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INTERNAL FAQs ABOUT THE PARTNERSHIP

THE PARTNERSHIP

How long has DHL been partnering with Manchester United, and why?

In October 2010, DHL became the Official Logistics Partner of Manchester United FC. In August 2011, DHL additionally became the Official Training Kit Sponsor of Manchester United FC, the first training kit deal ever in the history of the Premier League. This was originally a four-year global partnership in addition to our Official Logistics partnership, which provided DHL with extensive exposure in having DHL's brand on the Manchester United training shirts. From June 2013, DHL no longer features on Manchester United's training kit, but continues as Official Logistics Partner of Manchester United.

Like DHL, Manchester United has a truly global reach, because of its unique history. Manchester United symbolises excellence, achievement, professionalism, talent and success – brand values all shared with DHL. The partnership allows DHL to bring the Manchester United brand into core business areas and promote DHL's growth in every market, particularly in Asia, where the Manchester United brand is very strong. Football's global reach and the worldwide renown of Manchester United (with 659 million fans globally) were major factors in the decision to create the partnership, and to extend the partnership further until 2021.

ACTIVATION GENERAL

How can I activate the DHL/Manchester United partnership in my country?

This partnership is different to other DHL partnerships as there aren't specific event dates like there are in the Rugby World Cup, Formula 1, etc. However, if you are based outside the UK, there are significant opportunities to have potential access to Manchester United including:

- Away Games (e.g. Europe League) – why not look to host some guests as part of a Manchester United partners offer, with pre-match hospitality and best category seats at the game? Manchester United legends (ex-players) are often in attendance at such events, so they can be introduced to your guests for a photo or autograph. Keep an eye on how Manchester United progress throughout the tournament and plan accordingly.
- International Tours – every season, Manchester United has two types of tour internationally:
 1. Pre-Season Playing Tour – when Manchester United take the team in July to an overseas location to play other major international opponents such as FC Barcelona, typically as part of the International Champions Cup. These are pre-season matches designed to test the club's new first team line-up, ahead of the



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- start of the Premier League season. While we don't have any contractual assets as part of our MU contract, we can purchase tickets for local hosting
2. During Season International Tour – not involving the first team but working with former players such as legends or ambassadors for Manchester United, we receive various assets for local use in each country on the tour. Standard events taking place include a MU Partner networking business event, a fan "ILOVE UNITED" match screening party, and the opportunity to hold our own DHL event with legends attending. In a season in which MU are a current trophy holder, the trophy will also be in attendance/available for use.

Details regarding these tours are shared with the relevant countries at least two months in advance.

- International opportunities with Manchester United Soccer Schools. MUSS is the official provider of individual and group football coaching, staffed by Manchester United trained coaches. We have contractual opportunities to stage an MUSS in countries around the globe with little associated costs, as MU provide MUSS coaches free of charge. A MUSS entails training children in various skills "the Manchester United way", and could include kids of customers, employees or even local charities for example.
- Match Screening Event – Manchester United play approximately 55-60 matches per season, all of which are broadcast globally on major TV networks. An ideal local activation opportunity is to create a special customer or employee event built around the broadcast of a major Manchester United fixture e.g. Premier League games against major rivals such as Manchester City or Liverpool. It is best to arrange this for a home match when Manchester United play at their Old Trafford stadium, as DHL will be visible in the digital pitch-side branding. An event could include a top-end restaurant meal followed by private screening of Manchester United game, with competition prizes for customers; or an informal sports bar screening with area reserved for employees.

COSTS

What costs are involved?

Costs involved in staging a Manchester United event will be determined on a case-by-case basis, depending on which assets are used (e.g. legend appearance, trophy tour, MUSS coaching event) and in a given territory.

Examples of costs include tickets (if not part of the contract free of charge), hospitality, event organisation, creation of backdrop materials/artwork, Soccer Schools certificates/medals, fan activation stand at International Tour events etc.



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Some of the costs can be supported by a global activation budget, on submission of a detailed activation plan and top-line budget request.

As well as stand-alone DHL events, a co-promotion with another Manchester United partner (such as Chevrolet, Aon, Epson etc.) in a local territory, where costs are shared, may prove a cost-effective means of using the assets internationally. The Manchester United activation team can help to source local contacts at other Manchester United partners and will notify local DHL markets if a Manchester United partner is planning an activity which can potentially create local activation opportunities for DHL.

KEY DATES / ACTIVATION OPPORTUNITIES

Where do I find out what matches Manchester United are playing?

The match fixture schedule including Premier League matches, as well as any other leagues that MU qualifies for in a season, is shared on the DHL Activator. This is regularly updated throughout the season, as broadcast network selections can change the dates or times at which matches are played (usually confirmed 6 weeks in advance).

What are the key international dates to look out for?

These will be updated regularly and should a tour be coming to your territory, individual country teams will be notified well in advance.

PLAYER & LEGEND ACCESS

Can we access the current first team players?

Unfortunately access to the current first team players is restricted during the course of the season due to their training and playing schedule, and is limited to Manchester only. Player appearances are therefore primarily used for the purposes of creating content via filming etc.

Can we access former players?

As part of our contract, we have access to legends and ambassadors of Manchester United throughout the year – either in Manchester around matches, while on the International Tour, or as a DHL booking for specific event needs (in the latter case, an appearance fee is charged, and travel/accommodation would also need to be covered by the local team).



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MERCHANDISE

Is there any merchandise available?

Yes. Currently a limited range of dual-branded promo items can be provided as customer giveaways at DHL/Manchester United events, or for employee competitions as prizes (see the Merchandise Catalogue on the DHL Activator). From time to time, signed merchandise may also be available for use as special gifts or competition prizes supporting customer campaigns for example.

If you are holding an event and need a few items (which can be provided free of charge) or to purchase in bulk, please contact the Activate Hotline on hotline@dhl-activate.net with the details.

In addition, items from the Manchester United ranges (non-DHL branded) can be purchased from the MU Store online: www.manutd.com/store

ARTWORK / TEMPLATES

What artwork can we use? Are there templates available?

Templates are available on the DHL Activator, including invitations, roll up banners, posters etc. These are uploaded at the start of each season (August), and updated during the season should player imagery change, or as a tour is confirmed with specific legends etc.

If you are planning to organise an event, please contact the Activate Hotline on hotline@dhl-activate.net with the details of the initial concept, as it is best to ask for advice sooner rather than later, in case of any key considerations. Please do not try to create materials locally without consulting the Hotline first, as we will need to review your concept and gain approval from Manchester United, before the event can be confirmed.

There are clear and strict rules around using the images of the Manchester United players as well as the logo. Whenever using players in communications you must feature a minimum of three current players with equal prominence. The three player rule applies to any 'one' item of communication and ensures we use images of the Manchester United players in a fair and equal way. However, there is slight flexibility for events for example where one player per roll up banner can be featured, as long as minimum of three banners is used.

All use of Manchester United player imagery and the Manchester United logo must be submitted to hotline@dhl-activate.net for review/approval before release – please allow a minimum of five working days for approval, and even longer in case of any amends that need to be made.