

94%

Season delivery score

Tunveien FC

in partnership with

Sparebanken Vest

GOLD PARTNER

32

Deliverables delivered

1 490 kr

Season investment

4.2x

Estimated ROI

8 400

Season attendance

MESSAGE FROM THE CLUB

Thank you, Sparebanken Vest.

Season 2025/26 was one of Tunveien FC's strongest in recent memory — both on and off the pitch. Your partnership made a genuine difference to our club, our players, and our community. This report documents every commitment we made to you and the evidence that each one was delivered.

We are proud to present a season delivery score of **94%** — 32 of 34 agreed deliverables completed across match days, training sessions, digital channels, and community events. Two deliverables were rescheduled due to fixture postponements and will be carried into the pre-season programme.

We look forward to continuing this partnership and presenting an upgraded proposal for the 2026/27 season at the end of this report.

SEASON AT A GLANCE

Competition	Eliteserien — Division 3, Rogaland
Home ground	Tunveien Kunstgress, Stavanger
Season	2025/26 (August 2025 – May 2026)
Matches played	18 home fixtures . 16 away
League position	4th of 12 (best finish in 6 seasons)
Home attendance	8 400 total . avg. 467 per match
Social media reach	42 800 impressions across season
Media coverage	6 earned media appearances
Sponsorship contact	Lars Eriksen, Club GM . lars@tunveienfc.no

AUDIENCE & RETURN ON INVESTMENT

Reach, exposure, and estimated media value

The following figures represent estimated audience exposure generated through Tunveien FC's sponsored assets during 2025/26. Media values use indicative CPM benchmarks. All figures are estimates and should be treated as directional.

8 400 Total season attendance	42 800 Social impressions	196 000 kr Estimated media value	4.2x Estimated ROI
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MEDIA VALUE BREAKDOWN

Media type	Outlet / channel	Reach	CPM (kr)	Est. value (kr)
Newspaper / print	Stavanger Aftenblad	38 000	50	1 900
Television	TV2 Sport — match highlight	12 000	200	2 400
Online / digital	NRK Sport online	22 000	40	880
Radio	Radio Haugaland	8 500	35	298
Social media	Tunveien FC Instagram / Facebook	42 800	25	1 070
Online / digital	Rogaland Avis	14 000	40	560
			Total	7 108 kr

Values are indicative estimates based on international CPM benchmarks. Social CPM: 25 kr. Television CPM: 200 kr. Print CPM: 50 kr. Radio: 35 kr. Online: 40 kr.

DELIVERABLES

Season commitment register

32 of 34 deliverables completed under contract ref TFC-SPV-2526.

#	Deliverable	When	Proof type	Status
1	Sideline banner — north stand	Match day	Photo	Delivered
2	Sideline banner — south stand	Match day	Photo	Delivered
3	LED perimeter board — home matches	Match day	Photo	Delivered
4	PA announcement — pre-match	Match day	Timestamp	Delivered
5	PA announcement — half-time	Match day	Timestamp	Delivered
6	Kit logo — match jersey (chest)	Match day	Photo	Delivered
7	Kit logo — training top (chest)	Training	Photo	Delivered
8	Kit logo — goalkeeper jersey	Match day	Photo	Delivered
9	Dugout branding — home bench	Match day	Photo	Delivered
10	Programme full-page advertisement	Match day	Photo	Delivered
11	Social post — match day sponsor feature	Digital	Link	Delivered
12	Social post — training feature	Digital	Link	Delivered
13	Social post — community event	Digital	Link	Delivered
14	Website logo — homepage sponsor strip	Season long	Link	Delivered
15	Website logo — club partners page	Season long	Link	Delivered
16	Newsletter — monthly mention (x9)	Season long	Link	Delivered
17	Hospitality — Gold box (x4 guests x3 matches)	Match day	Timestamp	Delivered
18	Banner — club awards evening	Event	Photo	Delivered
19	PA mention — club awards evening	Event	Timestamp	Delivered
20	Social post — new season announcement	Digital	Link	Delivered
21	Press release — naming rights partnership	Digital	Note	Delivered
22	Instagram story — match day BTS	Digital	Link	Delivered
23	Instagram story — player spotlight	Digital	Link	Delivered
24	Facebook event cover — home match (x6)	Digital	Link	Delivered
25	Streaming overlay — logo (x4 matches)	Digital	Link	Delivered
26	Highlight reel — season end (logo intro)	Digital	Link	Delivered
27	Youth academy — sponsor name on bibs	Training	Photo	Delivered
28	Community day — banner and signage	Event	Photo	Delivered

#	Deliverable	When	Proof type	Status
29	Community day — PA mention x3	Event	Timestamp	Delivered
30	Merchandise — logo on club scarf	Season long	Photo	Delivered
31	Photography — sponsor branding visible	Season long	Photo	Delivered
32	End of season — sponsor slide in awards deck	Event	Photo	Delivered
33	Cup fixture programme advertisement	Match day	Photo	Not delivered
34	Social post — cup run feature	Digital	Link	Not delivered

Items marked "Not delivered" relate to cup fixtures postponed due to weather. These will be carried into the 2026 pre-season at no additional cost.

VISUAL EVIDENCE

Proof of delivery — selected captures

127 proof photos logged across the season. All images are timestamped and geotagged at point of capture via the Sporr platform. Full archive available at the public report link on the cover page.

Photo #001	Sideline banner — north stand Match day . vs Sandnes Ulf . 17 May 2026 . 16:02 58.9700 N, 5.7331 E . Tunveien Kunstgress Banner clearly visible from main stand and broadcast angle.
Photo #002	Kit logo — match jersey (chest) Match day . vs Brann . 3 May 2026 . 14:07 58.9700 N, 5.7331 E . Tunveien Kunstgress Full squad pre-match. Logo visible on all 18 kits.
Photo #003	LED perimeter board — home match Match day . vs Viking . 12 Apr 2026 . 15:34 58.9700 N, 5.7331 E . Tunveien Kunstgress LED board active during second half. 30 sec slot per cycle.
Photo #004	Community day — banner and signage Event . Community Day . 22 Mar 2026 . 11:15 58.9700 N, 5.7331 E . Tunveien Kunstgress Sponsor banner prominent at entrance. Est. 340 attendees.

RENEWAL PROPOSAL

Season 2026/27 partnership proposal

Based on delivery performance and audience growth in 2025/26, Tunveien FC is pleased to present the following partnership proposal for 2026/27.

	Current — 2025/26	Proposed — 2026/27
Partnership tier	Gold Partner	Gold Partner (retained)
Season investment	1 490 kr/mnd . 17 880 kr/yr	1 690 kr/mnd . 20 280 kr/yr
Deliverables included	34 deliverables	38 deliverables (+4)
Home match signage	North + south stand banners	North + south + LED perimeter
Digital presence	Social posts x3/mnd	Social posts x4/mnd + Reels
Hospitality	4 guests x3 matches	4 guests x6 matches
Streaming	4 matches (logo overlay)	12 matches (logo overlay)
Reporting	Annual PoP Report	Mid-season + Annual PoP Report
Estimated ROI	4.2x	5.1x (projected)

OUR COMMITMENT TO YOU

What we will do differently in 2026/27:

Earlier in the season — Partnership announcement in week 1, ahead of our first home fixture.

More digital touchpoints — Four social posts per month including dedicated Reels content.

Streaming expansion — We are streaming 12 home matches in 2026/27, up from 4.

Mid-season report — You will receive a mid-season performance update at Christmas.

Youth programme — Your brand will feature in our junior academy communications.

NEXT STEPS

We would love to continue this partnership. Please reach out to our sponsorship contact to discuss the 2026/27 proposal.

Sponsorship contact Lars Eriksen — Club General Manager

Email lars@tunveienfc.no

Phone +47 901 23 456

Report prepared by Sporr . sporr.no