



HUDDERSFIELD RUGBY UNION
FOOTBALL CLUB



**COMMERCIAL
OPPORTUNITIES**

www.huddersfieldrugby.com

WELCOME TO LOCKWOOD PARK

Huddersfield Rugby Union Football Club offers a range of commercial opportunities for local businesses including partnership of the club, matches and players as well as our entertainment facilities for meetings, parties and fine dining events.

We are a community club who rely on the support of local businesses and volunteers, and wouldn't be able to provide the sporting opportunities that we do if it wasn't for the kind partnership of local businesses.

Huddersfield Rugby Union Football Club First XV currently play in National 2 North, the fourth tier of English Rugby. The team finished the 2018/19 season in 4th position, the highest ever in the club's 110-year history.

As well as the First XV, we have two other senior sides catering for all abilities of rugby, Falcons and A-Team. We also have a very successful Senior Academy side who last season won their league and reached the final of the Yorkshire Cup.

A lot of our senior playing members have come through our age grade section and progressed into the senior set-up with 16 of last season's First team squad starting their rugby as children in our age grade.

We were the first club to introduce mini and junior rugby and our age grade section celebrates its 50th Anniversary in 2019/20. We have a thriving mini and Junior Section with over 300 children ranging from 4 to 16 who train and play on Sunday Mornings.

As well as the rugby side of things we also provide facilities for hockey, squash, snooker, bowling, running and football for over 1000 members from the local community and beyond.

With an average attendance at First XV matches of 350 and visitors to our Lockwood Park site in excess of 50,000 per year, your company will have many opportunities to gain local, regional and national coverage, plus chances to network with other businesses at our popular match day lunches.



GOLD PARTNERSHIP PACKAGE

ONLY
3
AVAILABLE

What's included:

- Club-wide recognition as Main Club Partner
- Choice of senior side back of shirt, sleeve or shorts partnership (subject to availability)
- 2 x pitch-side boards (405cm x 75cm each)
- Two international tickets for an England home 6 Nations game of your choice
- Match Day partnership at a fixture of your choice, including a table of 10 with wine programmes and car parking for all home league matches
- Lead person becomes a patron of the club with access to the President's Suite on match day
- Complimentary use of the facilities for meetings, seminars or product launches (subject to availability)
- Riverside Bar naming rights // Post Protector & Corner Flag partnership // Match Ball Partnership for the season (1 available per package)
- Company literature distributed in the Waterloo Suite, Riverside bar and the President's Suite on match days
- Full page advert in match day programme
- Full page advert in club handbook
- Your company's logo on the club partners board
- Your company's logo on the club's website home page with a link to your own website
- Your company's logo included within the club's weekly email marketing
- Access to International tickets.

£5,000 plus VAT per year - saving over £1,000



CLARET PARTNERSHIP PACKAGE



What's included:

- Partnership of Falcons // A-Team // Senior Academy shirts (subject to availability)
- Pitch-side board (405cm x 75cm)
- Junior pitch-side board (202.5cm x 75cm)
- Table of ten for pre-match meal for two home league games of the season
- 6 FREE season tickets with complimentary seats in the main stand, match day programmes and car parking for all home league matches
- Lead person becomes a patron of the club with access to the President's Suite on match days
- Complimentary use of the facilities for meetings, seminars or product launches (subject to availability)
- Full page advert in match day programme
- Full page advert in club handbook
- Your company's logo on the club partners board and website with a link to your own website
- Access to International tickets.

£3,500 plus VAT per year - saving over £1,000



WHITE PARTNERSHIP PACKAGE

What's included:

- Table of ten for pre-match meal for one home league game of the season
- Pitch-side board (405cm x 75cm)
- 4 FREE season tickets with complimentary seats in the main stand, match day programmes and car parking for all home league matches
- Full page advert in match day programme
- Full page advert in club handbook
- Your company's logo on the club partners board and website with a link to your own website
- Access to International tickets.

£1,500 plus VAT per year - saving over £400

CORPORATE PARTNERSHIP PACKAGE

What's included:

- 2 FREE season tickets with complimentary seats in the main stand, match day programmes and car parking for all home league matches
- Invitation to partners lunch with great networking opportunities
- Complimentary use of the club facilities on one weekday occasion each year
- Your company's logo on the club partners board and website with a link to your own website
- Opportunity to apply for International tickets at Twickenham.

£500 plus VAT per year

MATCH DAY

OPPORTUNITIES

CORPORATE MATCH PARTNERSHIP

Our match day partnership packages are an ideal way to entertain clients or colleagues in style at Lockwood Park. It is also a great way to network with other local business people.

From the moment you arrive to the time of your departure, you will be assured of a warm welcome, quality service, VIP treatment and a day full of memories!

What's included:

- A sumptuous two or three-course dinner for up to 10 guests in the Waterloo Suite or Riverside Bar with waiter/waitress drink service during the meal (additional places are available from £20 + VAT per person)
- Acknowledgement of your partnership over the P.A. system at least twice during the course of the afternoon and during the 'Man of the Match' presentation
- Recognition as match sponsor in the programme, clubhouse, 'next match' boards on Meltham Road & Bridge Street, on social media during the build up to each game as well as HRUFC's website
- Complimentary match entry with seating in the main stand, match programmes and parking.

£350 plus VAT per game



ALL PARTNERS CAN JOIN OUR EXCLUSIVE FACEBOOK GROUP WHERE YOU CAN NETWORK WITH OTHER PARTNERS

MATCH BALL PARTNERSHIP

In recognition for your match ball partnership, you will receive a presentation ball signed by the First XV and acknowledgement in the match day programme.

What's included:

- Logo on First XV match balls
- Signed ball in presentation case
- A sumptuous two or three-course dinner for up to 10 guests in the Waterloo Suite or Riverside Bar with waiter/waitress drink service during the meal (additional places are available from £20 per person)
- Acknowledgement of your partnership over the P.A. system at least twice during the course of the afternoon
- Recognition as sponsor in the centre pages of the programme, clubhouse, on social media during the build up to each game as well as HRUFC's website
- Access to International tickets.

£2,000 plus VAT per year



ADVERTISING OPPORTUNITIES

What better way to highlight your company than by having it profiled at Lockwood Park? There are a number of opportunities to support this great club through partnerships whilst advertising your business to over 1,000 members and in excess of 50,000 visitors to Lockwood Park per year. The main pitch is used all year round as Huddersfield Giants Academy play between February and September.

DISPLAY

MAIN STAND

Full width panel at the top of the 500 seater stand.

£5,000 plus VAT per year (includes production of board, artwork to be supplied*)

£13,000 plus VAT for three-year inclusive deal (comprising board production† and three years' display)

Renewals for existing: **£4,000** per year // **£12,000** for 3 years

PITCH-SIDE ADVERTISING BOARDS

All advertising is displayed on the First XV pitch in front of the clubhouse, produced on DiBond material and fixed pitch-side to size 405cm x 75cm.

Single board deal

£600 plus VAT per year (includes production, artwork to be supplied*)

£1,500 plus VAT for three-year inclusive deal (comprising board production† and three years' display)

Renewals for existing boards: **£500** per year // **£1,200** for 3 years

Double board deal (1 x 910cm x 75cm or 2 x 405cm x 75cm)

£1,100 plus VAT per year (includes production, artwork to be supplied*)

£2,800 plus VAT for three-year inclusive deal (comprising board production† and three years' display)

Renewals for existing boards: **£900** per year // **£2,200** for 3 years

SCOREBOARD ADVERTISING

An exclusive advertisement on the First XV pitch scoreboard, 250cm x 75cm.

£600 plus VAT per year (includes production, artwork to be supplied*)

Renewals for existing: **£500** per year

POST PROTECTOR & CORNER FLAG ADVERTISING

Promote your company name & logo around the main pitch on match day.

£1,500 plus VAT per year (includes production, artwork to be supplied*)

ASTROTURF BANNER ADVERTISING

Promote your company on our astroturf pitch used 7 days a week by our Hockey section, a number of local schools and many independent football clubs. Banner size is 200cm x 75cm.

£300 plus VAT per year (includes production, artwork to be supplied*)

£750 plus VAT for three years inclusive (comprising production†, artwork to be supplied*)

BOWLING CLUB BANNER ADVERTISING

Promote your company around our bowling green used regularly by our bowling section and visiting teams. Banner size is 200cm x 75cm.

£300 plus VAT per year (includes production, artwork to be supplied*)

£750 plus VAT for three years inclusive (comprising production†, artwork to be supplied*)

PRINT

PROGRAMME ADVERTISING

Promote your company with an advert in the match day programme, produced for every First XV home game. All adverts run for a full season.

Full page: from **£250** plus VAT per year (Artwork to be supplied*)

MEMBERS' HANDBOOK ADVERTISING

Promote your company to over 1,000 members in our club handbook. All adverts run for 12 months.

Full page: **£200** plus VAT per year (Artwork to be supplied*)

FIXTURE CARD ADVERTISING

Advert on back of credit card size (85 x 55mm) fixture card distributed to all members.

£500 plus VAT per year (artwork to be supplied*)

* we can provide an artwork service at an extra cost, please ask for details.

† replacement boards can be produced at any time for £215 plus VAT, please ask for details.

ONLINE

SOCIAL MEDIA

With over 3,270 followers and over 2 million engagements in the last 12 months, be seen on Facebook and Twitter through regular posts during the season ahead of match days.

£750 plus VAT per year

WEBSITE PARTNER

With over 200,000 page visits per year and 26,000 unique visitors, the HRUFC website is a fantastic way of promoting your company. We will place your logo in a prominent position on the homepage as well in the footer on every page.

£750 plus VAT per year

E-NEWS PARTNER

Be noticed on every broadcast of the club's E-news promoting club events and weekly team announcements, sent to over 500 members on the database.

£750 plus VAT per year

SITE

LOCKWOOD PARK SITE PARTNER

The Lockwood Park site attracts in excess of 50,000 visitors per year including 350 attendees at all First XV home matches, 1,000 members across the various sports and over 300 kids with parents every Sunday. This is a fantastic opportunity to add your company name and have your logo on all signage and correspondence around the entire site.

£POA

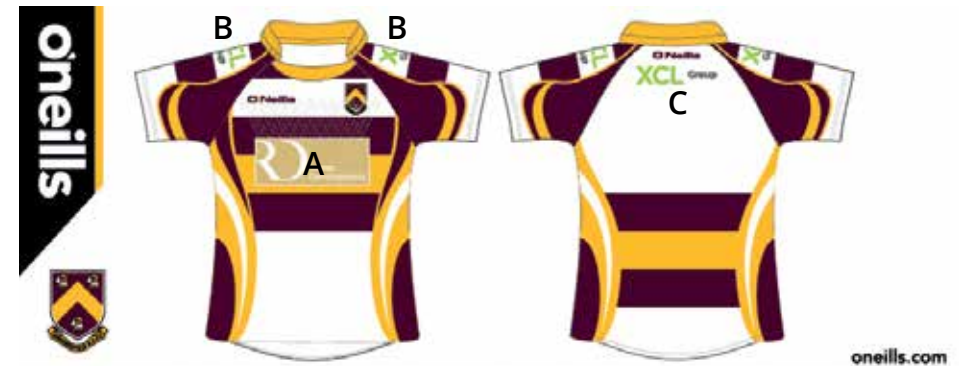


KIT ADVERTISING

Advertising opportunities are available on playing shirts and shorts for all senior HRUFC teams:

Team	Chest (A)	Sleeves (B)	Back (C)	Shorts
First XV	£5,000	£1,500 each	£1,500	£750
Falcons XV	£1,500	£500 each	£500	£300
A-Team XV	£1,000	£300 each	£300	£250
Senior Academy XV	£1,000	£300 each	£300	£250

All prices exclude VAT and are per year. Renewals are discounted by 10%.



THE STATS

- 50,000 visitors to Lockwood Park each year
- 350+ average attendance at First XV matches
- 1,000 members
- 300+ children and families every Sunday morning



CORPORATE ENTERTAINING

This section highlights what Lockwood Park can offer corporate customers from small meetings to large banquets and what facilities are available.

WATERLOO SUITE

The Waterloo Suite is the perfect place to encourage productive thinking. Free from the office we offer an environment that will stimulate creativity and inspire fresh ideas. The Waterloo Suite caters for large format conferences and meetings, capable of accommodating up to 150 seated delegates.

Choose from different seating styles to suit your needs. The room can be set up theatre, cabaret, classroom, boardroom or horseshoe style. Use of Wi-Fi, projector, screens, TV's and flip charts are available upon request and are included in the price. Suitable for meetings of 40-150 people.

Room hire from **£200** per day including complimentary tea and coffee for 50 guests. Finger buffet from **£7** per head.

PRESIDENT'S SUITE

If you require a smaller meeting room, The Presidents Suite has a capacity of 30 and is comfortable yet formal, perfect for intimate meetings and is ideally suited to boardroom style meetings.

Choose from different seating styles to suit your needs. The room can be set up theatre, cabaret or boardroom style. Use of Wi-Fi, projector, screens, and flip charts are available upon request and are included in the price. Suitable for meetings of 10-30 people.

Room hire from **£100** per day including complimentary tea and coffee for 20 guests. Finger buffet from **£7** per head.



RIVERSIDE BAR

Hire our Riverside Bar for your meetings and conferences. The room has two areas making it ideal for meetings which require a breakout area for team exercises or just eating lunch away from the main meeting area.

Choose from different seating styles to suit your needs. The room can be set up theatre, cabaret, classroom, boardroom or horseshoe style. Use of Wi-Fi, projector, screens, TV's and flip charts are available upon request and are included in the price. Suitable for meetings of 10-50 people.

Room hire from **£150** per day including complimentary tea and coffee for 40 guests. Finger buffet from **£7** per head.

PRIVATE FINE DINING IN PRESIDENT'S SUITE

The Presidents Suite is an ideal place to enjoy fine dining for up to 25 people. We offer a bespoke catering service that can be customised to mirror your companies branding, anything from colour schemes and decorations to the way that we present and serve your food.

From **£18.95** per head

PRODUCT LAUNCH

Use our facility to help launch your products. The rooms and grounds of the facility are available to use to launch your product or film an advert. Please speak to us about your requirements.

PARTNERS LUNCH

Take advantage of our annual partners lunch by treating colleagues or customers to lunch before one of the Club's First XV games. It is a great opportunity to network with other businesses who support the Club.

From **£20** + VAT per head

For further details on hiring the facilities or for bookings please contact Anisa our Events Coordinator on **01484 469801** or email events@waterloosuite.co.uk. Discount rates are available for club partners.

PLAYER PARTNERSHIP

Support your favourite First XV player by sponsoring them, which covers their playing membership.

What's included:

- Company logo or family name under the player profile of your choice in the programme for every home league game of the season.
- Logo/name on partners page on the HRUFC website
- Logo/name under the player on squad announcement on social media
- Logo/name on player profiles on the club website
- Logo/name on player profiles on the screens in the clubhouse on home match days
- 4 tickets to be used at any first team match during the season
- Website and social media article announcing your player partnership with details of your company.

£250 plus VAT per year



CONTACT DETAILS

For further information or to discuss your opportunities with HRUFC, please contact a member of the team:

Partnership deals

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HERE IS A SELECTION OF SOME OF THE LOCAL & NATIONAL COMPANIES WE CURRENTLY PARTNER WITH

