

PARTNERS

In March 2017, Manchester City became the first Premier League team to take advantage of the shirt sleeve asset, newly released by the Premier League to its clubs, when Korean tyre giant Nexen Tyre were announced as Official Sleeve Partner for the men's and EDS teams.

The Club enjoyed significant commercial success in the Asia Pacific (APAC) region, and held the first ever APAC-specific partner forum in Shanghai in 2016, attended by six of City's new Chinese partners. The Club's second 'Evening of Innovation' was held in Shanghai in March 2017, offering an exclusive behind-the-scenes view of City's on-and-off-field developments.

Etihaad Airways and Manchester City created a new digital video series, produced by Vice Media, called 'City2City', which received over nine million views. The branded content explored how grassroots football inspires, motivates and shapes young lives, while examining fascinating aspects of each city, focusing on Beijing, New York, Paris and Mumbai.



Manchester City became the first Premier League team to take advantage of the shirt sleeve asset with Nexen Tyre

The women's team celebrated new women's team-specific partnerships, with Manchester Metropolitan University and with Pioneer Group. The team now have a total of nine partnerships, including seven shared with the men's team.



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SAP

New for the 2016-17 season, SAP designed and created the Premier League's first fan-friendly interactive digital wall, the #CityPulse Wall, featuring touchscreen interface and video display, located in City Square – the social hub of the Etihad Stadium in Manchester.

The #CityPulse Wall, powered by SAP HANA, was designed to enhance the matchday experience for fans and help change the way fans access and consume football data, providing them with access to data-driven insights, real-time statistics and player profiles for every player across Manchester City's men's, women's and Elite Development Squad (EDS) teams.

Through these insights, fans are able to analyse their favourite players throughout the season and dive deeper into tailored performance indicators to get an in-depth look at how each Manchester City player is performing on the pitch.



SAP designed and created the Premier League's first fan-friendly interactive digital wall, the #CityPulse Wall

The #CityPulseWall Teaser video and Launch video had very positive engagement on social media, with more than 232,000 and 55,000 views respectively. The launch was covered in various online publications, including Computer Weekly and The Drum.

The Wall is located in the middle of City Square, near the main entrance for transport links, providing a perfect location for fan football. It has become a part of the fans' matchday experience, creating an estimated number of 472,500 impressions during the 2016-17 season.



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WIX

The partnership between Wix and Manchester City went from strength to strength in 2017. In March 2017, Wix launched a competition giving its Latin American users the opportunity to win a commercial for their Wix-designed website, starring Manchester City players.

During the ten-day campaign, more than 15,000 designs were submitted. The eventual winner, Brazilian Gabriel Gargiulo Pacca, shot an online commercial to promote his business featuring four City stars – Brazilian trio Gabriel Jesus, Fernandinho and Fernando and Spanish teammate Aleix Garcia.

Natalie Rozenboim, Head of Brand Partnerships at Wix, said, "One of the great advantages we see in this partnership is how strong the Manchester City team is in Latin America, a top geography for Wix. In this campaign, we gave a Wix user the chance of a lifetime – a commercial for his business starring Manchester City players. This is the kind of money-can't-buy experience that really makes the partnership come to life for our users while also empowering a small business. The resulting video highlighted Wix and Man City's shared values of playing hard and having fun."



Wix and Man City shared values are playing hard and having fun



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WOLF BLASS

In May 2016, leading Australian wine brand Wolf Blass signed a multi-year regional marketing partnership with Manchester City, making them Official Wine Partner for Asia, Middle East and Africa (MEA), and Mexico.

Using Manchester City and football as a platform, Wolf Blass are working to demystify wine in key territories and increase consumption 'occasionally'. The partnership is also designed to grow brand visibility in emerging markets, and drive social media reach and engagement.

In the first year of the partnership, a three-month co-branded marketing campaign was rolled out in nine countries (Singapore, Indonesia, Philippines, Myanmar, Malaysia, Thailand, Vietnam, Cambodia and Laos) linking in-store purchase to digital activity, with co-branded videos featuring City players undertaking skills challenges.



During the campaign, Wolf Blass' Facebook following increased by more than 60%, they achieved over 6 million impressions via social media posts, and grew consumer sales by nearly 200% across South East Asia.

Wolf Blass has also released a special edition Blue Label Manchester City branded wine.



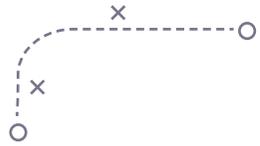
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Hays' and Manchester City's theme for the 2016-17 season was 'Match Your Ambition', a successful multi-channel campaign designed to demonstrate the clear connection between football and recruitment.

The campaign included sponsorship of the team line-up announcement on men's matchday, content offering a revealing look at the professional ambitions of City players and staff, and the creation of 'Player CVs' for City players. Significant levels of engagement were generated across Hays and Manchester City social channels, driving further interest in the Hays brand from City followers in the 33 countries in which Hays operates.

In April 2017 City and Hays were the focus of CNBC's Marketing Media Money programme on Sponsorship in Sport, which was distributed across the CNBC World network and broadcast more than 350 times globally.



Hays and Manchester City continue to demonstrate the clear connection between football and recruitment

The programme featured senior City Football Group and Hays executives discussing how the relationship is much more than a conventional sports sponsorship, offering behind-the-scenes insight into how the partnership came about, and showing how Hays is activating around the world.



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