



UNIFORM | FRONT OF JERSEY

		TEAM	BRAND	MEDIA VALUE
1		Arsenal FC		\$251.0M
2		Liverpool FC		\$215.3M
3		Manchester United FC		\$194.6M
4		Mancheseter City FC		\$135.3M
5		Tottenham Hotspur FC		\$35.4M
6		Aston Villa FC		\$22.4M
7		AFC Bournemouth		\$17.7M
8		Newcastle United FC		\$17.3M
9		Everton FC		\$16.7M
10		Sunderland AFC		\$11.9M

Based on data in Blinkfire across teams' owned and earned media from 8/15/2025-5/24/2026



UNIFORM | SLEEVE

	TEAM	BRAND	MEDIA VALUE
1	 Manchester United FC		\$63.8M
2	 Arsenal FC		\$56.6M
3	 Liverpool FC		\$50.1M
4	 Chelsea FC		\$24.3M
5	 Tottenham Hotspur FC		\$19.4M
6	 Manchester City FC		\$15.3M
7	 Everton FC		\$3.6M
8	 Aston Villa FC		\$3.3M
9	 Nottingham Forest		\$3.1M
10	 Sunderland AFC		\$3.0M

Based on data in Blinkfire across teams' owned and earned media from 8/15/2025-5/24/2026