

Baxi is proud to be principal partner to Championship League newcomers Oxford United FC

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[Baxi](#) has announced a record sponsorship deal with EFL Championship newcomers Oxford United Football Club, which will see the company become the club's principal partner from the start of the 2024/25 season.

As part of the new deal between Baxi and the newly-promoted club, Baxi branding will feature across the front of Oxford United's men's and women's first team kits, along with replica shirts for both adults and juniors.

In addition, as principal partner, Baxi branding will also have visibility across the Kassam Stadium, and its hospitality areas, as well as the Club's website. Baxi will also work with Oxford United to deliver marketing campaigns across social and digital platforms to engage with the Club's growing fanbase, including those featuring the Club's and Baxi's mascots, Ox and Baxter.

With a rich footballing history since its establishment in 1893, Oxford United's Men's First Team is set to begin this season in the Championship, the first time the club has competed in the second tier of English football in 25 years.

Baxi's partnership with the club will also see the heating and hot water specialist increase its engagement with homeowners, heating professionals and businesses in the region. Both organisations also carry ambitions for growth into a sustainable future. Baxi's support for low carbon heating solutions is also echoed by Oxford United's plans to deliver the UK's first all-electric stadium.

Nick Platt, Sales & Marketing Director at Baxi, said: "Our new partnership with Oxford United Football Club is an exciting development for the Baxi brand and one that feels like the perfect match on a number of levels. We have shared ambitions for growth and a mutual commitment to sustainability; both of which we

expect to unlock a number of new opportunities over the coming season.”

Adam Benson, Chief Commercial & Marketing Officer at Oxford United, added: “We’re delighted to announce this principal partnership for both our men’s and women’s teams. It was hugely important that we secured the right agreement with the right company. Baxi have a proud history and are committed to excellence and innovation – we look forward to developing a long-term relationship with them.”