

# Case study

Boozt Media Partnership x Brøndby IF

**Boozt** MEDIA  
PARTNERSHIP



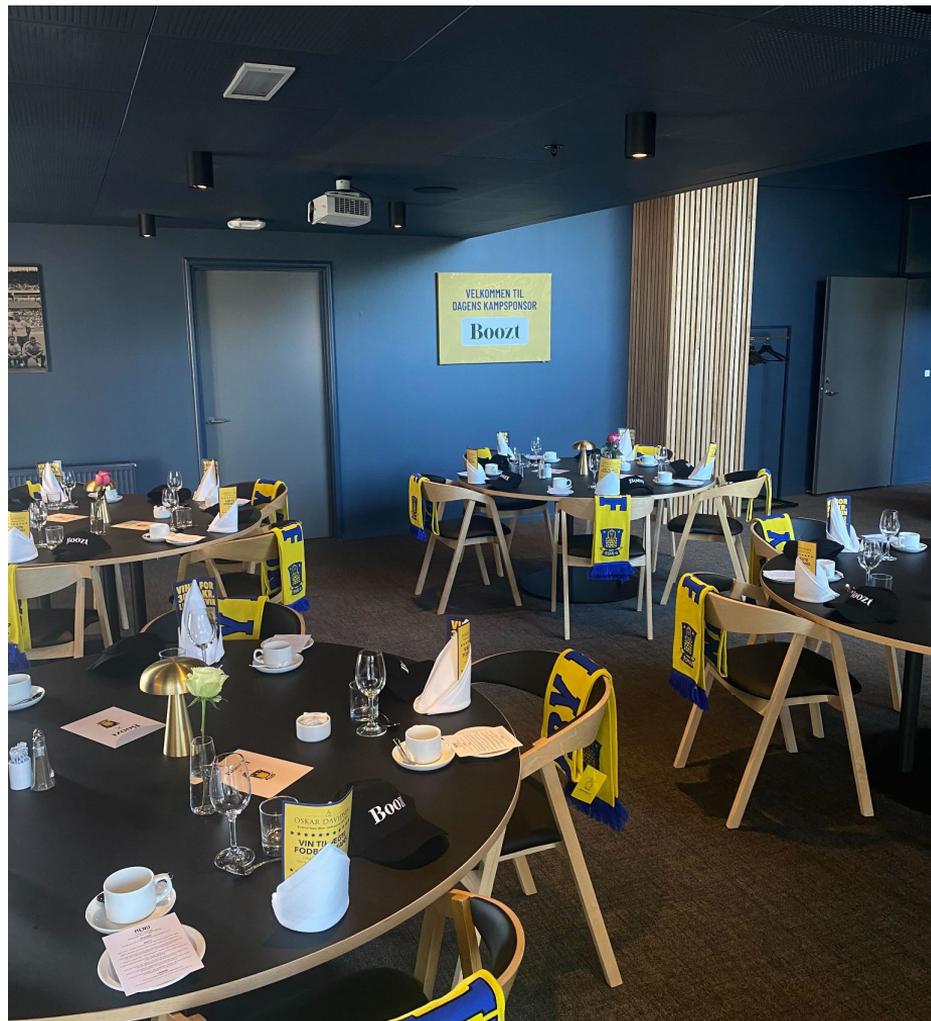
# Boozt x Brøndby IF

## Match Day Sponsorship

**At Boozt, we are proud to be sponsors of Brøndby IF – a club with deep roots, passionate fans, and a truly unique culture.**

In Q2, we had the honor of being the match day sponsor for the AGF vs. Brøndby IF game, where we helped create magical moments that money simply can't buy. Ahead of the match, we sent matching player kits to the children who would walk onto the field with the Brøndby players – ensuring they felt like a true part of the team on their big day.

On and after match day, Boozt secured strong exposure through: **LED perimeter advertising** reaching both stadium visitors and TV viewers, **TV exposure** connecting with fans across the country, **Organic exposure** on Brøndby IF's social media, engaging the club's loyal supporters and **Exclusive voucher codes** giving fans discounts – because supporting your favorites should come with perks.



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## Match Day Sponsorship

### Magical Moments That Become More Than Just Advertising.

At Boozt, we always strive to create the biggest and most magical moments, no matter which sponsorship partnership we are a part of. For this match day, our goal was to create unforgettable experiences for the children who would be part of the entrance scene. Therefore, it was crucial for us to ensure the best possible environment for the children, so they could have an experience they will never forget.

*We are incredibly proud to have been the matchday sponsor for today's game between Brøndby IF and AGF.*

*At Boozt, community, joy, and unforgettable experiences mean everything to us — just like in football, where fans come together across generations to share their passion.*

*Today was something truly special for us, as we had the chance to give 22 children a moment they will never forget, walking hand in hand with the players onto the pitch in front of a packed stadium. We have only received sweet, heartfelt, and touching feedback from the children, their parents, and the fans, which makes us so genuinely happy.*

*It's exactly these kinds of moments we want to create even more of in the future.*

*- Marco Grønholdt, Partner- & Sponsorship Coordinator*

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The experience itself was broadcast on TV for 1 minute and 11 seconds. During this time, viewers saw the children's experience, with Boozt prominently featured on all their shirts.

As part of the sponsorship collaboration, we offered Fans 10% on-top voucher within 48 hours. This was communicated both on LED screens during the match and on BIF's organic social media afterwards.

The social media posts reached 37K people. The voucher code itself generated over 20% new and active customers, resulting in more than 6.2M SEK in revenue.



**37K**

reach on social media

**+20.3%**

new and reactivated customers

**6.2M SEK**

voucher code revenue

**150K\***

reach on TV exposure  
(kids only)

**1:11m**

time of TV exposure  
(kids only)

*\*avg. reach on TV (BIF matches)*

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## Match Day Sponsorship

### Interested to hear more?

Do you see an opportunity for collaboration within one of our sponsorship partnerships?

We assist our partners in bridging the gap between brands and sponsorship when it makes contextual sense.

For more information see the BMP Mediakit or reach out to the team behind Sponsorship.



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