Travel diversifies from other ticketing companies with their additional travel package offerings to help fans get to the stadium of their choosing. At Boavista, we need to replace our current ticketing business as our contract has expired and we admire not only P1 Travel's experience, but also its exposure and brand reach that could help bring in more local and international fans. P1 Travel has partnership deals that typically range from authorised resellers to hospitality sponsorships and we believe with the role of an 'official ticketing sponsor', not only would P1 Travel's work get recognized by other clubs, but Boavista's attendance numbers will rise as we strive for trophy status in the upcoming years. The goal is to increase our brand essence as a club playing in Portugal, this would mean holding intangible attributes that differentiates our brand from the competition as perceived by our audience (Farrel, 2009). We believe it will also work within the Portuguese market as P1 Travel has connections to other clubs in the nation including Benfica, Sporting Lisbon and Porto FC and we have been in need of growing our attendance numbers so our country see's how serious of a club Boavista is.

We at Boavista want to offer a very flexible sponsorship. This would be a customizable proposal hoping to build around your brand and its business needs. We want to consider P1 Travel as a principal sponsorship, this would mean you would be one of our premium

sponsors to thus achieve a wide range of soon to be-negotiated marketing and business objectives (Skildum-Reid, 2019). As a small and very localized club, we want to improve our tourism sector and feel that P1 Travel can accommodate those needs well. We want P1 Travel to be a huge brand benefit to our target audience as according to the Elliot & Percy model (2011), satisfying our main category need (increase in attendance) can be easily attainable with help from industry leaders such as P1 Travel.

## **Objectives**

Boavista FC thoroughly understands P1 Travel's objectives and want to fulfill them as much as possible. We feel that offering the title of official ticketing sponsor of our football club would take some high-demand but due to P1 Travel's experience, we anticipate it to work out smoothly. This sponsorship is of high interest to us because this would significantly increase our club's brand reach/exposure to international and out of community-fans due to P1 Travel's hospitality + hotel packages (home fans still preferred). We want newcomers to perceive our brand in the true Boavistense way and we feel that your brand image overlaps with your identity strongly after analysing your brand through Aaker's (1996) brand overlap model. We also want to match self-congruency with our fans, meaning our fanbase has to have a clear match between our brand's image and their own individual self concept of the club (Sirgy and Su, 2000). We understand that in order to go global, methods such as social media outreach will be necessary to achieve this goal. But with all this, we feel that the opportunity to lead and the power that comes with it is more than what your average club offers which makes this proposal so vital for both parties' success. Therefore, we want to offer creativity and flexibility since we understand we aren't the largest club you've worked with before, however we want to trust you with the power of selling our match-day tickets to home fans in the city and abroad. This may be a bit of a challenge to begin with which is why we want to offer a long-term contract lasting five years and attempt to meet our yearly goals. Lastly, we believe this sponsorship would provide exclusivity to the club as you would be the only company to sell our tickets and we feel this privilege is something to take an interest in. Being one of our most important/crucial sponsors would mean P1 Travel would be right with us in the fight to win the league which at the end of the day is the biggest objective that we have.

Diving into the numbers, currently, our estimated market value is €28.65m (Statista, 2024) which puts us at eighth in the league. We believe the most important change to implement in order to improve our value is in our stadium-attendance and if we dive into the numbers, we average the sixth-most fans in attendance per game in the league but we want to enter the top four in that category (transfermarkt, 2024). - See appendix 3 at the end for all data viewings. Fourth place in this statistic currently has double the

average attendance than us despite having only 2,000 more seats in their stadium. Six teams in Portugal have 28,000-seater stadiums and Boavista FC is the only club to not sell out half of it. Last season, our average occupancy share in our stadium was 23.8%, which puts us at 16th in the league for meeting our stadium capacity limits (Statista, 2023). As a club, we need to address this and we find it works out well that our current contract has expired and we can look to find better. Therefore, as we push to win a title in the next few years, we believe that we must achieve the following:

- **Improve our attendance by 200% by the end of the 2028-29 season - Aiming for 20%+ increase each year in average matchday attendance in a 4-5 year deal**
- **Adjust our membership policy to accommodate out-of-town fans - Generate further public awareness of our brand image + any more brand benefits**

For some context, the Primeira Liga is dominated by three teams, Benfica, Porto and Sporting Lisbon (“the big 3”). We want to push to make that change. We want to re-position not only the club’s brand but also the league in the mind of the average sports consumer. To do this, we understand that our club must allow room to modernize as Portuguese football continues to grow. Besides the top three however, the footballing landscape is not that crowded. With our match-day attendance goals, we don’t anticipate reaching Benfica numbers yet but we want to lead over clubs such as our rivals Vitoria SC and have fans root for us when we play the bigger clubs. Despite not being the leading fanbase in Portugal, we believe that with our culture, the fans that we have are connected enough to our current sponsors. (Madrigal, 2001) said consumers who have a strong identification with a sports property usually respond positively to its sponsors. For our sponsor’s understanding, our fans come from older generations. Boavista is a family and because of this, they engage in our sponsor’s as well as the club.

### **Corporate Social Responsibilities (CSR)**

With the sponsorship of P1 Travel, we believe we can improve some of your corporate social responsibilities through our community-wide events and diverse sporting teams. “A crucial corporate objective in sport sponsorship is to generate and improve socially responsible perceptions of a brand” (Cornwell, 2014; Plewa et al, 2016). As mentioned previously, we host 1500+ annual events locally and also utilize our stadium for events ranging from concerts, corporate/private parties, tours, seminars/conferences etc. This has helped us engage with our stakeholders as we feel it has made a positive health impact in our community (Chadwick and Walters, 2009). Boavista is more than one football club and we strive to engage everyone in our events including the platform for

our sponsors to represent them on our stage as well.

To become a sponsor of Boavista we seek a mutually beneficial relationship. We're looking for sponsors that want to improve not only themselves, but our club as well. CSR-linked sponsorship can be defined as a sponsor's commitment to improve community well-being (Kang, Matsuoka, 2023). In this case, we want to ensure that P1 Travel is dedicated to going above and beyond, this means aiding in certain community initiatives that we may have or being in attendance for some of our matches. It is vital to us that our sponsorships support each other together and not separately. In return, we want to offer room for P1 Travel to grow as well. We are aware that P1 Travel sells tickets to other teams across the world and sporting events ranging from F1 to Rugby. Since Boavista is a new market for your company, we want to offer Boavista fans the possibility to purchase tickets through P1 Travel at a discounted rate. Our fans would not only purchase tickets for our club, but also other sports through P1 Travel. This initiative would make our relationship mutually beneficial even outside of match-days as we want to do more than just have a written-agreement on paper. This would make the addition of P1 Travel to our club a level of attractiveness to our fans as they can travel as a Boavistaeiro. Hopefully as an objective to offer P1 Travel, we aim to have 10-15% of our fans purchase tickets for another sport through your company by the end of the first year in our contract and go from there. At the end of the day, it's all about making our fans happy and we love the idea of giving them a platform to also see the world with the help of our club!

## **Target Market**

As a very localized club, our market is mostly coming down from older generations, we aren't very global yet. However, we feel that our audience coincides with P1 Travel's as fans of sport, we feel that there is a brand overlap between both parties (Cornwell, 2020). This sponsorship would then offer us a better chance at communicating with our target market and new ones with the help of P1 Travel's technology and tourism sector, distinguishing us from our competition in Liga Portugal (Roy, 2006). What is tricky for us is that confirmed statistical demographics for our fanbase are unavailable at this time but it can be said that typically our fans are male aging from 10-25 and 50+. Most commonly found on the west side of Porto, we have started to take over the city as we wish to be ahead of our rivals at Porto FC. To clarify, despite being in the same city, there are no territorial indifferences between Porto FC and Boavista FC. Boavista is aware of P1 Travel's current connection to Porto FC and we'd like to assure you that this sponsorship would cause no harm to both parties. The Primeira Liga market is dominated by men which is like most Footballing nations, and with your previous experience in Porto, Benfica and Sporting Lisbon's markets (P1 Travel, 2024), we

believe ours will clash nicely. Boavista FC have smaller numbers than most clubs P1 Travel work with, but the advantage to this is the exclusivity and cost effectiveness.

### **Sponsorship Components & Benefits:**

This sponsorship will have several key components and benefits for P1 Travel. We want to attain as many brand-related benefits as we can for both our club and your company. This includes increasing our brand image, positioning highly among our top competitors, developing a stronger identity and helping our fans develop tight associations to our club linking through their own personalities (Burmam and Stolle, 2007). Since this is a newer market for P1 Travel and the city of Porto has easy access to travel around Europe, we feel it gives our fans a chance to seriously engage well with your brand and therefore become successful in a long-term sponsorship. This will relate to sponsorship management and how we will foster trust in each other through interaction with our consumers. Also, Meenaaghan (2013, p. 385) stated that sponsorship might be more favourable than traditional advertising in sport marketing. These mutually beneficial relationships outperform market averages as they “claim their space” in the competition (Kruger et al., 2014, p. 225). To sum up the key offerings, seek the information below which explains how and why our fans will connect to your brand and the benefits that will come for the both of us.

#### **Component #1: Exclusivity**

The first and most important benefit we feel is our offering of exclusivity for P1 Travel. As mentioned previously, you will solely act as our official ticketing sponsor. No other company will be involved in the ticket management process and shares will be discussed as the proposal negotiations carry on. Brownlee (2018), stated that the term “official sponsor” is a significant benefit in sponsorship as it can help differentiate a company’s association with the property in comparison to its non-official sponsors. This is a serious task but we are fully confident in P1 Travel’s abilities to take care of it smoothly.

#### **Component #2: Kit Recognition**

Secondly, we want to go above and beyond with our offerings to P1 Travel. As a club, we decided that we also want to include your logo on the right sleeve of our kits. All of our sponsors are featured on our kit and we feel it important to showcase our friends



on the big stage. It also gives fans the benefit of engaging with the sponsors through the kits, as they recognize what these companies mean and why they are here to benefit/support their favourite club. To the right is a graphic of how it would look, we are very happy with the potential design. This addition would form some decision-making from our fans in buying beyond the team kit (Thomas, 2015) and incline fans to spend on your brand as you would be featured on the shoulder in your colors.

### **Component #3: In-Stadium Advertising**

At the Estadio Bessa, we display all of our current sponsors right next to the ultras on the big wall. We wanted to offer P1 Travel the opportunity to be featured at the top in the largest font to demonstrate our gratitude to have you on board. We feel that this will also help fans in attendance become more aware of your brand. Banners and posters will also be featured around the stadium as we offer several sponsorship-related advertisements through our home-games and on TV broadcasts.



## Sponsorship Category and Parameters

We currently have a small variety of sponsors that work with us at Boavista FC featured below;



A brief breakdown;

- Placard.pt is a Portuguese gaming platform that is involved in sports betting. Sponsored on the front of our kits.
- Estrella Galicia is a Spanish beer company that is sponsored on the back of our kits.
- Auditiv is a brand that provides hearing aids and accessories to combat hearing problems. They are featured on the bottom of our kit, as well as hosting hearing assessments at the Estádio do Bessa Séc. XXI for members with special conditions.
- Auara is a beverage company that sponsors our training serving to increase brand visibility in Portugal.
- Nortada is also a beer company from Portugal, they are featured on the front of shirt.
- Equacao Motor operates in the automotive market and is featured on our shirt sleeve.
- Lastly, Kelme is the official merchandise sponsor for the club designing the kits

In terms of general sponsorship clutter, P1 Travel doesn't have to worry at all because only one of our sponsors actually works in sport. Therefore there will not be any competition for P1 Travel. You will act as our leading sponsor for match-day attendance. We feel this is a spectacular offering for P1 Travel as these opportunities don't come often and if we didn't offer a deal like this, our ROO+ROI may be negatively impacted if all our fans were stimulated by similar sponsors. We understand that some of your sponsorships have been limited to "official hospitality and tourism sponsor" only and so at Boavista we want to assure you the level of importance over this sponsorship as an official sponsor.

In this sponsorship, you would have the exclusivity and power of managing all ticketing at the Estádio do Bessa Séc. XXI. No other sponsor would be involved in this process. This is important for Boavista FC as we need to improve our attendance as mentioned previously. We believe this sponsorship will help the club stay up to date with what the present-day fans in Football want in Portugal, as we fear of falling behind the times as we've received negative reviews on our current system. We would like to propose a maximum five year deal that can be extended when the time comes, this will be a process that will take time but we have high hopes for.

### **Sponsorship Management**

Over the course of the entire sponsorship, this relationship will be our highest priority. We want to manage a positive and trusting relationship that can be built on after the expiration of our set contract duration. We want to employ methods that will help P1 Travel become more motivated to work with Boavista. This includes premium access to a new and improved suite for P1 Travel with seating up to 20 capacity. This is deserved for the hard work being done and complimentary drinks and food will be available if interested. We will also hold conferences with all of our sponsors and discuss any implications as the season progresses, this would be once every two months. It is very important to us that there is constant communication and updates in order to meet our assigned goals. We also want to stay up to date in our social media sector so we expect social media content and in return will offer mentions in our press conferences with players along with your logo featured on the front table.

### **The Investment**

The investment chart can be found in the appendices. We have broken down all the financials of this sponsorship focusing on tangible and intangible measures. Based on this package, we are seeking 30,000€ per year for the next five years. We believe that this is a very fair offering and we want to offer a re-negotiation period three years down

the line so we can make any adjustments if needed. We believe this is a more than fair deal in the current market for P1 Travel as the benefits are extraordinary. P1 Travel's marketing availability for our club will be a key factor in generating value in this sponsorship investment (Eshghi and Shahriari, 2022). We expect immediate improvements by the end of year one in this contract. This investment can be justified as we used Kourovskaia and Meenaghan's (2013) MBO model assessing the true financial impact of this investment. We feel that there will be a significant amount of brand benefits that come from this sponsorship and it is tricky to price that so we believe the intangible measures should match up to 30% of the total investment. Also with our CSR applications, we feel that both our brand awareness and perception will continue to grow making each other equitable in the long run. The last part of this investment will be from contributions of the success of our club, history, online following and your sponsor history - see Appendix 1. This is important for us as we have around 85k followers solely on Instagram which is from our younger consumer base.

## **Evaluation Strategy**

In order for us to evaluate the sponsorship as it proceeds, we want to constantly offer consumer interaction from our fans. We would like to have discounted tickets for members of Boavista FC when they purchase anything through the P1 Travel website. Preferably looking to offer around 25% off your full price. We also want to offer promotional campaigns such as free trips to different popular destinations/events through social media draws giving our fans a chance to win free round trip experiences. Our attendance levels will also continue to be evaluated as we expect this addition to make the system easier to navigate and bring in more fans through your site. Members will get discounted tickets and non-members will pay a standard rate. Down the line, we'd like to consider merchandise collaborations in further years once we feel that our fans have truly fostered a connection to your brand, then they can wear P1 around the globe. During some of our annual events in the city, we will offer a chance to hear from our fans about the new ticketing system and seek feedback if necessary to make the experience smoother for our fanbase. We want to know everything that our consumers think and feel regarding our club in order to satisfy their needs to the fullest.

## **Conclusion**

In conclusion, this sponsorship proposal is in offering the title as 'official ticketing sponsor' for our club, Boavista FC. This will be a five year deal, working with around 34+ matches a season (17 at home). With our fans being exposed to your tourism opportunities, we believe this sponsorship will help grow both our brand's images and awareness. As the most exclusive sponsor for our club, you will have high demand and

high reward. It is our goal that the entire fanbase discovers P1 Travel and see how beneficial it will be to our club in order to grow our attendance level in the Liga Portugal. Furthermore, we insist on placing your brand's logo in key features of our club including our kit and in-stadium posters/banners. This will allow our fans to connect with P1 Travel as they wear your logo on their arm. The total investment of this sponsorship is negotiable, we are looking at 30,000€ per year in aid for this deal to succeed and we are aware that if immediately successful, this may be subject to change. See appendix 1 and 2 for details. This deal will be evaluated through fan interaction methods as mentioned above, we are a club that needs to know everything that our fans are thinking therefore we will do everything that we can to find that out. After the first year, we will ask our fans through poll's about how they feel about this new sponsorship and if the ticketing system has been easier to navigate through as we push for glory in Portuguese Football.

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## Appendices

Figure 1: The Investment

| Tangible                          | Individual Price | Source of Information          | Amount (#) Budget (€) | Total Price      |
|-----------------------------------|------------------|--------------------------------|-----------------------|------------------|
| Media coverage                    | 50 €             | Pricing case study - interview | 34 (matches)          | 1,700 €          |
| In-stadium advertising (posters)  | 300 €            | Pop-up banners                 | 5                     | 1,500 €          |
| Kit logos                         | 10 €             | Kitted out team wear           | depends on demand     | TBD, Est. 4000 € |
|                                   |                  |                                | 6                     | 0 €              |
| <b>Total</b>                      |                  |                                |                       | <b>7,200 €</b>   |
| <b>Intangible</b>                 |                  |                                |                       |                  |
| Increased brand image+awareness   | 5%               |                                | N/A                   | N/A              |
| CSR                               | 5%               |                                | N/A                   | N/A              |
| Consumer engagement               | 5%               |                                | N/A                   | N/A              |
| Long-term brand equity            | 5%               |                                | N/A                   | N/A              |
| Social media posts/promotions     | 5%               |                                | N/A                   | N/A              |
| Athlete associations/interactions | 5%               |                                | N/A                   | N/A              |
| <b>Total</b>                      | <b>30%</b>       |                                |                       | <b>14,000 €</b>  |
| Success of BFC                    | 17.50%           |                                | N/A                   | N/A              |
| Club history                      | 17.50%           |                                | N/A                   | N/A              |
| Online following                  | 17.50%           |                                | N/A                   | N/A              |
| Sponsor history                   | 17.50%           |                                | N/A                   | N/A              |
| <b>Sub Total</b>                  | <b>100%</b>      |                                | <b>Rounded Up</b>     | <b>30,000 €</b>  |

### Appendix 2: Source of Information

Media Coverage - 34 post-game interviews (average pricing for mention)

<https://www.myconsultingoffer.org/case-study-interview-prep/pricing-case-interview/>

Event posters - 5 (4m x 1m)

<https://www.pop-upbanners.com/en/event-pop-up-banner-shop/a-frame-banner>

Kit logos - # depends on demand

<https://www.kittedout.co.uk/sponsor-logos-102-c.asp>

### Appendix 3:

Attendance figures for Liga Portugal, we are Estadio Bessa #6.

## LIGA PORTUGAL - ATTENDANCES

*i* Crowd attendances

Filter by Season:

23/24

Show

Compact

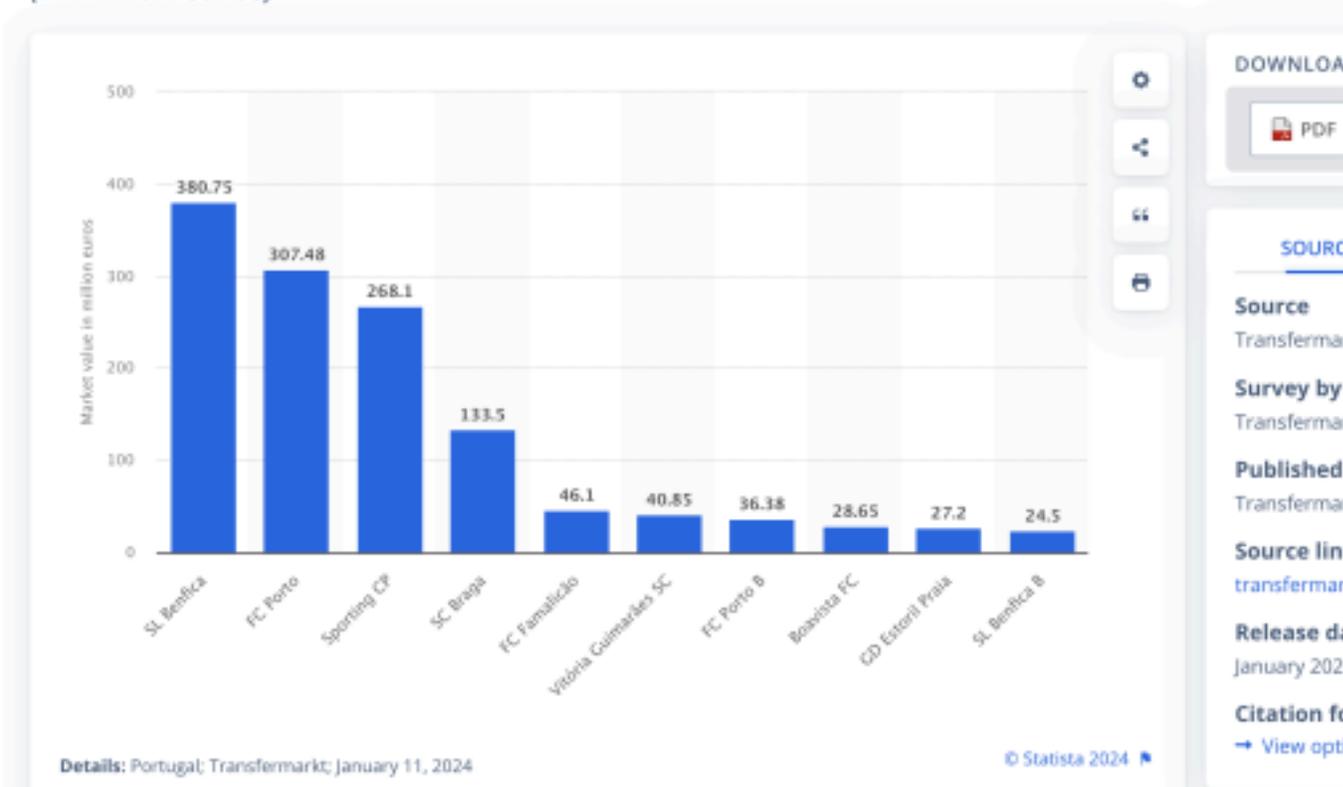
Detailed

Gallery

| #      | Stadium  | Capacity ± | Spectators ↓ | Average ↓ |
|--------|--|------------|--------------|-----------|
| 1      | Estádio da Luz                                 | 64.642     | 906.855      | 56.678    |
| 2      | Estádio José Alvalade XXI                      | 50.095     | 633.099      | 39.569    |
| 3      | Estádio do Dragão                              | 50.033     | 611.472      | 38.217    |
| 4      | Estádio Municipal de Braga                     | 30.286     | 239.282      | 14.955    |
| 5      | Estádio D. Afonso Henriques                    | 30.029     | 270.368      | 16.898    |
| 6      | Estádio do Bessa Século XXI                    | 28.263     | 160.784      | 10.049    |
| 7      | Estádio Cidade de Barcelos                     | 10.046     | 78.660       | 4.916     |
| 8      | Estádio José Gomes                             | 9.288      | 67.516       | 4.220     |
| 9      | Estádio Municipal Eng.º Manuel Branco Teixeira | 8.396      | 53.207       | 3.325     |
| 10     | Estádio de São Luís                            | 7.000      | 79.101       | 4.944     |
| 11     | Estádio Municipal de Rio Maior                 | 6.925      | 43.336       | 2.709     |
| 12     | Estádio do Vizela                              | 6.565      | 51.391       | 3.212     |
| 13     | Estádio C. J. de Almeida Freitas               | 6.153      | 41.946       | 2.622     |
| 14     | Estádio Municipal de Arouca                    | 5.600      | 30.859       | 1.929     |
| 15     | Estádio Municipal de Famalicão                 | 5.305      | 62.452       | 3.903     |
| 16     | Estádio dos Arcos                              | 5.300      | 48.723       | 3.045     |
| 17     | Estádio António Coimbra da Mota                | 5.000      | 53.084       | 3.123     |
| 18     | Estádio Municipal de Portimão                  | 4.961      | 37.365       | 2.335     |
| Total: |  | 333.887    | 3.469.500    | 12.005    |

Leading clubs by market value, we are 8th.

# Leading soccer clubs in Portugal as of January 2024, by market value (in million euros)



Average occupancy share of football stadiums during Liga Portugal matches in the 2022-23 season. We are third last.

