

BARROW RAIDERS RLFC

A NEW ERA

COMMERCIAL PARTNERSHIPS

Four tiers, named after the boats built on our doorstep.
One place in the club for every business in Furness.

2027 SEASON · SPEED COMPETITIONS STADIUM · EST. 1875



FOUNDED 1875 · RUGBY LEAGUE CHAMPIONSHIP

ABOUT THE RAIDERS

2,000+

AVERAGE MATCHDAY CROWD

70,000

SOCIAL MEDIA FOLLOWERS

4m+

ENGAGEMENTS A YEAR

165,000

WEBSITE VISITS A YEAR

An established Championship side since returning in 2022, with a Women's team that reached the Super League within a season and plays there for a fourth consecutive year in 2027.

We draw around 2,000 spectators to every home fixture from Barrow and the South Lakes, backed by a committed group of paid staff and volunteers.

15

COMMUNITY
PROGRAMMES

13

SCHOOLS
INVOLVED

800+

LIVES TOUCHED
WEEKLY

100% OF PROFIT GOES BACK IN

Onto the pitch, into the facilities, or into the community. Advantage! Barrow Raiders Community Foundation works with people from 2 to 102 across Furness and the South Lakes.

FOUR LEVELS OF PARTNERSHIP. ONE PLACE IN THE CLUB.

PARTNERSHIP TIERS 2027

ENTERPRISE

£1,500

GET ON THE BOARD

- 1 pitchside board, primary sightline
- 2 tickets to every home fixture
- Framed signed shirt
- Partner wall and website listing
- Welcome post across club social
- Business breakfast invitations

ASTUTE

£5,000

NAMED ON THE SEASON

- 1 pitchside and 1 secondary board
- Game sponsor at 1 fixture
- Content series sponsor, half season
- 4 tickets to every home fixture
- 2 social features and website listing
- Advantage! project sponsor

VANGUARD

£10,000

FRONT AND CENTRE

- 4 pitchside and 2 secondary boards
- Big screen advertising
- Game sponsor at 2 fixtures
- Content series sponsor, full season
- 6 tickets, hospitality for 4 at 2 games
- Player appearance, 1 per season

DREADNOUGHT

£25,000

LEAD PARTNER

- 4 pitchside and 2 secondary boards
- Big screen and match streaming pre-roll
- Club social media product sponsor
- Game sponsor at 3 fixtures
- 10 tickets and a box at 4 fixtures
- Lead position on the partner wall

ALL PRICES EXCLUDE VAT · BOARD PRODUCTION AND FITTING INCLUDED IN EVERY TIER

TIER COMPARISON AT A GLANCE

WHAT'S INCLUDED

Annual investment	Enterprise £1,500	Astute £5,000	Vanguard £10,000	Dreadnought £25,000
Pitchside boards	1	1	4	4
Secondary boards	–	1	2	2
Big screen advertising	–	–	Yes	Yes
Social features per season	1 welcome	2	4	Season-long
Content series sponsorship	–	Half season	Full season	Full season
Match streaming pre-roll	–	–	–	Yes
Nominated game sponsor	–	1 fixture	2 fixtures	3 fixtures
Match tickets, every fixture	2	4	6	10
Hospitality	–	–	4 at 2 games	Box, 4 games
Partner wall at Craven Park	Named	Named	Named	Lead
Player or squad appearance	–	–	1 per season	2 per season
Advantage! Foundation	Listed	Project	Project, uniform	Main project

All figures exclude VAT and cover the full 2027 season. Board positions are agreed with each partner at the point of confirmation.

ENTRY-LEVEL VISIBILITY AND THE NAMED-PARTNER STEP UP

ENTERPRISE & ASTUTE

ENTERPRISE

The straightforward way in. Your name on the pitch, your seats at every home fixture.

£1,500

BRANDING

- 1 pitchside board, produced and fitted
- A place on the partner wall at Craven Park

DIGITAL

- Partner listing on the club website
- Welcome post across club social channels

TICKETS & RECOGNITION

- 2 tickets to every home fixture
- Framed signed shirt, breakfast invitations

ASTUTE

A named fixture, a named content series and a second board. Visibility that repeats all season.

£5,000

BRANDING

- 1 pitchside board on a primary sightline
- 1 secondary board, plus the partner wall

DIGITAL & MATCHDAY

- Content series sponsor, half the season
- Game sponsor at 1 nominated fixture

TICKETS & RECOGNITION

- 4 tickets to every home fixture
- Advantage! project sponsor and listing

TIERS IN DETAIL

FRONT-OF-HOUSE PRESENCE AND THE CLUB'S LEAD PARTNERSHIP

VANGUARD & DREADNOUGHT

VANGUARD

£10,000

Six boards, the big screen, two sponsored fixtures and hospitality. A full-season presence.

BRANDING

- 4 pitchside plus 2 secondary boards
- Big screen advertising

DIGITAL & MATCHDAY

- Content series sponsor, full season
- Game sponsor at 2 fixtures, with match ball

HOSPITALITY & RECOGNITION

- 6 tickets, hospitality for 4 at 2 fixtures
- Player appearance, Advantage! uniform sponsor

DREADNOUGHT

£25,000

One partner, one season. The lead position on every surface we own, on the pitch and off it.

BRANDING

- 4 pitchside plus 2 secondary boards
- Big screen, lead position on the partner wall

DIGITAL

- Club social media product sponsor
- Match streaming pre-roll, full-season series

MATCHDAY & RECOGNITION

- Game sponsor at 3 fixtures, box at 4
- 10 tickets, 2 squad appearances a season

TIERS IN DETAIL

#GODEEPER
PARTNER WALL DEADLINE

PARTNERSHIPS NEED TO BE IN PLACE BEFORE THE END OF JANUARY

To be part of the partner wall for 2027. If none of the four tiers is quite right, tell us a budget and the audience you want to reach, and we will shape a package from the elements on the following pages.

STADIUM BRANDING, AVAILABLE INDIVIDUALLY IF A TIER ISN'T THE RIGHT FIT

BUILD YOUR OWN

8FT × 3FT

PITCH PERIMETER BOARDS

£500

Annual cost, inclusive of
board production and fitting.

14FT × 4FT

LARGER STADIUM BOARDS

£1,000

Board fence and wooden fence.
Production and fitting included.

32FT × 12FT

ROOF BOARD

£6,000

One-time, inclusive of
production and fitting. Annual
renewal £4,000. Seen across
the ground and from the air.

FULL SEASON

DIGITAL SCREEN ADVERTS

£550

Up to one minute of screen
time on a reel at every men's
and Ladies' home fixture.

NOT SURE WHERE TO START?

Tell us a budget and we will build a package around it. Most partners end up with a mix of a board, a fixture and something digital, rather than a single line item.

INDIVIDUAL OPPORTUNITIES · ALL PRICES EXCLUDE VAT

SIGNAGE, BILLBOARDS AND MATCHDAY VISIBILITY BEYOND THE STADIUM

AROUND THE TOWN

DUKE STREET ENTRANCE

£1,000

Your logo where the fun begins, on the entrance to the stadium.

ABOVE THE LEWTHWAITE

£1,000

Your business sign above the Lewthwaite, next to our busiest turnstiles.

FIXTURE SIGN

£1,000

Sponsor the fixture sign for the year, on the busiest roundabout at Hindpool Road.

BILLBOARD, 6M × 3M

£175 / week

Craven Park roundabout and the A590 into town. Banner production £250.

SOUVENIR MATCHDAY CUPS

£3,000

3,000 cups sold to the public on matchdays and at events, carrying your logo.

MEDIA STICKERS

£250

Seen across our social media on the club media board, all season.

MATCHDAY PROGRAMME ADVERTISING

£500

Full page

Full-season advertising in every home matchday programme.

£300

Half page

£200

Quarter page

INDIVIDUAL OPPORTUNITIES · ALL PRICES EXCLUDE VAT

BOXES, SUITES AND FIXTURE SPONSORSHIP FOR THE 2027 SEASON

MATCHDAY HOSPITALITY

BOX FOR 10 PEOPLE Your name above the box. Food and drinks included, all fixtures.		£8,000
BOX FOR 6 PEOPLE Your name above the box. Food and drinks included, all fixtures.		£4,800
MEN'S MATCHDAY Matchday sponsor — 4 people, tickets, food and drinks, PA shout-outs, player of the match		£400
Champagne moment — 2 people, choose the moment, take home a bottle		£250
Match ball sponsor — 2 people, presented with a signed match ball		£250
LADIES' MATCHDAY Matchday sponsor — 4 people, tickets, food and drinks, PA shout-outs, player of the match		£300
Champagne moment — 2 people, choose the moment, take home a bottle		£200
Match ball sponsor — 2 people, presented with a signed match ball		£200

BOOK YOUR FIXTURES EARLY

Boxes are taken for the full season and the popular fixtures go first. Tell us the dates that matter — a derby, a bank holiday, the last home game — and we will hold them while you decide.

SPONSOR THE CONTENT OUR SUPPORTERS WATCH EVERY WEEK

DIGITAL & SOCIAL MEDIA

Our channels reach a committed audience every day of the week, not just on a Sunday afternoon. Series can be sponsored on their own or bundled into a package built around the audience you want.

70,000

FOLLOWERS

4m+

ENGAGEMENTS A YEAR

165,000

WEBSITE VISITS

£2,000

PACKAGES FROM

MATCHDAY

- Team line-ups and squad announcement
- Warm-up videos and pre-match interviews
- Score updates, match tries, highlights
- Winning song video, post-match food

VIDEO & LONG-FORM

- Match streaming and full YouTube replays
- Podcasts and player interviews
- Board interviews
- Physio update video

NEWS & ENGAGEMENT

- New signing announcements
- Player milestone announcements
- Steve Miller photos
- Raiders raffle

HOW A DIGITAL PACKAGE IS BUILT

Pick the series that fit your audience and the part of the season you want to own. Production is handled in-house by the club's media team, so there is nothing for you to make.

DIGITAL OPPORTUNITIES · ALL PRICES EXCLUDE VAT

WOMEN'S TEAM PARTNERSHIPS

Added in 2021 and in the Super League within a season. The team plays in front of a growing crowd, carries a fast-growing share of our digital audience, and gives partners a direct route to a different audience from the men's fixture list.

WOMEN'S LEAD PARTNER

£6,000

Front-of-shirt branding, 2 pitchside boards, named at every home fixture, season-long digital and hospitality for 4 at 2 fixtures.

FIXTURE PARTNER

£1,500

Named sponsor of 2 nominated fixtures, with match ball, champagne moment, buffet boxes for 4 and social coverage.

KIT & TRAINING WEAR

£2,500

Your logo on the women's kit or training wear for the full season, seen in every match photo, highlight and replay.

WSL U19S PATHWAY

£1,000

Back the girls' pathway. Named on the U19s kit and across pathway communications, with recognition through Advantage!

PLAYER SPONSORSHIP

£250

Sponsor a named player for the season, with a social announcement, a signed shirt and your name against her on the website.

LADIES' MATCHDAY

From £200

Matchday sponsor £300, match ball sponsor £200 and champagne moment £200 — set out in full on the hospitality page.

JOIN THE RAID

WORK WITH US

There are more ways to work with the Raiders than fit on these pages. If you would like further detail on any tier or package, we will arrange a meeting at the Speed Competitions Stadium and show you the rest.



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