



HUNSLET RLFC

Partnership Opportunities

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Hunslet RLFC – So We Shall Again

Hunslet RLFC is more than just a Rugby League club – it is an iconic brand with a loyal and passionate supporter base. 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.

As the only professional rugby league club that is supporter owned in the whole of the British competition our mission is to continue to build Hunslet RLFC within the RFL and local community through a successful and sustainable business model, which will see the Club's identity, reputation and fan base continue to grow.

Our Mission:

- 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.

We are looking to create long lasting relationships with businesses who want to embrace our history, be part of our future and support our wider South Leeds community.



Brand Exposure and Engagement

Facebook

Likes – 4,028
Page Views – 33,827

Twitter

Followers – 10,134
#Engagements – 142,543

Instagram

Followers – 517
#Impressions – 76,499

Hunslet TV

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

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

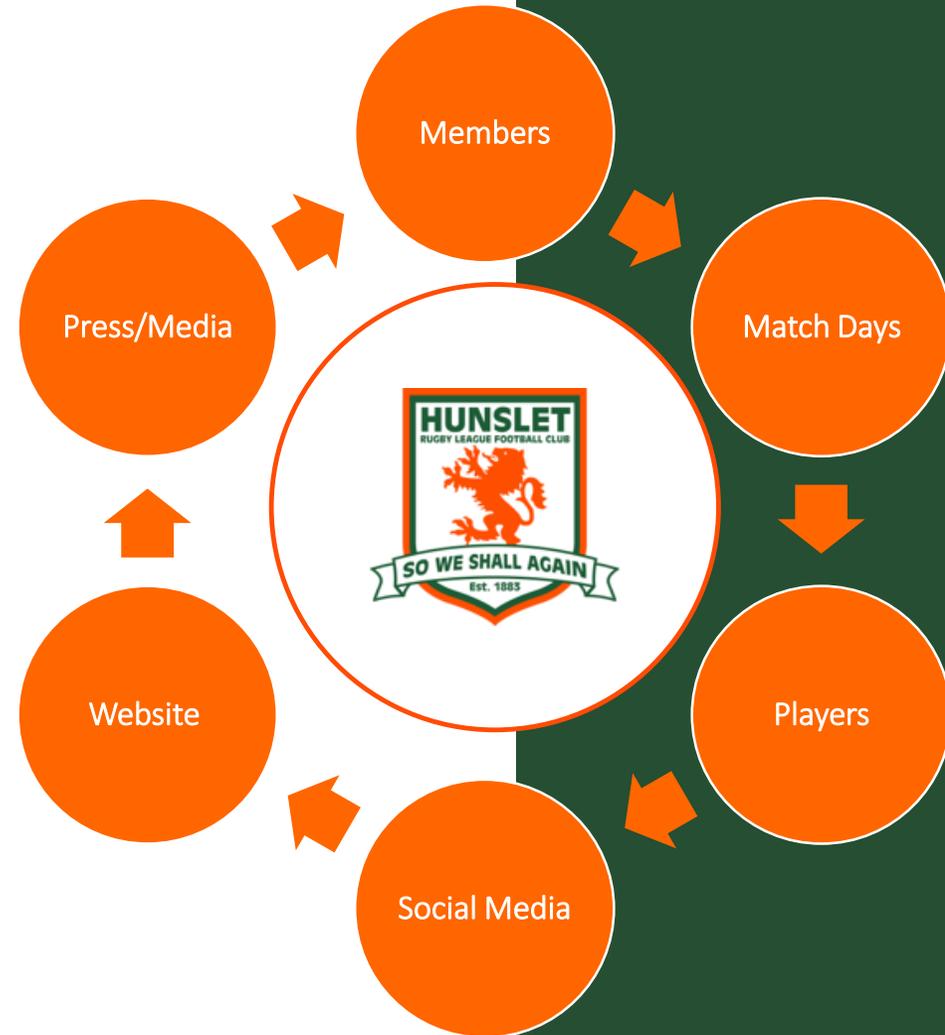
Average Attendance
508

Website

Page views – 203,508

Newsletter

Database – 5,000



Hunslet RLFC 2022 Partnership Programme



Our **2022 Partnership Programme** is designed to address your specific business objectives whether it be through a bespoke sponsorship offering, advertising or a hospitality opportunity. We want to build back better as a club and support you in doing the same.

We have something unique to offer both in terms of authentic sporting experiences, community engagement and business opportunities.



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Partnership Packages

Benefiting from year-round prime promotional placement, in stadium and online which will be seen both nationwide and internationally in our forthcoming Betfred 2022 League 1 campaign

Main Commercial Partner

- Front of Shirt Sponsor
- Logo on all training kit
- Social media and in-stadia activation
- Table of 10 hospitality at all home fixtures
- Invitations and exposure at club events
- Name on website
- Direct marketing opportunities with our Members

Associate Commercial Partner

- Shirt Sleeve
- Table at the 2021 Xmas Luncheon for 10
- Discount of £200 on a further table at the 2021 table
- 2 tickets in hospitality for each home game or a table of 10 for one game
- Name on website
- Social media/ press release



**Bespoke packages can be created dependant upon your business needs*

Sponsorship Packages

Benefiting from nationwide in-season promotion, both on match days and online in our forthcoming Betfred 2022 League 1 campaign

Player Sponsorship

- Your name on the match day Team sheet
- Your name and logo on the club website
- Your name on the squad photo
- Your name announced when your player scores points & when the teams are announced
- One family ticket (two adults, two children) to a home game of your choice
- Photo opportunity with your player

Match Day Sponsorship

- 10 x hospitality guests
- Website/Social media announcements pre game
- Promo Material in all areas on match day
- Front Page of programme on match day
- Free stadium parking
- Seating in exec area

**Match Day Sponsorships can be for the full season or one-off fixtures*



In-stadium Advertising

Perimeter pitch advertising at South Leeds Stadium is a great way to generate brand exposure.

The home of **Hunslet RLFC** is South Leeds Stadium which is situated within the John Charles Centre for Sport. The stadium capacity is 3450 and has a circa footfall of 100,000 people.

So if you are looking for an opportunity to gain wide reaching exposure which is not just limited to our home match days but other groups who use the stadium facilities this is a perfect option for you.



Advertising: Business Directory

Hunslet RLFC Business Directory is a way to promote your business or services to our loyal supporters

New for our 2022 season we are launching a new **Business Directory** that will feature on our Hunslet RLFC website. We have a deeply committed membership base that are always seeking recommendations for a range of services.

Instead of spending your advertising budget with a local magazine why not feature in our Business Directory?

A cost-effective way to promote your business and drive sales year round!

**A range of advertising opportunities can be tailored both online and on match days*



Spirit of 73' Patron Package

Spirit of 73' is for those who want to be part of a supporter own club but not necessarily looking for a business opportunity

Any monetary contribution of £10 or more you will become an Official Member of Hunslet RLFC

Benefits Include

- One Share, One Vote' — (members aged 16 and over eligible to vote in elections)
- Eligible to stand for election onto the HIST Board (members aged 18 and over eligible to stand for election)
- Entry to HIST members only meetings
- Free Phoenix Room Hire





Join the Journey

For more information contact us

Tel: 0113 271 2730 – email: info@hunsletrfc.com

or visit our menu of options by [clicking here](#)

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