Commercial Sponsorship & Partnership Marketing Opportunities

STARS LEAGUE ASIA 2027.

A NEW GENERATION OF FOOTBALL IS COMING TO ASIA

THANYAPURA, PHUKET, THAILAND
SEASON 1: 22 – 28 FEBRUARY 2027



Marketing Support by Paul Poole (South East Asia) Co., Ltd. – The Sponsorship Experts

THE NEW GENERATION OF FOOTBALL. BUILT LIKE A SHOW

A NEW GENERATION OF FOOTBALL IS COMING TO ASIA

Stars League Asia 2027 brings the fast-growing world of media football to Asia.

From 22–28 February 2027, football legends, former professionals, celebrities, bloggers and leading digital personalities will form eight teams, competing across 16 matches over seven days to crown the first Stars League Asia champion.

The eight teams represent countries across Asia-Pacific, with Thailand and the Philippines confirmed, Korea and Uzbekistan (Unwanted Boys) with captains on board, and Australia, China, Japan and Singapore in talks for Season 1.

The action takes place at Thanyapura, Phuket, one of Asia's best-known sports resorts, with all seven days broadcast and every match live streamed: YouTube, Kick, FB Live and clipped and posted the same day – creating a constant flow of football, entertainment and content designed to reach audiences far beyond the tournament itself.

Stars League Asia 2027 creates a new commercial platform for Sponsors and Partners to connect with the next generation of football audiences.

Stars League Asia is created by the team behind the Media Football League, who developed the media-football format and built it into a stadium-filling competition with six full seasons and two cups already staged. With its own production capability, the team combines football with high-impact entertainment, broadcast and show production.

100M+ TARGETED SOCIAL REACH | 15M TARGET VIDEO VIEWS
16 MATCHES | 8 COUNTRIES | 7 DAYS | 1 CHAMPION



BECOME A COMMERCIAL PARTNER

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QUICK FACTS

STARS LEAGUE ASIA 2027 AT A GLANCE

8 TEAMS
8 COUNTRIES
THAILAND & PHILIPPINES – CONFIRMED

KOREA - CAPTAIN ON BOARD / TERMS FINALISING

UZBEKISTAN (UNWANTED BOYS) – CAPTAINS ON BOARD

AUSTRALIA, CHINA, JAPAN & SINGAPORE – IN TALKS

PLAYERS & CREATORS
FOOTBALL LEGENDS, FORMER PROFESSIONALS & LEADING DIGITAL CREATORS

13 CREATORS + 2 LEGENDS / EX-PROS SIGNED

SEASON 1 AMBASSADOR – FIFA WORLD CUP WINNER

16 MATCHES
2 X GROUPS OF 4 TEAMS

GROUP STAGE, SEMI-FINALS, 3RD PLACE PLAY-OFF & GRAND FINAL

7 DAYS OF BROADCAST & STREAMING

BRANDING
JERSEY & KIT PLACEMENT

LED PITCH-SIDE BOARDS

ON-SITE ACTIVATION ZONES

HOSPITALITY
VIP HOSPITALITY

TALENT ACCESS

VENUE & DATE
THANYAPURA, PHUKET

22- 28 FEBRUARY 2027

100M+ TARGETED SOCIAL REACH
EXPECTED COMBINED SOCIAL REACH OF INVITED TALENT

15M TARGET VIDEO VIEWS
PROJECTED ACROSS THE TOURNAMENT WEEK

60–120K
AVERAGE ONLINE AUDIENCE PER MATCH DAY

EXPERIENTIAL / FAN ENGAGEMENT
BRAND ACTIVATION
SOCIAL MEDIA PACKAGES
PRE-TOURNAMENT PROMOTION

FROM THE TEAM BEHIND THE MEDIA FOOTBALL LEAGUE

The team behind Stars League Asia 2027 created the Media Football League and developed the media-football format into a stadium-filling competition.

2022
ESTABLISHED

6
FULL SEASONS

2
CUPS

24
CELEBRITY-OWNED TEAMS

8.4M
SEASON 4 FINALE VIEWERS

30,000+
LIVE ATTENDEES – LAST 3 FINALS

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SPONSORSHIP PACKAGES

Stars League Asia 2027 has developed commercial sponsorship and partnership marketing packages to suit different budgets, marketing objectives and branding requirements.

TIER 1: TITLE & PRESENTING SPONSOR

One Title Sponsor with naming rights to the event

One Presenting Sponsor with naming rights to the event

TIER 2: OFFICIAL PARTNERS

Up to six Official Partners from non-competing categories

TIER 3: OFFICIAL SUPPLIERS & MEDIA PARTNERS

Up to 10 Official Suppliers providing goods and services essential to the event

Up to 10 Official Media Partners

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WHO SHOULD SPONSOR?

Stars League Asia 2027 provides brands with a powerful platform to connect with the next generation of football fans and digitally engaged audiences across Asia-Pacific.

Combining football, entertainment, personalities, broadcast and social content, the event creates opportunities for brands to build awareness across the region, engage audiences, showcase products and become part of a new media-football property from Season 1.

Relevant sectors include, but are not limited to:

- Apparel & Clothing
- Automotive & Car Rental
- Beverages
- Consumer Brands & FMCG
- Consumer Technology & Electronics
- Creator Economy & Entertainment
- Couriers & Logistics
- Education, Talent, Recruitment & Learning
- Financial Services, Banking & Fintech
- Media, Social & Digital Platforms
- Sports Drinks & Soft Drinks
- Travel, Airlines, Hospitality, Hotels, Tourism & Destinations

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ABOUT STARS LEAGUE ASIA 2027

THE AUDIENCE

Stars League Asia 2027 is designed to connect with a new generation of football fans, with Gen Z at the heart of its audience.

1BN+ GEN Z IN ASIA-PACIFIC

More than one billion Gen Z consumers across Asia-Pacific – representing around a quarter of the region and the largest digital-first generation on earth.

Source: Eventique Asia

2BN GEN Z WORLDWIDE

The biggest generation alive - and a generation reshaping how sport, entertainment and content are consumed.

60% OF WAKING HOURS ONLINE

16–24-year-olds in South East Asia spend around 60% of their waking hours online, with short-form, personality-driven content central to the way they consume entertainment.

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ABOUT STARS LEAGUE ASIA 2027

EVENT ITINERARY

8 COUNTRIES | 16 MATCHES | ONE WEEK | ONE CHAMPION

GROUP DRAW – TO TAKE PLACE

8 teams will be drawn into two groups of four.

CONFIRMED

CONFIRMED

CAPTAIN ON BOARD / TERMS FINALISING

CONFIRMED

IN TALKS

IN TALKS

IN TALKS

IN TALKS

GROUP STAGE

Two groups of four teams compete in a round-robin format, with each team playing every other team in its group once. The top two teams from each group progress to the Semi-Finals.

SEMI-FINALS

Winner Group A v Runner-Up Group B
Winner Group B v Runner-Up Group A

3rd PLACE PLAY- OFF

The two losing Semi- Finalists compete for third place

GRAND FINAL

The two Semi-Final winners compete to become the first Stars League Asia champion.

OFF THE PITCH

The show does not stop off the pitch...

CHALLENGES

Skill and trick challenges between creators – designed to be clipped, shared and amplified across social media.

PRE MATCH PRESS CONFERENCES

Captains face the cameras before every match – bringing predictions, personalities, rivalries and headlines to the build-up.

DRAFT SHOW

Broadcast live on opening day, with captains selecting their rosters in front of the audience.

BEHIND THE SCENES

Locker rooms, travel and team life provide daily behind-the-scenes content throughout the tournament.

OFFICIAL TOURNAMENT PARTY

An official Stars League Asia tournament party bringing together players, creators, partners and invited guests.
Venue: Catch / Xana – TBC

CHARITY ELEMENT

A charitable initiative will form part of the tournament programme, creating an additional opportunity for players, creators, Partners and fans to engage with the wider community.

MATCHDAY ACTIVITIES

A range of additional matchday activities will add to the live entertainment and fan experience throughout the tournament.

FASHION EVENT

A Partner-led fashion event is planned as part of the wider Stars League Asia entertainment programme.

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ABOUT STARS LEAGUE ASIA 2027

PLAYERS

Stars League Asia 2027 brings together football legends, former professionals and some of the world's leading digital creators, combining football credibility with significant social reach.

SIGNED TALENT
13 CREATORS
2 LEGENDS / EX-PROS
SEASON 1 AMBASSADOR – FIFA WORLD CUP WINNER

SELECTED CREATORS – SOCIAL FOLLOWINGS
JFOOTBALLTV 8.33M
EUNEGRETE 6.2M
T_KILLAH 3.1M
DANYA_MILOKHIN 3.0M
JUNINHOMANELLA 3.0M
LUCANETA10 2.4M
KELVIN_OLIVEIRA95 1.8M
DANDANMATSUNAGA 1.6M

TIM CAHILL & HARRY KEWELL – PRE-CONFIRMED

COMBINED INSTAGRAM FOLLOWING 42M+
SIGNED PLAYERS AND SEASON 1 AMBASSADOR



LOCATION - THANYAPURA

Stars League Asia 2027 takes place at Thanyapura, Phuket – a world-class sports complex providing a fitting home for the first season of the tournament.

Matches will be played at the floodlit stadium, creating a strong live, broadcast and content environment throughout the week.



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WHY GET INVOLVED?

Stars League Asia 2027 offers Sponsors and Partners a powerful opportunity to align with a new generation of football and connect with audiences through sport, entertainment, broadcast, digital and social content.

Commercial packages combine high-profile brand visibility with audience engagement, product activation, hospitality, content and networking opportunities – creating multiple ways for brands to become part of Stars League Asia 2027.

SPONSORSHIP & PARTNERSHIP RIGHTS INCLUDE:

- Category Exclusivity & Title Rights
- Branding & Intellectual Property Rights
- Media, Promotion & PR Rights
- Digital & Social Rights
- Experiential Rights
- Hospitality & Networking Rights
- Merchandising Rights

A WIDE RANGE OF BENEFITS

Stars League Asia 2027 creates opportunities for Sponsors and Partners to:

- Build a high-profile association with a new media-football property in Asia
- Strengthen brand visibility across tournament, venue, broadcast, media and digital environment
- Connect with the next generation of football audiences
- Engage with players, creators, media, guests and fans
- Host clients, partners and key stakeholders through VIP hospitality
- Launch, demonstrate, sample and showcase products and services
- Create engaging photography, film, digital and social content
- Build valuable commercial relationships
- Position their brand alongside football, entertainment and leading digital personalities

Participation in Stars League Asia 2027 can build brand awareness, create valuable audience engagement and business relationships, and position Sponsors and Partners at the heart of a new generation of football in Asia.



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MAIN BENEFITS

BRANDING RIGHTS

Stars League Asia 2027 provides Sponsors and Partners with high-profile branding opportunities across the tournament, venue, pitch side, team kit, hospitality, broadcast, media, content and digital channels.

The level of visibility and individual branding rights will vary according to partnership level and the specific assets included within each commercial package.

NAMING RIGHTS

The Title Sponsor and Presenting Sponsor can be incorporated into the official naming and identity of Stars League Asia 2027, creating a prominent association with the tournament across agreed branding, promotional, media and communications activity.

EVENT BRANDING

Sponsors and Partners can build a visible presence throughout Stars League Asia 2027, with opportunities including:

LED PITCH-SIDE BOARDS - High-profile perimeter branding visible during matches, broadcasts, replays and tournament content.

JERSEY & KIT PLACEMENT - Branding on the shirts and kit worn by players during matches, interviews, photography and tournament content.

FAN & ACTIVATION ZONES - Branded spaces for product display, sampling, demonstrations, experiences and audience engagement.

IN-GAME & BROADCAST GRAPHICS - Sponsor branding and messaging integrated into agreed match graphics, broadcast overlays and other in-game visual assets.

ASSOCIATED EVENTS & ACTIVITIES - Branding and activation opportunities across selected official Stars League Asia events and activities beyond the core match programme.

PRE-TOURNAMENT PROMOTION - Sponsor integration across agreed online and offline promotional activity in the build-up to Stars League Asia 2027.

HOSPITALITY & EXPERIENTIAL BRANDING

Sponsors and Partners can bring their brands to life through VIP hospitality, guest hosting and branded experiences at Stars League Asia 2027.

Opportunities can include hospitality branding, product launches, demonstrations, branded installations and other agreed activations throughout the tournament.

MEDIA, CONTENT & SOCIAL BRANDING

Sponsors and Partners can be integrated into agreed Stars League Asia 2027 photography, film, digital and social content before, during and after the tournament.

Opportunities can include short-form video, photography, interviews, event highlights, behind-the-scenes content, Sponsor activation coverage and other approved promotional content.

BROADCAST

Seven days of broadcast and streaming coverage create significant opportunities for Sponsor and Partner visibility throughout Stars League Asia 2027.

The organisers project:

15M
TARGET VIDEO VIEWS ACROSS THE WEEK

60–120K
AVERAGE ONLINE AUDIENCE PER MATCH DAY

THE NEW GENERATION OF FOOTBALL. BUILT LIKE A SHOW

MAIN BENEFITS

MEDIA, PROMOTION & PR RIGHTS

Stars League Asia 2027 will be supported by media, promotional and PR activity designed to build awareness across football, sport, entertainment, lifestyle, travel, business and digital media in Asia and international markets.

Sponsors and Partners can be incorporated into agreed PR, advertising, editorial, promotional and content activity before, during and after the tournament, extending their association with Stars League Asia 2027 beyond the seven days of competition and creating the opportunity to build that partnership into future seasons as Stars League Asia develops.

Opportunities can include:

- Sponsor & Partner announcements
- Online editorial and digital content
- PR and media activity
- Interviews and approved player, creator and talent content
- Match, challenge and tournament-related content
- Photography, video and behind-the-scenes content
- Partner advertising and promotional communications
- Stars League Asia 2027 website and direct communications
- Social media content and amplification
- Post-event content and promotional activity

MEDIA PARTNERS

Stars League Asia 2027 will work with selected football, sport, entertainment, lifestyle, travel, business and digital Media Partners to extend awareness, editorial coverage, content distribution and audience reach.

Sponsors and Partners can be incorporated into agreed Media Partner activity according to their individual commercial packages.

ADVERTISING & PROMOTION

Promotional activity will build awareness of Stars League Asia 2027 in the lead-up to the tournament, throughout the seven days of competition and afterwards, with opportunities for Sponsors and Partners to be incorporated into agreed advertising, digital, social, editorial and partner communications.



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MAIN BENEFITS

DIGITAL & SOCIAL RIGHTS

Digital and social content is at the heart of Stars League Asia 2027, extending the tournament and its commercial partnerships far beyond the seven days of competition in Phuket.

Content is planned to include pre-tournament features such as team reveals, the draft and training content, live streaming, match highlights, short-form edits, vertical reels and stories, player and team photography, behind-the-scenes content, interviews, Sponsor activation coverage, product integration, same-day social and media assets and post-event content.

Sponsors and Partners can receive agreed opportunities for brand integration, content distribution and use of selected Stars League Asia 2027 digital and social assets according to their individual commercial packages and contracted rights.

TALENT INTEGRATION

Selected Sponsor and Partner packages can also include separately agreed talent integration, providing opportunities for branded content and social media activity involving players, creators and other event personalities.

All talent integration will be subject to individual agreements, permissions, availability and agreed usage rights.



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MAIN BENEFITS

EXPERIENTIAL RIGHTS

Stars League Asia 2027 offers Sponsors and Partners opportunities to bring their brands to life through physical experiences, product engagement and carefully curated commercial activations throughout the tournament.

Opportunities can include product showcases, pop-up experiences, sampling, branded installations, interactive brand experiences and other agreed activities within the tournament environment.

All experiential opportunities will be subject to partnership level, category exclusivity, venue and production requirements, tournament timings and final approval by Stars League Asia 2027.

HOSPITALITY & NETWORKING RIGHTS

Stars League Asia 2027 offers Sponsors and Partners opportunities to host clients, prospects, business partners and key stakeholders within a VIP hospitality environment.

Hospitality allocations will be defined according to partnership level.

VIP HOSPITALITY

The VIP hospitality environment provides a dedicated space for hosting, networking, food and beverage and meetings.

NETWORKING OPPORTUNITIES

Stars League Asia 2027 creates opportunities for Sponsors and Partners to connect with other commercial partners, media and invited guests throughout the tournament.

TALENT ACCESS & PHOTO OPPORTUNITIES

Selected Sponsor and Partner packages can include pre-arranged access to players, creators and other event personalities, including hosted appearances, approved photo opportunities, interviews and participation in agreed hospitality moments.

All talent interaction will be scheduled and subject to individual agreements, permissions and availability.

MERCHANDISING RIGHTS

Stars League Asia 2027 offers Sponsors and Partners opportunities to develop approved co-branded merchandise, gifts and promotional items in association with the tournament.

Items can be used for VIP gifting, Sponsor and Partner hospitality, promotional campaigns, competitions, giveaways, media gifting and other agreed tournament purposes, helping to extend brand visibility throughout the wider Stars League Asia 2027 experience.

Opportunities can include co-branded apparel, accessories and gift packs. Merchandise produced under this right may not be offered for sale.



INVENTORY OF RIGHTS	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
CATEGORY EXCLUSIVITY & TITLE RIGHTS			
Rights to titles for PR & advertising use ...			
Rights to title "[Title Sponsor Name] Stars League Asia 2027 in association with [Presenting Sponsor Name]" for PR and advertising use	Yes	-	-
Rights to title "[Official Partner Name], Official Partner of [Title Sponsor Name] Stars League Asia 2027 in association with [Presenting Sponsor name]" for PR and advertising use	-	Yes	-
Rights to title "[Official Supplier / Official Media Partner Name], Official Supplier / Media Partner of [Title Sponsor Name] Stars League Asia 2027 in association with [Presenting Sponsor Name]" for PR and advertising use	-	-	Yes
Product / Service Category Exclusivity	Yes	Yes	Yes
BRANDING & INTELLECTUAL PROPERTY RIGHTS:			
LOGOS & IMAGES			
Right to use official Stars League Asia 2027 logos and marks for promotional purposes - including player imagery	Yes	-	-
Right to use event Composite (lock-up) Logo on all internal /external marketing	Yes	Yes	Yes
Access to media library - digital content and photography assets for marketing purposes	Yes	Yes	Yes
BRANDING - GENERAL			
Indicative allocation of the overall sponsor branding inventory across agreed event assets (excluding Jersey & Kit): Tier 1: 50%: Title Sponsor 30% and Presenting Sponsor 20% Tier 2: 30%: shared between Official Partners Tier 3: 20%: shared between Official Suppliers / Media Partners Percentages represent an indicative share of the overall Sponsor and Partner branding inventory and do not represent a guaranteed percentage of physical space, screen time or individual assets. Final placement, size and prominence will vary according to the individual branding asset, sponsorship tier and final event layout			
BRANDING - EVENT			
BRANDING - PITCH			
LED pitch-side boards	Yes	Yes	Yes
Naming rights of one of the key trophies e.g. winners, runners up, top scorer, to be presented by company executive	Yes	Yes	-
Activity includes PA Announcements on matchdays	Yes	Yes	Yes
BRANDING - KIT			
Tier 1 - Up to 600 cm2: 1 x Title Sponsor, Front of Shirt, Tier 1 - Up to 600 cm 2: 1 x Presenting Sponsor, Back of shirt Tier 2 - Up to 80 cm2: 6 x Official Partners, shoulders, back, shorts	Yes	Yes	-
Logo on training bibs	Yes	-	-
Logo on coaching staff	Yes	-	-
BRANDING MEDIA			
Logo on media interview / press conference area backdrop	Yes	Yes	Yes
Sponsor branding and messaging integrated into agreed in-game and broadcast graphics / overlays	Yes	Yes	Yes

INVENTORY OF RIGHTS	TIER 1 TITLE & PRESENTING SPONSOR	TIER 2 OFFICIAL PARTNERS	TIER 3 OFFICIAL SUPPLIERS / MEDIA PARTNERS
BROADCAST RIGHTS			
Brand messaging within any live streaming / broadcasts where applicable	Yes	Yes	Yes
MEDIA, PROMOTION & PR RIGHTS			
Brand placement across agreed Stars League Asia 2027 branded assets including website, TV and digital	Yes	Yes	Yes
Brand-associated match, challenge, tournament and behind-the-scenes social content	Yes	Yes	Yes
Digital brand bespoke content - created, produced and edited for digital content use, delivered by event production team	Yes	Yes	Yes
Inclusion in agreed pre-tournament, tournament and post-event PR, advertising, media and promotional activity	Yes	Yes	Yes
Inclusion in Media Partner coverage	Yes	Yes	Yes
Players / Creators / Talent - Access For Advertising, Promotional & PR Campaigns	Yes	Yes	-
DIGITAL & SOCIAL RIGHTS			
Branding On Website & Socials	Yes	Yes	Yes
Participation in the digital engagement programme, including integration of brand messages and logos across Stars League Asia 2027 social channels and agreed pre-tournament content including team reveals, draft and training content	Yes	Yes	Yes
Talent integration – agreed branded content and social media activity involving players, creators and other event personalities, subject to individual agreements, permissions, availability and usage rights	Yes	Yes	Yes
EXPERIENTIAL RIGHTS			
Area in pitch area to display, promote, sample and sell products and services	4m x 4m	3m x 3m	2m x 2m
Opportunity for Pop-Up Experience, to be agreed at Sponsor's cost	Yes	Yes	Yes
HOSPITALITY & NETWORKING RIGHTS*			
Access to private hospitality area / suite / box – any VIP Hospitality	Yes	Yes	Yes
Networking opportunities	Yes	Yes	Yes
Access to players, creators, talent - pre-arranged opportunities involving players or other event personalities, including hosted appearances, approved photo opportunities, interviews or participation in agreed hospitality moments.	Yes	Yes	Additional
Ticket allocation per match - for all matches	X 30	X 20	X 10
MERCHANDISING RIGHTS			
Right to produce approved joint-branded Stars League Asia 2027 premium merchandise / souvenirs for promotional, gifting and hospitality purposes. Merchandise may not be offered for sale.	Yes	Yes	Yes
ACCOUNT MANAGEMENT			
Independent post-event evaluation report	Yes	Yes	-

ORGANISERS

EVENTIQUE ASIA

Eventique Asia is a premium events agency delivering concerts, corporate events, private events and large-scale experiences across South East Asia.

With more than five years' experience, 150+ events hosted and over 10,000 clients, the company provides end-to-end event delivery – from concept and production through to logistics, permits, artist coordination and security. Its portfolio includes events across Thailand and Southeast Asia, with experience spanning international artists, major live entertainment and premium brand experiences.

For Stars League Asia 2027, Eventique Asia is the event agency responsible for planning, marketing and execution in Asia, bringing its regional expertise and on-the-ground delivery capability to the first season of the tournament.

www.starsleague.asia

www.eventique.asia

Showreels:

Showreel 1

Showreel 2

Showreel 3

Eventique.asia

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