



Ittihad / Al-Ahli LED Screens Exclusive Media Kit

Season 2021-2022





Ittihad History

The first and oldest club in Saudi Arabia, Ittihad FC was founded on the 26th of December 1927.

Trophies

The club has won many major trophies (domestic and international), it's also one of the three Asian clubs to have won the AFC Champions League twice in a row.

Audience

Ittihad FC has one of the biggest active fan bases in Saudi Arabia and the middle east, with highest number of fans attending the matches in the Saudi league.





Al-Ahli History

Al-Ahli F.C. is one of the top 4 Saudi football clubs in the Saudi Pro league. The club was founded in 1937 in Jeddah.



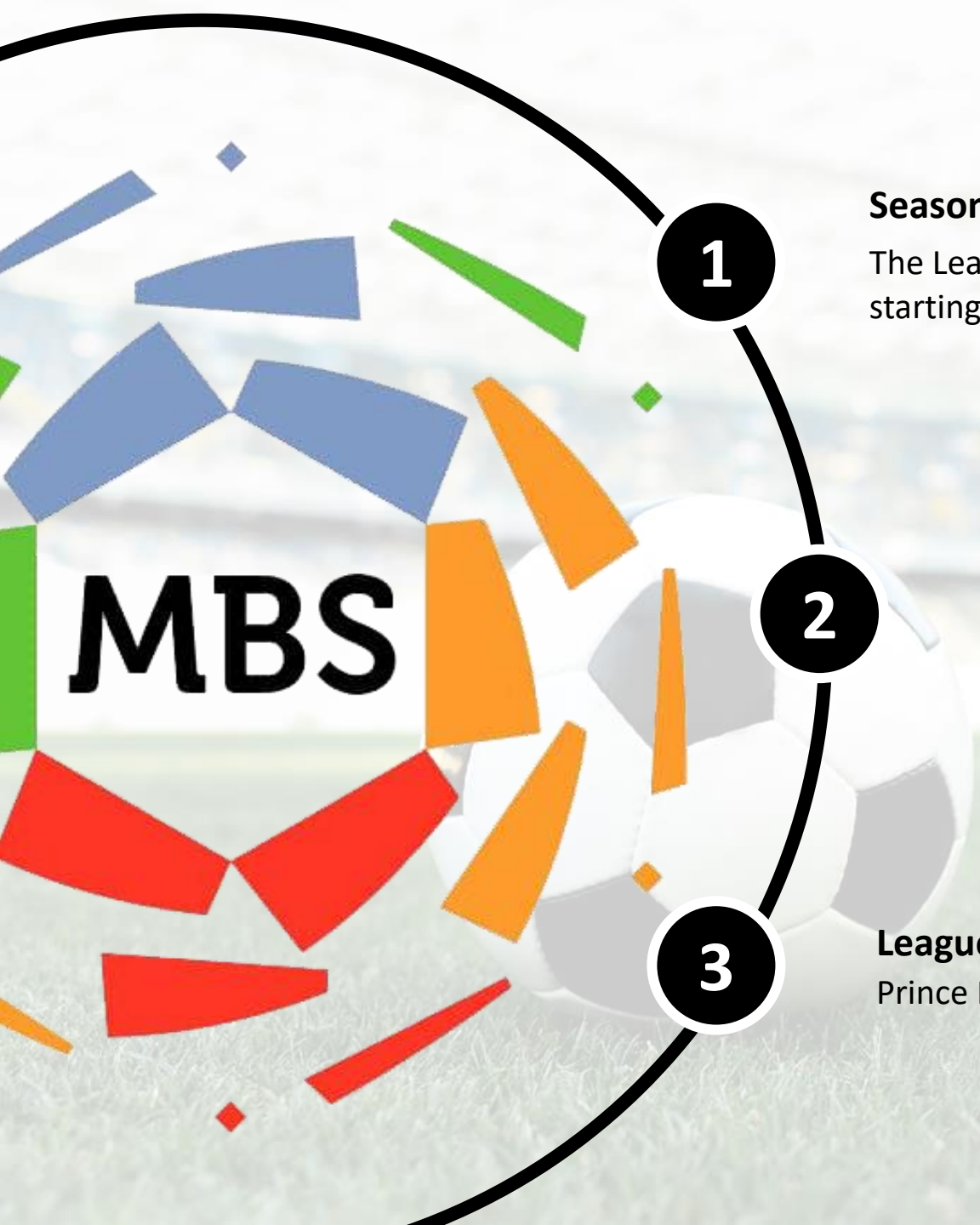
Trophies

Al-Ahli have won 4 Professional league titles, 13 King cups, 6 Crown Prince cup, 1 Super cup, and 1 domestic treble.



Audience

Al-Ahli has a big number of loyal fans around Saudi Arabia and in the western region.



1

Season

The League season 2021-2022.
starting from 11th of August 2021 and will end by mid May 2022.

2

Stadium

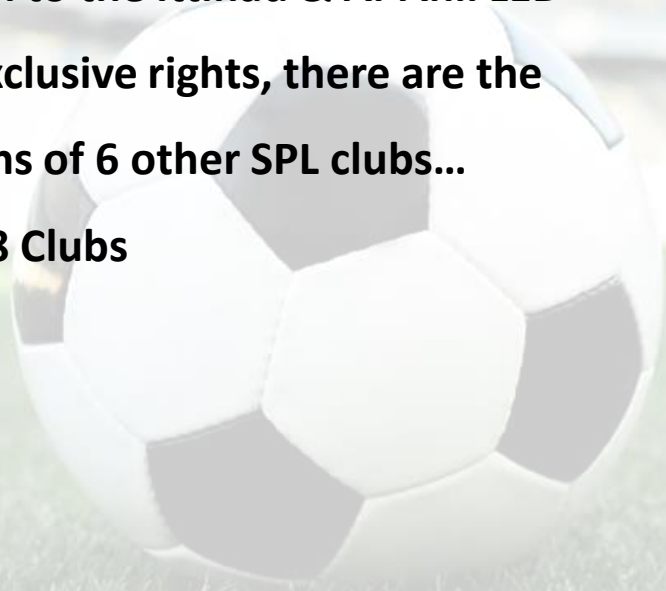
King Abdullah Sport city stadium in Jeddah.

3

League

Prince Mohammed Bin Salman Professionals League.

In addition to the Ittihad & Al-Ahli LED screens exclusive rights, there are the LED screens of 6 other SPL clubs...
TOTAL of 8 Clubs



Stadium LED advertising Panels

MEDIA BLENDS & ARM own the exclusive advertising rights of stadium LED's in-home matches for Ittihad F.C and Al-Ahli F.C

Advertising rights of stadium's LED screens in-home matches

Each spot will appear alone for 10 seconds on all the LED panels simultaneously

Each spot will appear 10 times in any match (5 in each half)

The matches will be aired by "KSA Sports", "MBC's" new channels SSC and live streaming on SHAHID.NET



Ittihad Rate Card and Packages

Class	No. of Matches	Price/ spot/ game (Net)
Total A matches:	4	95,000
Total B Matches:	8	65,000
Total C Matches:	3	35,000

Package name	No. of Matches	Package Price (Net)
Ittihad full season	14	590,000
Ittihad (A&B class)	12	500,000
(Ittihad + 6 clubs)	105	1,225,000



AL-Ahli Rate Card and Packages

Class	No. of Matches	Price/ spot/ game (Net)
Total A matches:	4	95,000
Total B Matches:	8	65,000
Total C Matches:	3	35,000

Package name	No. of Matches	Package Price (Net)
Ahli full season	13	545,000
Ahli (A&B class)	12	500,000
(Ittihad + 6 clubs)	105	1,225,000



Ittihad/Al-Ahli Packages



Package name	No. of Matches	Package Price (Net)
Full Season	27	1,000,000
A&B class only	24	900,000
Ittihad + Al-Ahli + 6 clubs	120	1,700,000



Thank You!

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