



ELONEX™ | POWERLEAGUE

D6 NATIONAL NETWORK

Make advertising a winning habit
at the **UK's Number 1** provider
of small side football

Connect with 8 million visitors every year

35
sites across
the UK

63
screens
across
the UK

Don't miss this unique Digital Out of Home advertising opportunity at the UK's number one provider of small side football, Powerleague.

With 35 clubs across the UK, attracting 155,000 visitors every week, Elonex has created the most powerful Digital 6 Sheet advertising network anywhere in the sector.

Consisting of **internal and external** D6 screens to demand maximum attention, the Elonex Powerleague D6 Network provides advertisers with unrivalled access to the most clearly defined of audiences.

So, get your brand in the game, stand out from the crowd and achieve winning results by advertising at Powerleague!



Nationwide advertising coverage

Target Big Audiences day and night across the UK at Powerleague as 8 million visitors every year come to take part in:

- ⚽ 5-A-Side Football Leagues
- ⚽ UK & European Tournaments
- ⚽ Student Leagues
- ⚽ Women's Football
- ⚽ Walking Football
- ⚽ Corporate Football Events
- ⚽ Team Building Events
- ⚽ Children's Activities
- ⚽ Kids Camps
- ⚽ Celebrations & Room Hire
- ⚽ Bubble Footfall

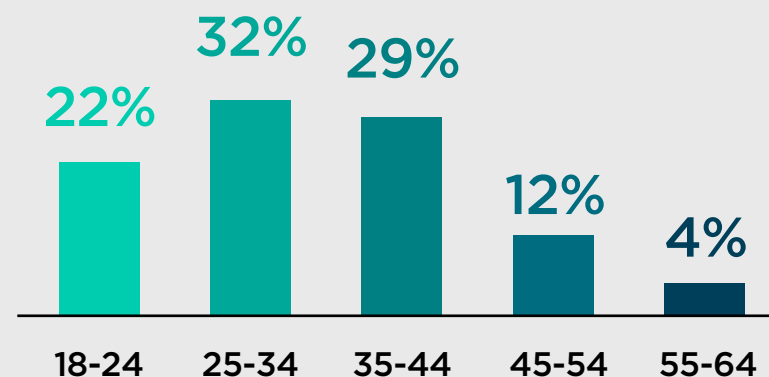


The Powerleague audience

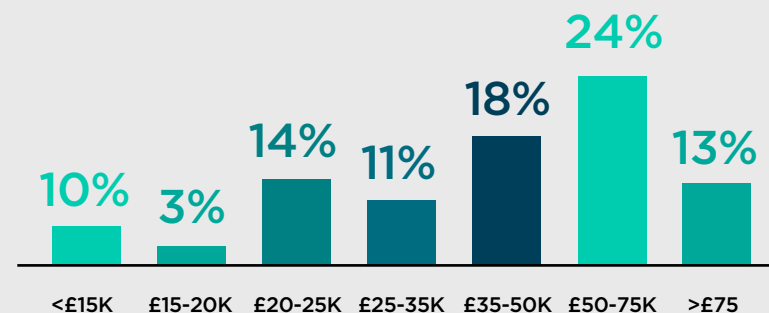
Powerleague targets a broad audience, with the male 18 - 44 target market at its core.

- 155,000 players every week
- 95% male audience
- 58% have children in the household mostly school aged (5-15)
- Occupation is likely to be professionals, skilled manual workers, or students.
- With an income range typically £35K or above

Age Ranges:



Income Ranges:





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Women at Powerleague

The percentage of women visitors at Powerleague is continuing to grow, and increasing participation in women's football is a core objective for Powerleague.

- ⚽ 5-a-side is the fastest growing outdoor team sport for women and girls in the UK
- ⚽ The current gender split of Powerleague players is 95% male, to 5% female
- ⚽ Shoreditch, Manchester, and Nine Elms Powerleague clubs all have an established women's league

63
screens
across
the UK

Powerleague locations

• **BARNET (x2 D6 screens)**

Bobby Moore Way N10 1ST

• **BIRMINGHAM (x2 D6 screens)**

Lichfield Road B6 7TG

• **BOLTON (x2 D6 screens)**

Leverhulme Park BL2 6BZ

• **BURY (x1 D6 screen)**

Market Street BL9 0DB

• **CARDIFF (x2 D6 screens)**

Manor Way CF14 1RF

• **COLCHESTER (x2 D6 screens)**

St Helena School CO3 3LE

• **COVENTRY (x2 D6 screens)**

Woodlands Sports CV5 7FF

• **CROYDON (x2 D6 screens)**

Hannibal Way CRO 4RW

• **ENFIELD (x1 D6 screen)**

Edmonton County School EN1 1HQ

• **FAIRLOP (x2 D6 screens)**

Ilford IG6 3HJ

• **FINCHLEY (x2 D6 screens)**

London N12 0QG

• **GATESHEAD (x2 D6 screens)**

Ropery Road NE8 2HD

• **GLASGOW (x2 D6 screens)**

Kennedy Street G4 0PQ

• **LEEDS CENTRAL (x2 D6 screens)**

Wellington Bridge Street LS3 1LW

• **LIVERPOOL (x2 D6 screens)**

2 Whittle Street L5 2SQ

• **LUTON (x2 D6 screens)**

Stopely High School LU2 7UX

• **MANCHESTER (x2 D6 screens)**

20 Union Street M12 4JD

• **MILL HILL (x2 D6 screens)**

London NW7 2BB

• **MILTON KEYNES (x1 D6 screen)**

Walton High School MK7 7WH

• **NEWHAM (x2 D6 screens)**

Norwegian Playing Fields IG11 0AD

• **NINE ELMS (x1 D6 screen)**

London SW8 5EJ

• **PAISLEY (x2 D6 screens)**

Anchor Grounds PA1 1TD

• **PETERBOROUGH (x2 D6 screens)**

Stanground College PE7 3BY

• **PORTOBELLO (x2 D6 screens)**

10 Westbank Street EH15 1DR

• **ROMFORD (x2 D6 screens)**

King George Playing Fields RM7 7AY

• **SHEPHERDS BUSH (x2 D6 screens)**

41 South Africa Road W12 7RW

• **SIGHTHILL (x2 D6 screens)**

66 Bankhead Drive EH11 4EQ

• **SLOUGH (x2 D6 screens)**

Eaton School SL1 2PU

• **STOCKPORT (x2 D6 screens)**

Craig Road SK4 2AP

• **STOKE (x2 D6 screens)**

Dennis Violet Road ST4 4EG

• **SUNBURY (x2 D6 screens)**

Nallhead Road TW13 6SS

• **TOTTENHAM (x2 D6 screens)**

Willoughby Lane N17 0SL

• **VAUXHALL (x1 D6 screen)**

Kennington SE11 6HU

• **WATFORD (x1 D6 screen)**

Queens School WD23 2TY

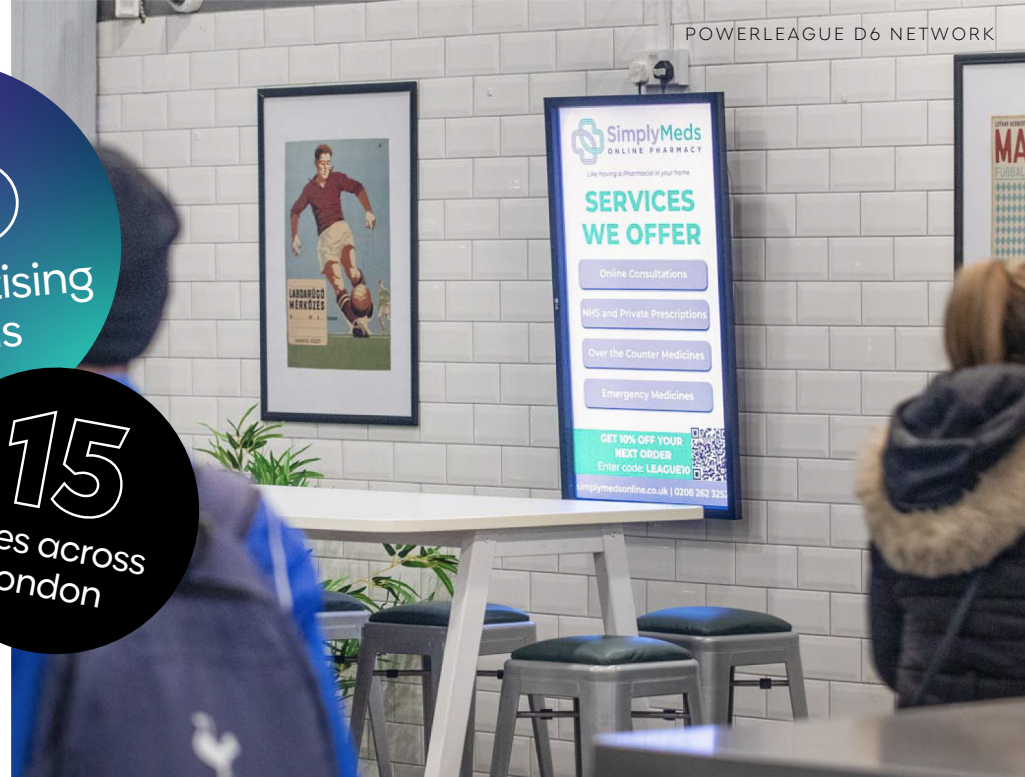
Powerleague London

Reach **285,000** visitors
every month in London







26
D6 advertising
screens

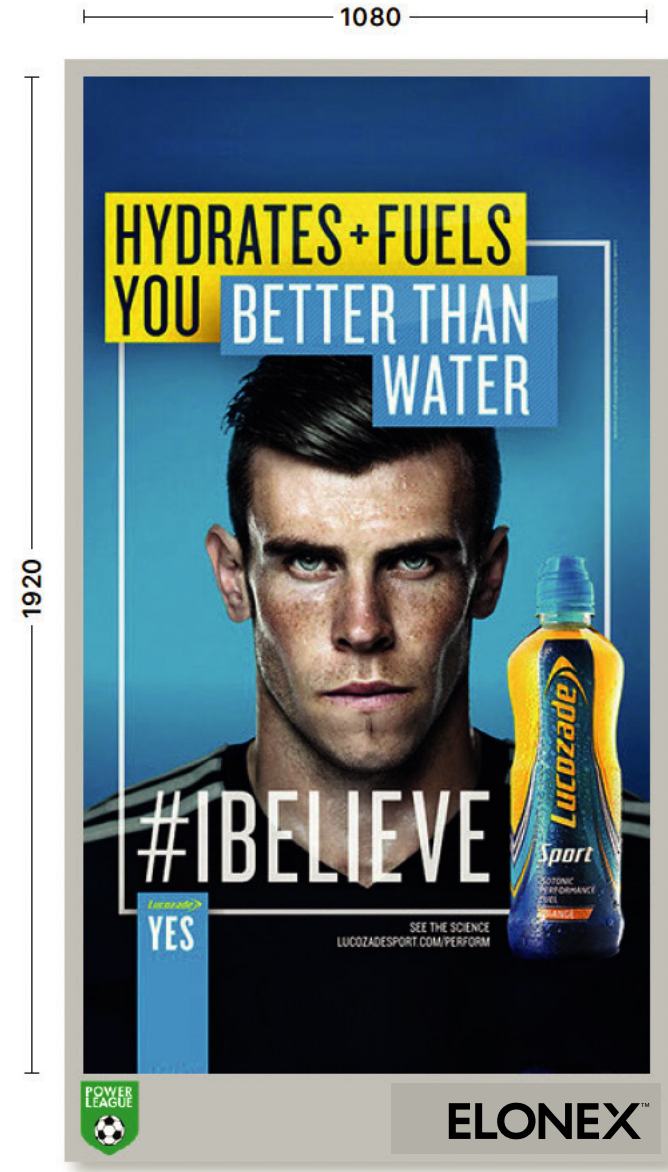
15
sites across
London

- BARNET (x2 D6 screens)
Bobby Moore Way N10 1ST
- CROYDON (x2 D6 screens)
Hannibal Way CR0 4RW
- ENFIELD (x1 D6 screen)
Edmonton County School EN1 1HQ
- FAIRLOP (x2 D6 screens)
Ilford IG6 3HJ
- FINCHLEY (x2 D6 screens)
London N12 0QG
- MILL HILL (x2 D6 screens)
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screen specifications

-  **SCREEN SIZE:** Digital 6 sheet, 9:16 ratio
-  **DIMENSIONS:** 1080 x 1920 pixels
-  **FILE FORMAT:** JPEG / PNG / MP4
-  **DURATION:** 10 seconds
-  **DISPLAY TYPE:** Digital, full animation, 25FPS
-  **FILE COMPRESSION FORMAT:** .zip





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Contact Us:
elonex.com
hello@elonex.com