



2016/17 COMMERCIAL OPPORTUNITIES



WELCOME

Thank you for taking this opportunity to read Pontypool RFC's 2016/2017 commercial opportunities brochure and for considering our club as a potential commercial investment.

Pontypool RFC enters next season with an incredible amount of togetherness following what has been a truly memorable SSE SWALEC Championship campaign. Our team achieved the club's highest ever points total of 94 in this division and has formed the basis for achieving even greater things next season.

In short, we are working to accomplish the objective of claiming the SSE SWALEC Championship and bringing silverware back to Pontypool Park.

I am very confident that this can be achieved under the guidance of Pontypool RFC's newly appointed head coach, Leighton Jones. A veteran who has dedicated over twenty years of his life to the club, we have a true leader who will take our ambitious team forward in unity.

And Pontypool RFC is just that – united. We are a tight-knit community like no other, and our personal approach to your business and guests, coupled with our attention to detail in providing a sound return on your marketing investment means that we offer a great deal as a commercial proposition.

I hope that the commercial opportunities within this brochure present an interest to your organisation and that there exists an opportunity for us to work together.

We are all so incredibly excited about what the future holds for this great club and we would welcome the opportunity to share the 'Pooler' experience with you.

Thank you once again for your interest in Pontypool RFC.

Ben Jeffreys

Chief Executive Officer, Pontypool RFC



WALES INTERNATIONAL TICKET COMMERCIAL PACKAGES

Pontypool RFC is pleased to offer its innovative international ticketing package for a third successive season, giving you access to every 2016 Under Armour Series and 2017 RBS Six Nations match held at the Principality Stadium.

Simply choose from one of the following three options – Gold, Silver and Bronze – and you will be guaranteed an allocation of tickets to see Wales live in action! There is no better way than to experience the thrills and spills of the Wales national team and support Pooler in the process.



GOLD PACKAGE

For **£1,400 + VAT**, Gold Package members will receive:

- ▶ A guaranteed allocation of 6 tickets for all 2016 Under Armour Series and 2017 RBS Six Nations home fixtures, to purchase at face value.
- ▶ 1 branded advertising board to be displayed at all 2016/2017 Pontypool RFC home SSE SWALEC Championship and SSE SWALEC Cup fixtures.
- ▶ 1 match and match ball sponsorship at a 2016/2017 Pontypool RFC home SSE SWALEC Championship fixture, including pre-and-post match hospitality for up to 10 guests.



SILVER PACKAGE

For **£900 + VAT**, Silver Package members will receive:

- ▶ A guaranteed allocation of 4 tickets for all 2016 Under Armour Series and 2017 RBS Six Nations home fixtures, to purchase at face value.
- ▶ 1 branded advertising board to be displayed at all 2016/2017 Pontypool RFC home SSE SWALEC Championship and SSE SWALEC Cup fixtures.
- ▶ 1 match and match ball sponsorship at a 2016/2017 Pontypool RFC home SSE SWALEC Championship fixture, including pre-and-post match hospitality for up to 10 guests.



BRONZE PACKAGE

For **£500 + VAT**, Bronze Package members will receive:

- ▶ A guaranteed allocation of 2 tickets for all 2016 Under Armour Series and 2017 RBS Six Nations home fixtures, to purchase at face value.
- ▶ 1 branded advertising board to be displayed at all 2016/2017 Pontypool RFC home SSE SWALEC Championship and SSE SWALEC Cup fixtures.



MATCH AND MATCH BALL SPONSORSHIP

Pontypool RFC match day sponsorship packages provide many fantastic opportunities for organisations to enjoy a great day of rugby.

Our newly renovated hospitality area serves as a perfect environment to entertain guests and you can be assured that our dedicated hospitality team will deliver a first class service. The multi-channel promotional elements that accompany a match day sponsorship package are an ideal way to showcase your organisation to both the Pontypool RFC and wider Welsh rugby communities.

EXCLUSIVE MATCH SPONSORSHIP - £400 + VAT

Benefits of this package include:

- ▶ 6 invited guests for pre match, half time and post match hospitality for your chosen fixture.
- ▶ Logo placement supported by a statement naming your organisation as the Official Match Sponsor on the pre and post match website report for your chosen fixture.
- ▶ Logo placement supported by a statement naming your organisation as the Official Match Sponsor within the Pontypool RFC match day programme of your chosen fixture.
- ▶ Regular messages delivered over the loudspeaker system announcing your organisation as the Official Match Sponsor before and during your chosen fixture.
- ▶ The opportunity to select the Pontypool RFC man of the match and present the post match award to the selected player at your chosen fixture.

EXCLUSIVE MATCH BALL SPONSORSHIP - £300 + VAT

Benefits of this package include:

- ▶ 3 invited guests for pre match, half time and post match hospitality for your chosen fixture.
- ▶ Logo placement supported by a statement naming your organisation as the Official Match Sponsor on the pre and post match website report for your chosen fixture.
- ▶ Logo placement supported by a statement naming your organisation as the Official Match Sponsor within the Pontypool RFC match day programme of your chosen fixture.
- ▶ Regular messages delivered over the loudspeaker system announcing your organisation as the Official Match Sponsor before and during your chosen fixture.

PITCH SIDE PERIMETER BOARD SPONSORSHIP

Pitch side advertising with Pontypool RFC offers a unique opportunity to obtain clear brand presence at the iconic and historic Pontypool Park.

A venue that hosted fixtures such as Pontypool RFC v Australia in 1984 and Pontypool RFC v New Zealand in 1989, as well as showcasing some of the greatest names in Welsh rugby history, such as Pontypool RFC legend Graham Price MBE.

More recently Pontypool Park has played host to some exciting occasions, most notably Pontypool RFC v Ebbw Vale RFC on October 12th 2013, where Pontypool RFC's Target 1,000 campaign was achieved. The Target 1,000 campaign was launched by The Free Press with the aim of raising the attendance of Pontypool RFC home fixtures to 1,000 fans and beyond - not only to further develop Pontypool RFC, but to also maintain and enhance the positive impact that this benchmark can have on local businesses and organisations situated in the town of Pontypool as a whole.

Over 1,300 supporters attended the fixture. With attendances ever increasing at Pontypool Park, plus official club photography connecting with the nearly 4,000 strong Pontypool RFC online community, our pitch side advertising is a great commercial opportunity.

PITCH SIDE PERIMETER BOARD - £500 + VAT

(INCLUDES PRODUCTION COSTS)

Benefits of this package include:

- ▶ A large perimeter board to be displayed at all 2016/2017 Pontypool RFC home fixtures, including all home SWALEC Cup fixtures.

Please note that all artwork for perimeter board advertisements is to be provided by the commercial partner.





PONTYPOOL RFC MATCH DAY PROGRAMME ADVERTISING

The Pontypool RFC match day programme has been a staple of the club's history for over fifty years and is a highly popular item with both fans and commercial partners alike.

What is a popular collectors item for enthusiastic rugby supporters also serves as a key information tool for supporters attending Pontypool RFC fixtures.

With all up to date statistical information pertaining to Pontypool RFC included within the programme as well as regular editorial content from head coach Leighton Jones, captain Ben Parry, longstanding columnist Graham Howden, plus regular interviews with squad members and volunteers – the match day programme is a vital ingredient to delivering the Pontypool RFC match day experience.

**FULL-PAGE ADVERTISEMENT FOR EVERY 2016/2017
PONTYPOOL RFC PROGRAMME - £400 + VAT**

**HALF-PAGE ADVERTISEMENT FOR EVERY 2016/2017
PONTYPOOL RFC PROGRAMME - £250 + VAT**

Please note that all artwork for perimeter board advertisements is to be provided by the commercial partner.



WHAT PEOPLE ARE SAYING ABOUT PONTYPOOL RFC

The Free Press is delighted once again to renew our long partnership with Pontypool RFC and we are already looking ahead to what the new season will bring.

It is fair to say there was disappointment when, despite early promise, promotion was not secured this year.

But that does not dent our support for a club which we know will one day be back where it belongs and that is right at the top of its game.

Good foundations are now in place. There is no doubt about that and the club is now in a good position to build, to develop the current crop of players and to bring on new, emerging talent to give strength in depth.

Above all Pontypool RFC is continuing to benefit from the unwavering commitment of Peter and Ben Jeffreys who are totally dedicated to this club and who have achieved so much in the relatively short time they have been involved.

Pontypool RFC also benefits from a team of dedicated staff and volunteers who all help make the club what it is.

Their ambitions for this club match our own.

No doubt the new season will bring its fair share of highs and lows both on and off the pitch.

But one thing is for certain and that is the Free Press will continue to be one of the club's staunchest fans.

Free Press





Pontypool RFC,
Pontypool Park, Pontypool,
South Wales, NP4 8AT

www.pontypoolrugby.co.uk

