DHL delivers groundbreaking United sponsorship deal
Matt Cutler

Manchester United has underlined its reputation as a commercial superpower by agreeing a groundbreaking deal that will see DHL become the club's first official training kit sponsor.

The leading logistics company has upgraded its current relationship with the Barclays Premier League champion. DHL has been United's official logistics partner for a year, but the new four-year agreement, worth a reported £40 million, will see the company's logo included on the club's training kit during domestic competitions.

The agreement dwarfs the revenues that the majority of United's Premier League rivals generate for their main shirt sponsors, with only Liverpool, Chelsea, Manchester City and Tottenham Hotspur thought to make more than £10 million per season from their agreements. The DHL deal is worth around half of the reported £80 million United receives from its main partner Aon.

"This deal breaks new ground in the English game," said Manchester United's chief executive, David Gill. "We are delighted that DHL has chosen to pioneer training kit sponsorship with the club. Their global presence and international standing are a perfect fit for the world's most popular football club."

John Pearson, CEO of DHL Express (Europe), added: "This strategic partnership will see DHL getting more involved in the behind the scenes operations of Manchester United and supporting the club in its continued success. Building on our current relationship with the world's biggest football club reflects our ability to provide unparalleled logistics services for customers across the globe."

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