



WE SUPPORT **1. FC SLOVÁCKO**



Founded
1927

Stadium Capacity:
8,121 seats
(6,371 covered seats)

OWNERSHIP:

Solar Global a.s.
50% share

Z-Group a.s.
25% share

AUTO UH
Group a.s.
25% share since 2025

REGIONAL HEART.

NATIONAL REACH.

EUROPEAN POTENTIAL.

**YOUR BRAND IN A WORLD OF
EMOTION, SPORT AND
MILLIONS OF EYES.**

1. FC SLOVÁCKO

ABOUT THE CLUB

Based in Uherské Hradiště, 1. FC Slovácko is a traditional football club that has competed continuously in the top Czech league - the FORTUNA LIGA - since 2009.

In 2022, the club won its first-ever MOL Cup and has consistently ranked in the upper half of the league table.

With strong regional roots, it is among the most prominent sports and media brands in the Zlín Region thanks to its active presence both on and off the pitch.

Home matches are attended by an average of over 5,600 spectators, and combined with television broadcasts, print, and online media, this provides partners with extensive visibility across the Czech Republic.



SPORT SUCCESS

- MOL Cup Winner 2021/22 – Defeated Sparta Prague in the final
- Regular participation in UEFA Conference League
- Consistent top-flight presence since 2009
- Developed youth academy, women’s team, and community projects

KEY FIGURES

TOMÁŠ SKUHRAVÝ

- Former national team striker
- 1990 World Cup star
- Board member of FC Slovácko
- Representative of new shareholder AUTO UH
- Brings fresh vision, business insight, and strong media reach
- Actively involved in partnerships and club strategy

MEDIA AND DIGITAL STATS

Historic best league placement	Total TV viewers (season)	Average viewership per televised match
4th place	3.090.287	88.294 viewers
Facebook followers	Instagram followers	Instagram reach (monthly)
30.000+	29.000+	2.000.000 impressions
Average video views	Facebook – Women’s team	
7 000–10 000	6.000+	

1. FC SLOVÁCKO IS NOT JUST FOOTBALL. IT’S A STRONG COMMUNITY, STORIES, TRADITIONS, AND BRAND REACH – OVER 2 MILLION EYES EVERY MONTH.

WHY PARTNER YOUR BRAND WITH 1. FC SLOVÁCKO?

Strong regional brand

The club proudly represents Moravia, with solid foundations and a loyal community.

Visibility both at the stadium and online

LED panels, banners, reels, branded content, sponsored posts, and a loyal community.

Corporate Social Responsibility (CSR)

Youth programs, fan zone, women's team, engagement with local schools.

VIP benefits for partners

Skybox, tickets, networking events, team building at the stadium.

Networking and reputation

Meetings with representatives of the city, businesses, media, and sports legends.

MEDIA TOOLS AND SPONSORSHIP FORMATS

- Sector Title Partner
- Digital Campaigns
- Stadium Branding
- Physical Presence
- Employee Benefits

Entry Sponsorship from CZK 150,000

- 6x1m static panel / 1 minute on LED panel
- VIP tickets
- Logo on the website and in the club newsletter

Main Partner from CZK 1.000.000

- Comprehensive marketing partnership
- Prominent logo and advertising at the stadium
- VIP tickets
- LED panel – both rows

General Partner from CZK 5.000.000

- Top-level partnership
- SKYBOX for home matches
- Logo on jersey
- Maximum marketing visibility

One-off advertising

- LED panel – 1 minute / CZK 10,000
- Option for VIP tickets when purchasing 3 or more minutes
- Match tickets

Social media reach

- Total followers across all platforms: 70,000
- Monthly reach: 900,000 users

Stadium and TV Audience

- Matches are watched live by an average of 100,000 TV viewers
- Average stadium attendance 5,625 spectators