

Unilever Signs Sponsorship Agreement With Manchester United

Written by Australian Business

MANCHESTER, England--([BUSINESS WIRE](#))--Unilever and Manchester United have today announced the signing of a three-year regional partnership in South East Asia.

The new agreement will see Unilever become the Club's Official Personal Care and Laundry Partner in nine countries including Singapore, Malaysia, Indonesia, Vietnam, Philippines, Thailand, Cambodia, Laos and Myanmar.

A number of Unilever's most popular personal care and laundry products (such as Clear, Omo and Rexona - amongst many others) will now carry the Manchester United crest.

Peter ter Kulve, President of Unilever, South East Asia and Australasia said the Manchester United partnership was an historic one for the company:

"Manchester United is one of the world's most iconic football clubs, with a passionate following in South East Asia. This is the first time Unilever has undertaken a partnership of this scale in the region, spanning nine rapidly developing markets.

"Both Unilever and Manchester United share a common belief in the importance of promoting physical activity. Through this partnership we will bring Manchester United Soccer Schools to the community in order to encourage not only children, but also their parents, that 'Dirt is Good' and outdoor play is vital to health, wellbeing and future development."

Manchester United Group Managing Director, Richard Arnold commented:

"This is a very exciting partnership for Manchester United and we are delighted to be teaming up with such a powerful and well-known brand.

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“With its great portfolio of personal care and laundry products we are confident that our partnership will bring more than 130 million followers we have across these countries closer to the Club.”

Ends

About Manchester United

Manchester United is one of the most popular and successful sports teams in the world, playing one of the most popular spectator sports on Earth. Through our 135-year heritage we have won 62 trophies, enabling us to develop the world’s leading sports brand and a global community of 659 million followers. Our large, passionate community provides Manchester United with a worldwide platform to generate significant revenue from multiple sources, including sponsorship, merchandising, product licensing, new media & mobile, broadcasting and match day.