

ADVERTISE

Early-stage · launch partners welcome

SPONSOR TROPHORA

Put your brand on the boards, shirts, cups and awards of a football game.

Trophora is new and its audience is still small, so launch partners get launch pricing and a say in how sponsorship works.

Apply: email info@trophora.com · trophora.com/advertise

WHO PLAYS

Trophora is a football management and career game for **ages 13 and up**. You run a club or a national team, or live a footballer's life from age 13. It plays in a web browser on phones, tablets and computers (play.trophora.com), and as an Android app.

Players are football fans: teenagers (13 to 17) and adults. Because the audience **includes under-18s**, every sponsor must be suitable for them (see the content rules below).

Audience size: we are early-stage and don't publish numbers we can't back up. When you apply, we will share our real anonymous counts (daily players and how many come back) as they are on that day.

WHERE YOUR BRAND APPEARS

Real screenshots from the game with TEST sponsors. Sponsors are picked by the **league, club or competition on screen**, never by anything about the player. Where no company has booked a slot, the game shows our sister brands (marked "Sister brand") or its own made-up brands.

Pitch-side boards



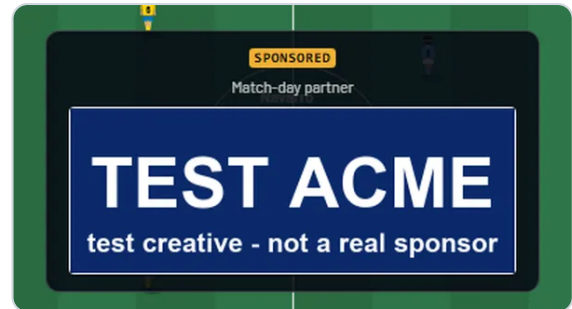
About one board in three around the pitch, in the 2D and 3D match views, by league or by club. Your image or your name in your colours. Marked "AD".

Pitch-side boards (2D view)



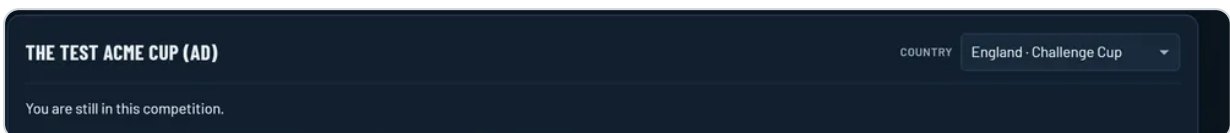
The same boards around the 2D pitch, which every match can be played in.

Match-day card



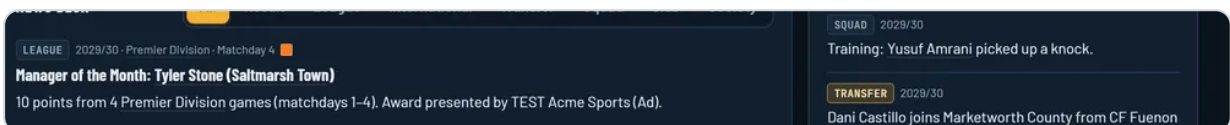
A card for a few seconds as a match starts: "Match-day partner", your image, marked "Sponsored". Tap for details.

Competition name



Name a domestic cup, e.g. "The [Your brand] Cup (Ad)", wherever the cup appears for the length of the deal.

Monthly award



The Manager of the Month award in the news: "Award presented by [Your brand] (Ad)".

Shirt sponsor



Your name across the chest of a club's kit in the 3D match view, by club or league. Text only.

Match ball

Screenshot to follow

Your name printed on the match ball in the 3D view, and listed as "Match ball" in the sponsor details.

Event partner

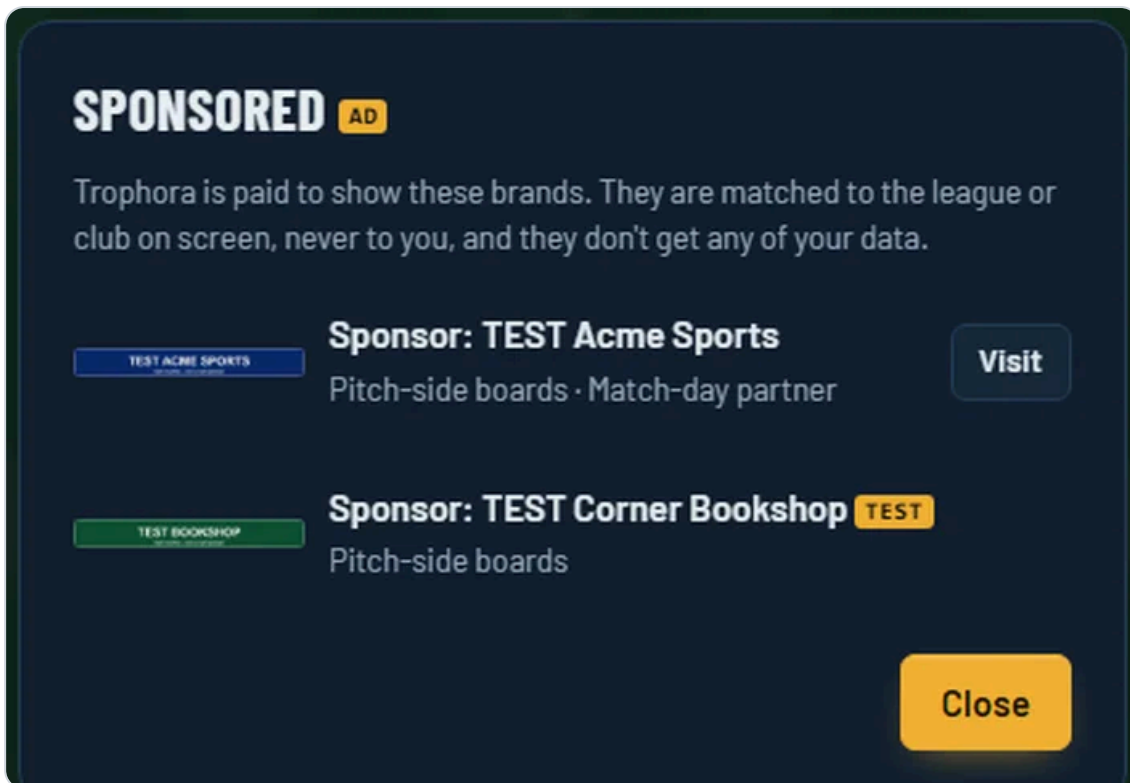
Screenshot to follow

"Presented by" on stadium moments (half-time shows, community days).
Coming soon.

ALWAYS MARKED AS AN AD

Every real sponsor is marked **"Ad"** or **"Sponsored"**, as the UK advertising code requires (CAP Code rule 2.1: ads must be obviously identifiable). In a match, an "Ad" strip lists the sponsors on show. Tapping it shows **"Sponsor: [name]"**, what they sponsor, and an optional **Visit** link to your website (opens in a new tab).

Measuring: with the first sponsors we'll start monthly reports: the number of times your brand was shown and how many times "Visit" was tapped, per slot and per day. These are anonymous totals, with no cookies, no IDs and no personal data. Players who switch usage counts off aren't counted, so the figures are a minimum.



CREATIVE SPECS

Slot	What to send
Pitch-side board	PNG, WebP or JPG, 1024 × 128 px (8:1), max 400 KB. Or text (up to 32 characters) with a background and text colour.
Match-day card	PNG, WebP or JPG, 640 × 240 px , max 400 KB. Or text.
Shirt, match ball, award, event	Text only: your brand name, up to 32 characters (shorter is better on the ball: 14).
Competition name	Up to 40 characters, e.g. "The Brightline Cup". "(Ad)" is added by the game.
Link	Optional "Visit" link: https only, no tracking or user parameters. Opens in a new tab.
Text	Plain, factual, suitable for ages 13 and up. No calls to action aimed at children, no pressure to buy.

We check every creative before it goes live, and can make a simple text board for you.

CONTENT RULES

Trophora's audience includes under-18s, so we follow the UK CAP Code for ads that children and young people may see, and go further. **We don't accept:**

- Gambling, betting, lotteries or anything casino-style
- Food or drink high in fat, salt or sugar (HFSS), or brands built on them
- Alcohol, including alcohol-free versions of alcohol brands
- Adult content, dating, weapons, payday or high-cost loans
- Tobacco, vaping, e-cigarettes, nicotine products
- Cosmetic surgery, weight-loss, medicines, political ads
- Crypto, NFTs, tokens or any cryptoasset
- Anything that pressures players to buy, or targets children directly

Contextual only. We never target ads by age, interests, location or behaviour, and we share no player data with sponsors. **Never in Trophora Academy**, our free game for ages 5 to 12: it has no ads at all.

Sources: [CAP Code section 2 \(recognising ads\)](#) · [section 5 \(children\)](#) · [ASA: targeting children \(age-restricted products: alcohol 18.15, gambling 16.3.13, lotteries 17.14, e-cigarettes 22.11, HFSS 15.20\)](#) · [section 15 \(food; rule 15.19 bars paid online ads for less-healthy products from 5 January 2026\)](#) · [FCA PS23/6 \(cryptoasset promotions\)](#).

OUR OWN BRANDS

Trophora has the same founder as two other brands: [Naira Music](#), home of The Signal radio (Naira Music Limited), and [Arteify](#), an online art marketplace (Naira Mail Ltd). They fill any slot that no sponsor has booked, marked "Sister brand", and nobody pays for them. A paying sponsor always takes the slot first.

RATE CARD

Launch pricing for early partners. Email us and we'll quote.

Slot	Launch price
Pitch-side boards (one league)	Price on request
Pitch-side boards (one club)	Price on request
Shirt sponsor (one club)	Price on request

Slot	Launch price
Competition name (one cup, one season)	Price on request
Monthly award (one league)	Price on request
Match ball	Price on request
Match-day card	Price on request
News partner (Matchwire 24)	Price on request
Event partner	Price on request

All prices exclude VAT where it applies. Sponsor changes reach players the next time they open the game, with no app update needed.

APPLY

Email info@trophora.com. The button below starts the email for you with these questions:

Subject: Sponsor application: [company name] - [slots]

Hello Trophora,

We would like to sponsor Trophora.

Company name:

Website:

Contact name and role:

What we sell (products or services shown in the ad):

Category (see the content rules on trophora.com/advertise):

Slots we are interested in (pitch-side boards / shirt / cup name / event / match ball / monthly award / match-day card):

Leagues, clubs or countries (or "any"):

Dates (start and end):

Creative: we will send / we need help

Link for the "Visit" button ([https](https://)):

Budget or questions:

We confirm the ad is not for gambling, alcohol, tobacco or vaping, crypto, adult content, or less-healthy (HFSS) food or drink, and that it follows the UK CAP Code.

We reply from info@trophora.com. A sponsor only goes live after we have checked the brand, the products and the creative against the rules above.