



BRISTOL SONICS



SPONSORSHIP OPPORTUNITIES

Introduction

Sponsorship of the Bristol Sonics could be the ideal solution for spreading the word about your business. Whether you're looking to promote your brand on a budget or would just like to support one of the South West's most exciting sports clubs, the Sonics have a sponsorship package to suit you.

With an award winning media and PR team, Bristol Sonics will work hard to guarantee you get the optimum value from your investment with the club. Whether your budget runs in to tens, hundreds or thousands, we have a sponsorship package to suit your business. See overleaf for packages.

Background

2016 will be the Sonics 14th year and what a journey it has been. From humble beginnings the Sonics have quickly established themselves as one of the South West's most high-profile amateur sporting clubs.

Success on the field has come in the form of Rugby League Conference Regional and Premier titles, and participation in a number of internationally significant cup competitions, including the Challenge Cup. Off the pitch the club has won national awards for its administration, coaching and PR.

But running a rugby league club doesn't come cheap and it's up to the Sonics to raise most of the funds necessary to offer players and supporters the best possible experience throughout the season. Costs include transport for away games, playing and training kit for players, balls and training equipment, post-match food, insurance, venue hire, physiotherapy cover, referees' fees, programme printing, the list goes on...

Plans for 2016

The Sonics 1st Team will be competing in the West of England division alongside other local rivals including Somerset Vikings, Bath and Wiltshire Romans, Swindon St George, Cheltenham Phoenix, Oxford Cavaliers, Forest Bulldogs and Bristol's oldest on-field rivals, Gloucestershire Warriors. The Sonics came agonisingly close to winning the title last season, losing 30-34 to Bath and Wiltshire Romans in the Grand Final. Needless to say the team are determined to go one better this year and give themselves the opportunity to test themselves in the nationwide play-offs for divisional winners.

The Sonics Junior Section is the community side of Bristol Sonics RLFC focused on getting young people involved in Rugby League throughout Bristol and the surrounding area. The Sonics are running under 14s (12-14 years-old) and under 16s (14-16) teams for the 2016 season and they'll be taking on rivals from across the South West and South Wales.

The Sonics aim to provide rugby league opportunities for everyone so are planning on setting up a Masters (over 35s) team and a women's team for this summer.

A local club with a national presence

The Sonics proactive approach has resulted in the club gaining a higher profile than most amateur sports clubs, not just in the SW but also in Rugby League generally. We have received extensive coverage in the local media including: **BBC Points West, ITV West Country News, BBC Radio Bristol, Bristol Post, Sam FM.**

But the club also enjoys significant National exposure. Recently the Sonics have been featured in: **Sky Sports News, Sky Sports Boots 'N' All, National Newspapers (e.g. Guardian, League Express), Rugby League World magazine.**

The Sonics website receives 1000's of visits per week and features all the latest news and we send out a weekly 'Sonic Boom' newsletter. We also make extensive use of social media such as Facebook, Twitter (1200 followers) and Youtube to spread the Sonics' brand.



Platinum – £ Neg

- Front Centre position on 1st team shirts & back of shorts
- Logo on all match day training / leisure kit
- Headline logo on Sonics website & weekly email newsletter
- Back Page on all home match day programmes
- A signed replica shirt and signed and framed team photo
- Weekly promotion on Sonics social media
- Hospitality package for any home games

Gold - £1500

- Back centre logo on 1st team shirts
- Prominent logo on Sonics website & weekly email newsletter
- Full Page on all home match day programmes
- A signed replica shirt and signed and framed team photo
- Regular promotion on Sonics social media
- Hospitality package for a home game

Silver - £750

- Arm logo on 1st team shirts
- Prominent logo on Sonics website & weekly email newsletter
- Full Page on all home match day programmes
- A signed and framed team photo
- Regular promotion on Sonics social media
- Hospitality package for a home game

Junior Section Sponsor - £500

- Headline logo on Junior Pages of Sonics website
- Logo on match-day t-shirts
- Advertising in matchday programmes, newsletters and social media
- A signed framed team photo
- Regular promotion on Sonics social media
- Hospitality package for a home game

Player Sponsor - £100

- Company/individual accreditation alongside chosen players name in each match day programme for the 2016 season.
- Company/individual accreditation alongside players profile on website
- Link from players profile to company's website
- Announcement on twitter if your player scores

Programme Advertising

Programmes for home games should reach 100+ people...

- Quarter page advert for season £30
- Half page advert for season £60
- Full page advert for season £100

*Please contact for one-off advertising rates

Match Day Sponsor - £150

- Advertising in that week's Sonic Boom newsletter: 200+ subscribers
- Social media promotion during the week of the game
- Hospitality package for the sponsored home game
- A signed match ball

What Sonics Sponsorship Offers:

- ✓ Supporting community sport
- ✓ Strong social media and online presence
- ✓ High media profile and proactive marketing department
- ✓ Excellent value packages



Contact:

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