

Oxford United and Baxi Expand Partnership

1 year ago



Oxford United are delighted to confirm an expansion of their agreement with [Baxi](#), one of Europe's best-known and respected manufacturers of heating and hot water solutions.

Baxi have worked in partnership with the Club since the start of the 2024/25 season, when they were announced as the Principal Partner of both the Men's and Women's Teams. This new agreement, which runs until at least the end of the 2026/27 campaign, will now see the Baxi brand also appear on the front of the Club's Academy shirts from the beginning of next season – representing a major increase in their commitment to Oxford United.

Since its birth in Preston, Lancashire, over 150 years ago, Baxi has grown to over 1,200 employees and a portfolio of some of the best known and most respected brands in the heating industry.

Baxi is part of BDR Thermea Group, a world-leading manufacturer and distributor of sustainable indoor climate solutions for residential and commercial use, who put back all their profit into innovation and improving low carbon heating technologies, and into local communities to support education and opportunities for all.

This long-term relationship goes beyond the pitch and reflects the shared commitment of the Club and Baxi in promoting the role of sport to drive climate awareness and action, to improving our own environmental performance and to acting as ambassadors for positive change within our communities.

Over the course of the partnership, a number of joint initiatives will take place aimed at helping supporters to save energy, lower bills and reduce their carbon footprint, along with delivering activities, experiences and opportunities to make people feel connected.

Oxford United's Chief Commercial & Marketing Officer, Adam Benson, said: "This new agreement underlines just how much we both value this partnership. It was clear from the outset that Baxi wanted a long-term agreement with the Club and were committed to working with us on climate awareness and community initiatives. This comes at a significant time in the Club's history, and we look forward to continuing to develop the relationship with Baxi over the coming years."

Paul Haynes, Product, Solutions & Marketing Director at Baxi, commented: "We were looking for a sponsorship opportunity with a club that mirrored our values of sustainability, collaboration and best-in-class service. Oxford United clearly demonstrated its commitment to a sustainable future, not least with its plans to be the UK's first major football team to have an all-electric stadium.

"Oxford could also evidence how it achieves through working together as one team, a key aspect of the sponsorship that allows us to embrace opportunities across all areas of the Club's activities; the Men's and Women's teams, its impressive Academy and the grassroots community activities that create such strong bonds with fans. Which connects well with Baxi's clear and deep focus on our customers and Oxford's fan first approach, always trying to understand and improve what matters to supporters and visitors alike.

"Oxford United stood out for us as a club that truly embodied our values and we already feel part of the team. We don't just want to be a sponsor in the background, but a true partner of the U's, with a long-term commitment and a hands-on shared agenda that will drive both of us forward to be better and stronger for the future."