

Liverpool FC

You'll Never Walk Alone

Echoing the words of the club's famous anthem, Liverpool FC and Carlsberg are enjoying the longest sponsorship agreement in the English Premiership. The association between Liverpool FC and Carlsberg began in 1992, creating the longest sponsorship in the English Premiership.

It's certainly been a good time to support Liverpool. Over this period, the club has won nine trophies, including an unprecedented cup treble in 2001 and the amazing come back from 3 goals down to beat AC Milan on penalties in the 2005 UEFA Champions League Final.

That match was watched by 1.4 billion viewers in 152 countries and had an estimated advertising value of EUR 10 million for Carlsberg.

Their 2006 FA Cup victory was also an excellent occasion for Carlsberg, seeing Liverpool take on West Ham United, a Carlsberg Official Beer Club, in the Carlsberg-sponsored FA Cup.

Hot property

"Liverpool is one of the hottest football teams in the world," says sponsorship director Keld Strudahl. "English football is popular worldwide and no other English club can match their record of success. They have a great international fan base, especially in Asia where our local companies use the sponsorship very actively in their marketing.

"Their success has great value to us in media exposure, and our long-standing association has allowed us to build strong relationships with the club, their players and their supporters. We have similar values and work very well together."