

## **MEDIA RELEASE**

### **UC3 appoints Relevent as UEFA men's club competitions global marketing and sales partner from 2027**

*The agency will support UC3 in selling global commercial rights for competitions including the UEFA Champions League, UEFA Europa League and UEFA Conference League*

UC3, the joint venture between UEFA and the European Club Association (ECA), has today announced that Relevent has been awarded a global mandate to market, sell and manage the delivery of UEFA men's club competitions' commercial rights for six seasons, from 2027/28 to 2032/33.

The commercial rights deal follows an open tender process, launched last summer, which attracted bids from a number of global and regional agencies, before UC3 and Relevent entered into an exclusive negotiation period in February. Throughout this process, Relevent presented an innovative, dynamic and forward-looking vision for UEFA's men's club competitions. Boasting in-depth knowledge of UEFA, as well as the ECA and its over 700 member clubs, Relevent demonstrated a comprehensive understanding of how to maximise value to all stakeholders, including clubs, media and brand partners and fans, while respecting the rich history and traditions of its competitions.

As the global commercial partner to UC3, Relevent will build out a dedicated company focused exclusively on developing and commercialising UEFA's men's club competitions. Through this independent, purpose-built entity, Relevent will provide UC3 with strategic and sales support in the worldwide marketing and sale of the commercial rights, including media, sponsorship and licensing rights, together with the provision of account management and associated services for the UEFA Champions League, UEFA Europa League, UEFA Conference League, UEFA Super Cup, UEFA Youth League and the UEFA Futsal Champions League for the next two commercial cycles. The sales process for the 2027 to 2033 cycles is expected to launch by summer 2025.

TEAM Marketing, UC3's current global marketing partner (excluding media rights in the US, which are already managed by Relevent), remains in charge of the provision of account management and associated services to UC3's

commercial partners for the on-going 2024-27 UEFA men's club competitions cycle, up until the end of the delivery of the 2026/27 season.

Following the successful implementation of a new format across UEFA's men's club competitions – encompassing a league phase which saw more meaningful, competitive fixtures for clubs across every single matchday – the new agency relationship ensures that those competitions remain the reference point for all major sports across the globe, as well as securing increased revenues for participating clubs and larger solidarity payments for clubs who do not qualify to take part in European club competitions.

UC3, alongside UEFA and the ECA, would like to place on record its thanks to TEAM Marketing for the strong partnership over the past three decades and wish them every success in the future.

**Guy-Laurent Epstein, Co-Managing Director, UC3:** “We are delighted to sign a global deal with Relevent, a company with whom we have an excellent relationship given our successful partnership during the current cycle in the US. We believe that this deal will help us remain at the vanguard of an ever evolving and changing landscape by maximising the value delivered by commercial programmes for both our partners and stakeholders.”

**Charlie Marshall, Co-Managing Director, UC3:** “UC3 is all about driving a step change in European club football marketing through an ever-closer partnership between UEFA and the clubs. Building on the success of the new UEFA men's club competitions, we see a need to keep innovating and bringing new approaches and fresh ideas to the market. We are confident that our already flourishing partnership with Relevent will be a part of taking us to the next level, creating significant incremental value for the competitions, partners and fans.”

**Danny Sillman, CEO and Co-founder, Relevent:** “We are honoured to partner with UC3 in representing the rights to UEFA's men's club competitions globally — including some of the most iconic and historic properties in global sports. We understand the history and significance, and plan to deliver on the potential for growth with fans and commercial partners around the world.”

*Notes to editors:*

**About UC3:**

UC3 unites European football's governing body UEFA and the European Club Association (ECA), representing more than 700 top European clubs, around a new vision for managing commercial rights to UEFA club competitions (the “UCCs”). It is the commercial entity responsible for generating revenues from the UCCs and creating value for our partners. UC3 oversees the management, sales and delivery of all commercial rights (including media,



sponsorship and licensing rights) for UEFA's elite men's and women's club competitions.

**About Relevent:**

Relevent is the world's leading privately-owned commercial rights partner with a dedicated focus on international football. The company builds bespoke partnerships with the world's top football properties to deliver unrivalled value to key stakeholders, including clubs, media companies and brand partners. Headquartered in New York City and led by a team of world-class sports and media executives with a proven track record of investing in and building football properties globally, Relevent is part of Stephen Ross' portfolio of companies and houses an expansive portfolio of premium sporting and lifestyle properties.

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