



BARROW RAIDERS: COMMERCIAL OPPORTUNITIES



ABOUT THE RAIDERS:

Barrow Raiders RLFC were founded in 1875 and are based at the Matt Johnson Prestige Stadium in Barrow.

We are currently competing in the Betfred Championship, which is one league below Super League. We enjoyed a successful return to the second tier in 2022 after earning promotion from Betfred League 1, finishing fourth in the league table and sealing a play-off spot.

Thanks to our achievements in 2022, we were named Betfred Championship Club of the Year, which is a reflection of all the hard work done on and off the field.

We have a strong following in Barrow and the South Lakes area, receiving around 2,500+ supporters on matchdays.

Advantage! Barrow Raiders Community Foundation was formed in 2019 and gained charitable status in 2021. Advantage! is the community arm of Barrow Raiders and is designed to support people who suffer disadvantage within the Furness and South Lakes areas.

Each week Advantage offers:

- 15+ Community programmes
- 23+ Engagements
- 13+ Schools involved
- 800+ Lives touched

Our whole ethos, on and off the pitch, is to promote rugby league, sporting activities, fitness and health awareness throughout the whole community, working with individuals from 2-102yrs of age.

In 2021, we also added our Barrow Raiders Ladies team, who currently compete in the Betfred Women's Super League after earning promotion in their first year. Such was the demand for female sporting opportunities, we formed a ladies reserve side to give further participation opportunities.

We depend on local sponsorships, events, funding and matchdays for our income, and 100% of our profit either goes back onto the pitch to build a more competitive team, improves the facilities or funds local community initiatives.

The idea is to build a healthier Barrow and surrounding areas and to tackle the deprivation and social isolation. With the support of businesses like yours, we can all work together on shared ideas.

We also have a very strong following in the town and our grounds on event days, and a strong presence on social media, with over 23,000 followers on Facebook alone. Across the team, we have a fantastic group of paid staff and wonderful volunteers who are committed to the cause.

In the following pages, you will see a list of commercial opportunities, with pricing.

However, if you let us know some form of proposed budget, we could work together to develop a great sponsorship package, offering more value for your money.

BETFRED
CHAMPIONSHIP



Club of the Year

Barrow Raiders

SPONSORSHIP PACKAGES:

PITCH PERIMETER STADIUM BOARDS:

8ft x 3ft - £500 +VAT

Annual cost inclusive of board production and fitting.

LARGER STADIUM BOARDS - BOARD FENCE & WOODEN FENCE:

14ft x 4ft - £1,000 +VAT

Annual cost inclusive of board production and fitting.



ROOF BOARD:

We have one space still available on our impressive roof space on our popular stand, which can be seen by aircraft!

32ft x 12ft - £4,000 +VAT

One-time cost inclusive of board production and fitting, with an annual renewal cost of £2,000 +VAT.

DIGITAL SCREEN ADVERTS:

Annual cost (full season) - £550 +VAT

Be seen at every men's and ladies' Super League fixture - up to one minute of digital screen time together on a reel with other local businesses.

MEDIA STICKERS:

£250 +VAT

Be seen across our social media on our media board – a great little advertising opportunity for the full season.

DUKE STREET FRONT ENTRANCE:

£1,000 +VAT

Have your business logo and details where the fun begins, on the entrance of the Matt Johnson Prestige Stadium.

ABOVE THE LEWTHWAITE:

£1,000 +VAT

Have your Business sign above the Lewthwaite, next to our busy turnstiles.

BILLBOARD ADVERTISING:

Banner cost: **£250 + VAT**, fitted

Weekly space rental priced at **£175 +VAT - 6m x 3m**

Be seen on the busiest roundabout in Barrow (Craven Park), on the A590 entrance into the area, in front of McDonalds , Tesco, KFC, entrance to BAE and Walney.

FIXTURE SIGN SPONSORSHIP:

£1,000 +VAT

Sponsor our popular fixture sign for the whole year, based on the busiest roundabout in Barrow, Hindpool Road.

SOUVENIR MATCHDAY CUPS:

£3,000 +VAT

Sponsor 3,000 matchday cups, to be sold to the public on matchday and event. Your business logo and details will be displayed on the matchday cup.



OTHER OPPORTUNITIES:

PERSONAL BOX FOR 2023 SEASON:

Be part of the matchday appearance and join other businesses by securing your own personal box ahead of the 2023 season! This is a great way to collaborate with other businesses, or to bring your family for a fun-packed day of rugby. It includes signs of your business name above your box, plus food and drinks.

BOX 1 - FULL SEASON

£6,000 +VAT (holds up to 10 people)

BOX 2 - FULL SEASON

£3,600 +VAT (holds up to 6 people)

SOLD!

LEWTHWAITE SUITE - FULL SEASON

£12,000 +VAT (holds up to 25 people)



MEN'S MATCHDAY HOSPITALITY:

A number of men's matchday hospitality options are available throughout the season!

INDIVIDUAL BOXES

£50pp +VAT (minimum 6 people)

MATCHDAY SPONSORSHIP

£400 +VAT (4 people)

Includes boardroom dining & drinks tokens.

MATCH BALL SPONSORSHIP

£250 +VAT (2 people)

Includes boardroom dining & drinks tokens.

CHAMPAGNE MOMENT

£250 +VAT (2 people)

Includes boardroom dining & drinks tokens.

LADIES' MATCHDAY HOSPITALITY:

Hospitality opportunities are also available on a matchday for Barrow Raiders Ladies!

INDIVIDUAL BOXES

£50pp +VAT (minimum 6 people)

MATCHDAY SPONSORSHIP

£300 +VAT (4 people)

Includes buffet boxes & drinks tokens.

MATCH BALL SPONSORSHIP

£200 +VAT (2 people)

Includes buffet boxes & drinks tokens.

CHAMPAGNE MOMENT

£200 +VAT (2 people)

Includes buffet boxes & drinks tokens.

JOIN THE RAID!

As you can see, there are so many opportunities and ways for you to become involved with us here at the Raiders!

If you would like any further details on any of the aforementioned packages, or if you would like me to make an appointment, we can arrange a meeting at the Matt Johnson Prestige Stadium and the team will share with you even more ways to support the club in 2023.

However you decide to proceed, we are truly grateful for your interest, and would love to have you onboard in any capacity!

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