



SPONSORSHIP OPPORTUNITIES

2026 SEASON



SOCIAL MEDIA SPONSORSHIP

TIER 1

- Logo on all all half-time, full-time, squad news and team news graphics

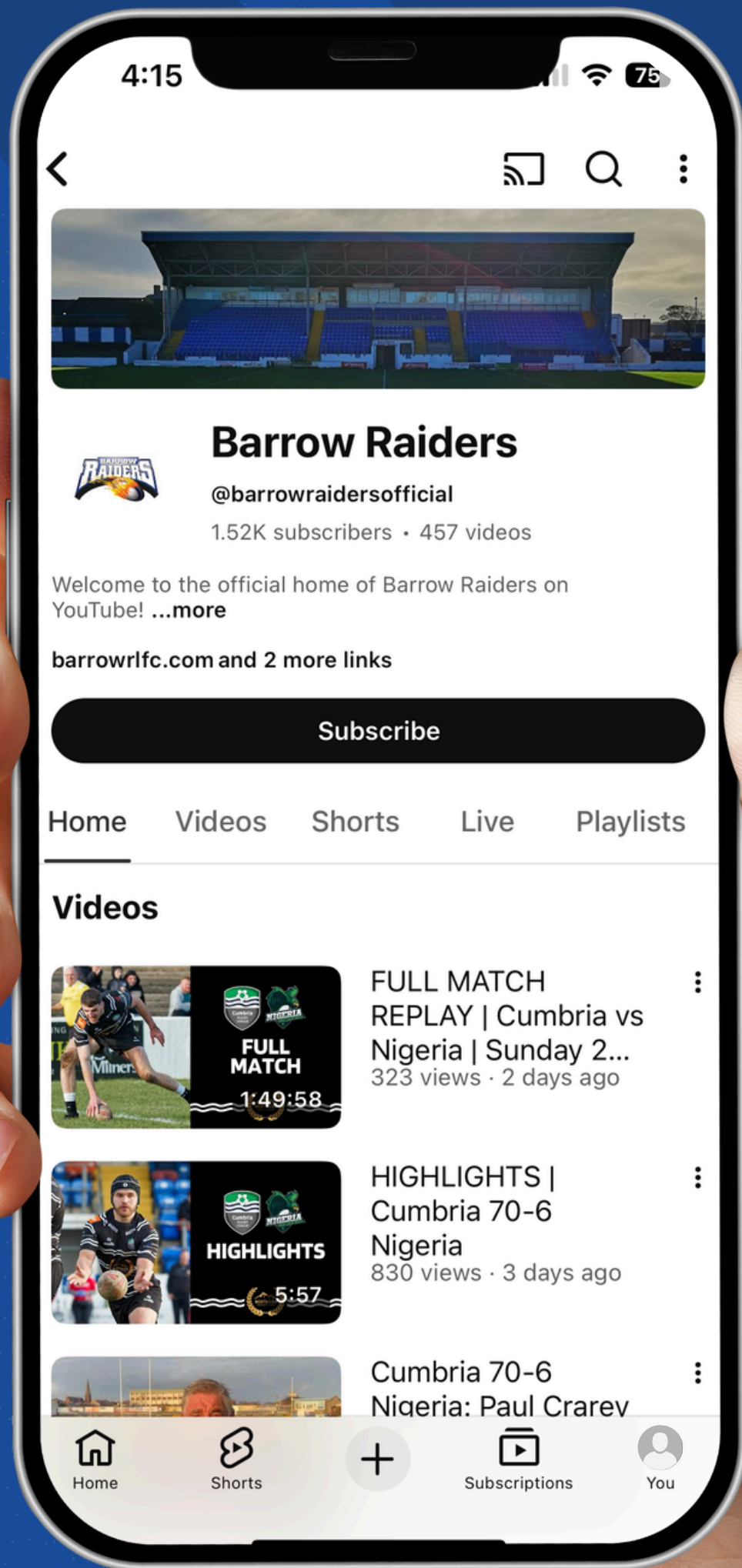
TIER 2

- Logo on all graphics mentioned above
- Mention and tagging in the caption of all half-time, full-time, squad news and team news posts

TIER 3

- All of the above
- 2x monthly social media posts promoting latest business offers or activities to Barrow Raiders' audience





VIDEO SPONSORSHIP

SOCIAL MEDIA 'TRYLIGHTS'

- Mention and tagging in social media caption
- Sponsor logo in the top corner of the video
- Branded video intro and outro, to be provided by sponsor (static image or video ad up to 10 seconds long)

FULL MATCH HIGHLIGHTS

- Mention and tagging in social media caption
- Logo on YouTube thumbnail and in the top corner of the video
- Branded video intro and outro, to be provided by sponsor (static image or video ad up to 10 seconds long)

WRITTEN WEB & SOCIAL CONTENT

PLAYER OF THE MONTH SPONSORSHIP

- Logo on all graphics
- Mention and tagging in social media caption and accompanying website article

TRY OF THE MONTH SPONSORSHIP

- Logo as a pre-roll and branded post-roll in the video
- Mention and tagging in social media caption and accompanying website article

WEEKLY PLAYER INTERVIEW SPONSORSHIP

- Mention and tagging in social media caption for any weekly player interview content
- Shoutout within website article (including logo in the featured image), 2x banner adverts in-article and article title naming EG: [Sponsor Name] Big Interview: Player Name





EMAIL SPONSORSHIP

PRIMARY SPONSOR

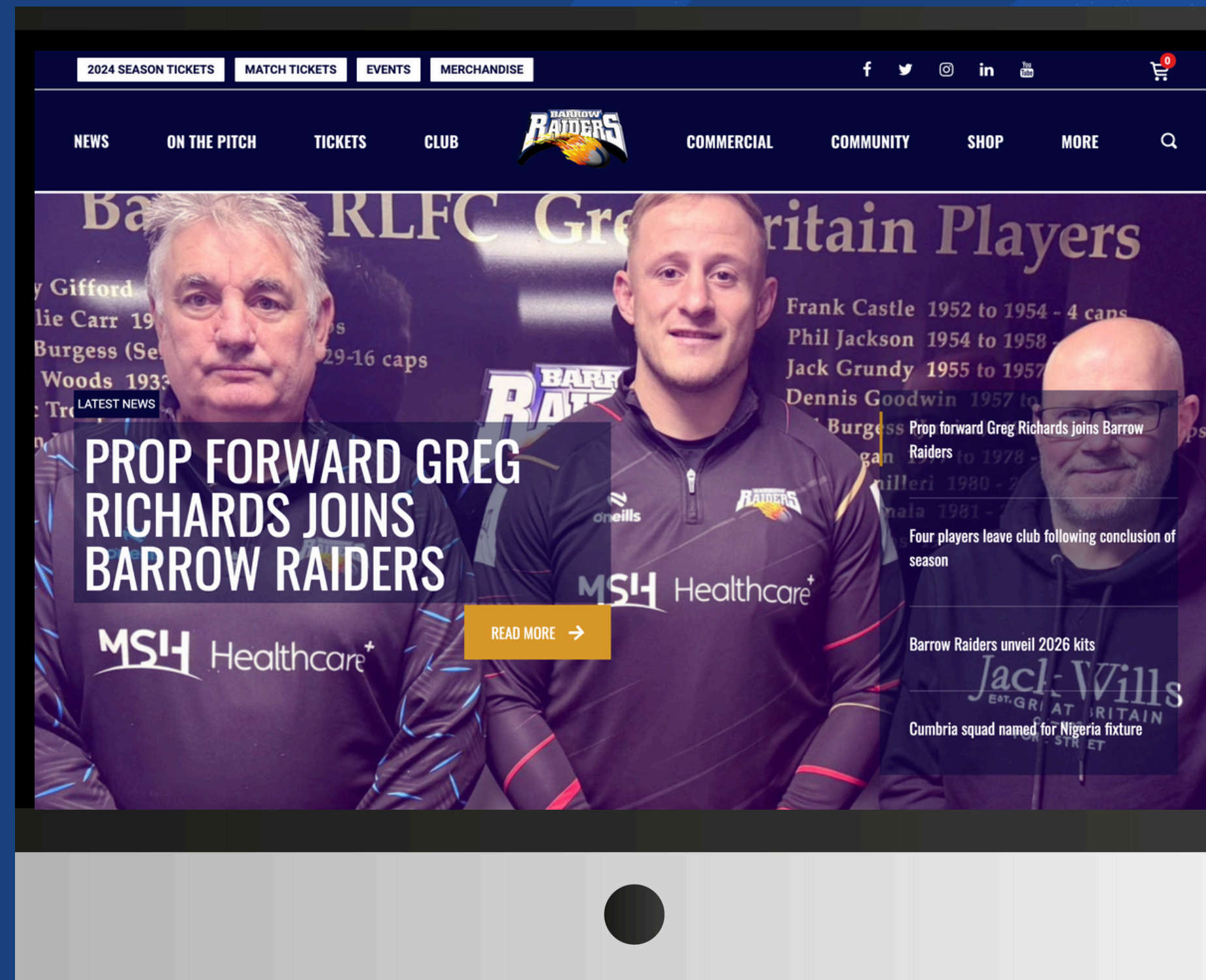
- Full sponsorship of weekly email newsletter (sponsor name shoutout within email description and first line of the email, with a small banner incorporating the sponsor's logo at the top of the email)
- 2x banner adverts within the email newsletter

AD-HOC SPONSOR

- Bespoke email campaign sent to fans advertising latest business offers or activities (plus one-off social media post relating to the same campaign)

WEBSITE SPONSORSHIP

- Banner advertising on website and in website footer
- Bespoke page on website for sponsor





OTHER OPPORTUNITIES

- Interchange sponsorship (graphic only)
- Pre-match training photo/video sponsorship
- Live streaming sponsorship
- Player signing sponsorship
- Raiders Raffle sponsorship
- In-game updates sponsorship
- Birthday shoutout sponsorship

PRICE AVAILABLE UPON REQUEST



NON-DIGITAL OPPORTUNITIES

- Matchday programme advertising
- Media board stickers (used for player/coach video interviews at home ground)
- Advantage! Magazine advertising
- Stadium advertising (billboards/signage)

PRICE AVAILABLE UPON REQUEST



PERKS OF BEING A SPONSOR

- Increased visibility on digital platforms and Raiders website
- Increased awareness amongst the local Barrow/rugby league community
- Potential to generate new leads through Raiders channels
- Increase traffic to your own brand channels / website

STATS FROM THE 2025 SEASON



4.1M

SOCIAL MEDIA ENGAGEMENTS



68K

SOCIAL MEDIA FOLLOWERS



178

WEB ARTICLES PUBLISHED



5K

EMAIL DATABASE



80K

EMAIL OPENS



73K

YOUTUBE VIEWS



172K

WEBSITE VIEWS

REGULAR MEDIA COVERAGE IN:

BBC RADIO Cumbria

cumbriacrack
FIRST FOR LOCAL BREAKING NEWS

The Mail



GET IN TOUCH

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