



PROJECT STADIUM

BUSINESS OVERVIEW



Gordon Brothers is excited to present an opportunity to invest in or acquire the business and assets of Project Stadium, a multi-channel sports fan engagement company with over 6 million followers.

Initially established with a focus on football, the Company creates, aggregates and delivers content to more than 6 million fans in almost 200 countries across multiple platforms including websites, apps, social media and email.

The Company operates a segmented approach to fan engagement, offering partners such as advertisers access to specific fanbases from individual clubs, with multiple revenue streams including advertising and e-commerce. The Company has recently expanded its offering into NFL, with its proven and scalable model capable of being replicated across numerous other sports.

The Company's sizable and engaged follower base represents an excellent opportunity for partners or acquirers seeking to capitalise and expand upon this, and to unlock further opportunities for commercialisation. The business and assets represent a compelling proposition for established sports media companies, fan engagement platforms and betting companies among others.

OPPORTUNITY HIGHLIGHTS



- **Significant Follower Base:** Over six million total followers, including c.80% based in the UK and US.
- **Scalable Technology:** The Company's proprietary software app is scalable and can be replicated across any club or sport.
- **Untapped Commercialisation Opportunities:** Strong synergies with the sports betting market, with additional opportunities including paid subscriptions and other advertising.
- **Premium Digital Assets:** This includes premium club-specific domains and 10+ social media accounts with six-figure follower counts.
- **E-Sports Expansion:** E-Sports platform currently under development focussed on delivering content and bringing professionals and fans together, addressing a growing global market.

ASSETS AVAILABLE



- Scalable Aggregation Software Applications
- Club-Specific Social Media Accounts
- 50+ Websites & Premium Domain Names
- Established Fan Engagement Brand
- E-Sports Content Platform

DEADLINE



A deadline for offers has been set for **Monday 12th January 2026 at 12:00pm (GMT).**

FURTHER INFORMATION

Requests for further information should be addressed to Emre Turan of Gordon Brothers Contact details have been provided.

Access to additional information can be provided upon receipt of a signed NDA. All offers are to be supported by proof of funding.



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