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Sponsorship Revenue Financing

Carteret Group - Structured Credit Team

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Acceleration of Sponsorship Receivables

The continued expansion of the football sponsorship market has led to increasingly significant contracted commercial cash flows across the industry. **Long-term shirt sponsorships, stadium naming rights, training ground partnerships** and **international commercial programmes** have become valuable and predictable revenue streams for many clubs.

Carteret has established a panel of funding institutions focused on opportunities to accelerate sponsorship receivables.

The resulting financing solutions are typically structured on a bespoke basis, reflecting the quality of the sponsorship counterparty, contractual profile and broader transaction dynamics.

For clubs with established commercial programmes, accelerating contracted sponsorship receivables can provide access to capital without requiring any amendment to the sponsor's existing payment obligations or payment schedule.

Typical Transaction Parameters

Amount

Each opportunity is assessed on a bespoke basis, with transaction sizing principally determined by factors such as the credit quality of the sponsor, contractual payment profile, jurisdiction, concentration considerations, and club-specific factors. Financing solutions can be considered for sponsorship agreements ranging from approximately £5 million to £70 million, with typical transaction sizes of £10 million to £30 million.

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Term

Facilities are typically structured over an initial term of one to two years, although longer tenors may be considered depending on the underlying sponsorship agreement and transaction characteristics. Where appropriate, structures may also accommodate future sponsorship receivables arising under multi-year commercial arrangements.

Rates

Pricing is determined on a transaction-specific basis and reflects a range of underwriting considerations, including sponsor credit quality, contractual structure, jurisdiction, performance-related risk and overall transaction profile. In certain circumstances, credit enhancement solutions, including insurance-backed structures, may be considered where they improve risk balance, execution certainty or pricing outcomes.

Indicative pricing is available following an initial review of the relevant sponsorship arrangements and transaction requirements.

Execution Process

Drawing on its experience across sponsorship receivables, transfer receivables and central distributions, Carteret works closely with clubs to assess funding options, negotiate commercial terms and manage execution through to closing. The objective is to provide clubs with seamless access to specialist capital whilst reducing management distraction, execution risk and transaction complexity.

Other Structured Credit Options

In addition to sponsorship revenue financing, Carteret advises on a range of financing solutions secured against contracted football-related cash flows and assets.

These include the acceleration of transfer receivables, central distributions and media rights revenues, together with other structured financing opportunities tailored to the specific requirements of individual clubs.

Drawing on its established network of specialist credit providers and extensive experience arranging debt financing transactions across the professional football sector, Carteret is able to advise on, structure and execute bespoke financing solutions designed to meet a club's strategic and operational objectives.

We would be pleased to discuss any potential financing requirements in confidence.

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