



LICENSEE WELCOME PACK



Licensee Welcome Pack

City Football Group

City Football Group is the umbrella organisation that drives and integrates all of the group's activities



City Football Marketing

A central sales organisation that creates media, marketing and fan engagement properties to support the commercial development of City Clubs and partners

City Football Services

An industry-leading incubator that creates and shares footballing IP and 'know-how' to help Clubs recruit, develop, train and win

City Football Foundation

The group's CSR arm that delivers local community projects for Clubs and supports wider social improvement projects around the world

City Football Academy

A world-leading youth development academy that finds and develops young talent for City's first teams and serves the local community



Founded in 1880 as a community club, MCFC is now a leading EPL club and one of the fastest growing sports brands in the world



Jointly owned with the New York Yankees, NYCFC will become the 20th franchise of the MLS when it starts competing in March 2015



Melbourne City FC acquired in 2014, competes in Australia's top A-League which continues to grow in size and popularity



Yokohama F. Marinos, a leading J-League club with a loyal fanbase and history of success. City Football Group acquired a minority stake holding in 2014



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MCFC's Fanbase

Followers: 400m



Retail & Licensing Programme - Overview







