



HUNSLET RLFC 2021

WHAT DIFFERENTIATES THE BEST
FROM THE REST



SO WE SHALL AGAIN
Est. 1883

#soweshallagain

MESSAGE FROM THE COACH - GARY THORNTON



When we talk about success, naturally as a rugby league club we have to talk about winning and we then in turn have to talk about what derives winning. So, we ask that question & winning for me starts with a culture, it's not just the 80 minutes of skill and effort on the field, it's the cultural beliefs that you share as a group off the field too.

Our recruitment for 2021 progressing and the commercial team are working diligently to get us where we need to be financially to achieve our recruitment targets. As a coach you always want the best and for us this season it's a case of; the more we marry up our systems and process - with the right personnel on the training field and on the pitch, the achievement will follow.

Hunslet RLFC has a heritage & history to compete with most and we are proud to represent this great club and will give our all to try to achieve a successful season.

We're going to be working tirelessly as a group in the off-season to instil into the players a positive ethos that creates winners. What has become apparent to me from being around the people that engineer all that this club has to offer, is that the culture and ethos I believe in is shared from the kit-man right through to the directors. That's refreshing to see at a rugby league club and I fully believe that with the right support and right investment, we have a unique formula here at Hunslet that can ascend us to great places.

#soweshallagain

Gary Thornton

HUNSLET RLFC

Hunslet Chairman Ken Sykes believes the club's future is bright and now is the perfect opportunity for the club to re-affirm its values and to re-connect with their roots and the local community.

As a supporter community owned Club our mission is to build Hunslet RLFC within both the RFL & local community through a successful and sustainable long term business model, which will see the Club's identity, reputation and fan base grow.



AIMS & OBJECTIVES

- To establish Hunslet as a mid to top table Betfred Championship team
- Ensuring the club operates with financial responsibility enabling the club to be run for the long term interest of the community



#soweshallagain

HISTORY

Formed in 1883 Hunslet were founder members of the Northern Union, the forerunner to Rugby League which was established in August 1895.

The club has enjoyed many highs and some significant lows over the last 134 years but continues, where many other clubs have failed, to be at the heart of its local community.

The Club has had three significant periods in its history.

The original Hunslet RLFC 1883 – 1973

New Hunslet formed after the closure of Parkside 1974- 1995

Hunslet Hawks, a name adopted at the start of Super League 1995 - 2016

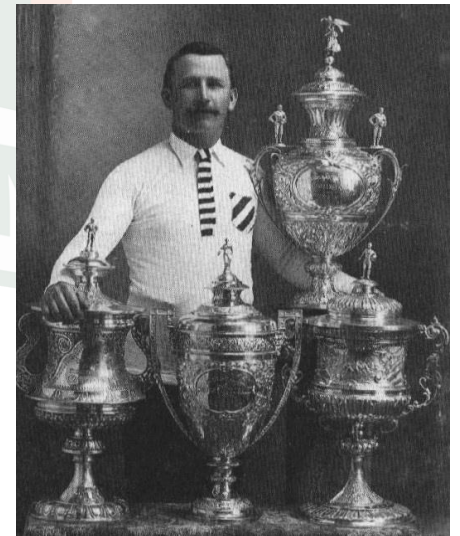
Following a consultation of our core fan base and a vote by our supporters the club become HUNSLET R.L.F.C.

The rebranding of the club allows us to re-establish our core values of

- Hard work
- Loyalty
- Honesty
- Trust
- Respect

We will use the re brand to refocus our business attracting new partners, sponsors and supporters in line with our mission statement, aims and objectives.

#soweshallagain



HUNSLET RUGBY FOUNDATION

The Hunslet Rugby Foundation is an independent organisation which acts as the charitable arm of Hunslet R.L.F.C delivering their community engagement activities.

The Hunslet Rugby Foundation is registered with the Charities commission charity number 1154621.

The Foundation is governed by a board of Trustees, day to day operations are run by the Foundation Manager.

Community engagement is delivered by a Community Development Officer.

Mission Statement

“Using the power of Sport to promote the values of a good human being”

Hunslet Rugby Foundation



Creating Better People

Vision

To be an integral part of South Leeds Community Life, creating strong and sustainable communities by working with partners to support all age groups and inspire generations through Rugby League

Aims and Objectives

Our Vision will be achieved through the following pillars of activity:

Education

We will create an environment to support learning and to contribute to the improvement of attainment, confidence and employability.

- Maximise potential
- Specialised educationa
- Anti-bullying
- Apprenticeships
- Working with education partners to provide alternative provision.
- Coach Education and development
- Volunteers training and support

Heritage

Understanding our past to help shape a better future.

- Projects linking the clubs history to that of the community
- Using heritage to engage schools and communities

Health

Improve quality of life and overall wellbeing of all members of our community using Sport and Rugby League as a vehicle

Intake - healthy eating- diet nutrition -

Output - exercise/ activity (Rugby League, Dance multi-sport, activities)

Emotional wellbeing (State of Mind)

Social Inclusion

We will encourage social responsibility to make a positive contribution to our community.

Work Strands

- Respect for all
- Creating safer communities for all
- Crime prevention
- Behaviour management
- Value others
- Citizenship

MAIN CLUB SPONSOR

The exciting and unique opportunity to be Main Club Sponsor of Hunslet RLFC is one that will not only be a landmark in the club's prestigious history but one that will enable the right business to connect unequivocally with all elements of the local community.

Benefiting from all year round prime promotional placement around our home at the South Leeds Stadium, we are looking to actively partner with our Main Club Sponsor so that we incorporate, physically the business name into Hunslet RLFC. To that effect our Main Club Sponsor will have proud placement on the front of our 2021 Home and Away Shirt & Training Kit, which will be seen both nationwide in our forthcoming League 1 Campaign.

As we look to build and develop our Hunslet RLFC family and capitalize on our ever-growing brand, we are inviting our Main Club Sponsor to attend every home game with up to 10 guests, in the leisure of our hospitality suite. In which a complimentary two course meal will be provided to every guest of our Main Sponsor.

We have a range of exposure opportunities all of which will be cost inclusive to our Main Sponsor and will remain where applicable exclusive for the duration of our relationship. The man of the match decision, front page website placement and scoreboard advertisement are just three examples of the opportunities we have to offer our key partner and our tailored approach is key to how we will deliver the best result.



#soweshallagain

ASSOCIATE SPONSOR

The exciting and unique opportunity to be one of the first ever Associate Club Sponsor's of Hunslet RLFC is one that will not only be a landmark in the club's prestigious history but one that will enable the right business to connect unequivocally with all elements of the local community.

Benefiting from all year round prime promotional placement around our home at the South Leeds Stadium, we are looking to actively partner with six Associate Club Sponsors' so that we incorporate, physically the business name into our historic re-brand to Hunslet RLFC. To that effect our Associate Club Sponsors will have proud placement on our 2021 Home & Away Shirt's & Training Kit, which will be both nationwide in our forthcoming League 1 Campaign.

As we look to build and develop our Hunslet RLFC family and capitalize on our ever-growing brand, we are inviting our executive club of Associate Sponsor's to attend every home game with up to 5 guests, in the leisure of our hospitality suite. In which a complimentary two course meal will be provided to every guest. As we look to build and develop our Hunslet RLFC family and capitalize on our ever-growing brand, we will actively work with our 6 Associates to develop our businesses in unison. We aim to be the central hub for informal business relations, in our hospitality suite on match days and we want you to be an integral part of expanding and shouting about our fantastic heritage steeped culture. There will of course be an extensive range of on-going benefits to any of our partners and which will, as always be tailored made to suit.

We have a range of exposure opportunities all of which will be cost inclusive to our Associate Sponsor's and will remain where applicable exclusive for the duration of our relationship. The Hunslet RLFC journey is just beginning and now is the time to be a part of the sensational ride!

#soweshallagain

MATCHDAY SPONSORSHIP

Our match day sponsorship opportunities for the 2021 season are more diverse than ever before, offering a range of benefits to businesses of all sizes.

Our official match day sponsors will receive an invitation to dine in our hospitality with up to 10 guests, have their company logo on the front page of our programme.

At Hunslet RLFC we are committed to providing all our sponsors a tailored approach, to ensure we always meet the needs and demands of your business and create strong, sustainable relationships. So! Whatever your business, whoever you are...we have a solution!

- 10 x hospitality guests
- Website/Social media announcements pre game
- Promo Material in all areas on matchday
- Front Page of programme on matchday
- 2 x car park passes
- Seating in exec area

#soweshallagain



PLAYER SPONSORSHIP

Player sponsorship is an opportunity to take a personal interest in the performance and development of a chosen player, whilst gaining significant PR and advertising benefits.

- Your company name in the matchday programme.
- Your company name and logo on the club website.
- Your company name announced when your player scores points & when the teams are announced.
- Two free tickets to a home game of your choice.
- Player appearance for your company (subject to availability)



#soweshallagain

ADVERTISING 2021

Our advertising opportunities here at Hunslet RLFC for 2021 are both exciting and improved.

We have a range of opportunities ranging from permanent ground advertising to match day exclusive stadium placement... From website branding to having your company logo on our official 2021 kit & merchandise... From promotional news articles to season long programme adverts. The list goes on!

So, be re-assured Hunslet RLFC is the place to boost your company, however you may choose. Get in touch and see how we can help.



#soweshallagain



MEDIA REACH

PRESS / RADIO

Yorkshire Evening Post

Circulation – 340,000
Readership – 190,200

Morley Observer

Circulation – 122,581
Readership – 207,447

South Leeds Life

Circulation – 20,000
Readership – 15,000

Radio Aire

Listeners (weekly) – 200,000

BBC Radio Leeds

Listeners (weekly) – 250,000

#soweshallagain

WEBSITE

Website

Site visits – 145,172
Average visits per month –
18,146
New visitors – 36.4%
Page views – 383,803

Newsletter

Newsletter Database – 5,000

SOCIAL MEDIA

Hunslet TV

Subscribers – 234
Overall views – 70,901
Ave. video duration – 3.43
Exposure (mins) – 262,110

Facebook

Fans – 3,202
Ave. weekly reach – 5,254
Visibility – 593,979

Twitter

Followers – 9,845
Retweet rate – 42%
Follow-on retweet – 72%

Instagram

Followers – 1017



HUNSLLET
RUGBY LEAGUE FOOTBALL CLUB



ENQUIRIES

For more information contact us:

0113 271 2730 or email peter.todd@hunsletrlfc.com

SO WE SHALL AGAIN
JOIN THE JOURNEY
Est. 1883

