



# SPONSORSHIP & HOSPITALITY

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2024-25

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UPDATED VERSION





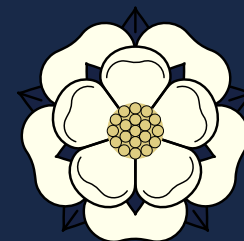
# WHERE HISTORY IS MADE

DONCASTER KNIGHTS WERE OFFICIALLY FORMED IN 1875 AS  
DONCASTER RUGBY FOOTBALL CLUB.

WE'VE CONTINUED TO GROW EVER SINCE, SHAPED BY A PURSUIT OF  
GLORY, BY LEGENDARY PLAYERS AND COACHES AND OF COURSE, BY THE  
PASSION AND WILL OF OUR MAGNIFICENT SUPPORTERS & SPONSORS.

WE ARE PROUD OF OUR SUCCESS AND AS THE ONE OF THE ONLY CLUB  
ELIGIBLE FOR PREMIERSHIP RUGBY WE LOOK FORWARD TO WHAT THE  
FUTURE HOLDS.

**WE ARE THE ONLY PROFESSIONAL  
RUGBY UNION CLUB IN YORKSHIRE**





# DIGITAL FOOTPRINT

■ 2023-24 ■ 2024-25 (SO FAR)

**11.5%**

**INCREASE**

**45,704**

**FOLLOWERS**

**50,978**

**FOLLOWERS**

WE ARE THE MOST FOLLOWED CLUB ON  
SOCIAL MEDIA IN THE RFU CHAMPIONSHIP





NEW BUSINESS &  
CORPORATE HOSPITALTY

AVERAGE OVER















400

HOSPITALITY GUESTS  
PER MATCH

BE PART OF THE GROWING NETWORK OF  
BUSINESSES WHO HAVE ENJOYED  
HOSPITALITY AT CASTLE PARK



# HOME FIXTURE LIST FOR 2024/25 SEASON

<b>Ampthill</b>  45-31 W	<b>Nottingham</b>  14-30 L	<b>London Scottish</b>  12/10/24	<b>Sale Sharks</b>  01/11/24	<b>Cambridge</b>  30/11/24
<b>Caldy</b>  14/12/24	<b>Hartpury RFC</b>  29/12/24	<b>Newcastle Falcons</b>  01/02/25	<b>Caldy</b>  15/02/25	
<b>Ealing Trailfinders</b>  22/3/25	<b>Bedford Blues</b>  5/4/25	<b>Chinnor</b>  19/4/25	<b>Coventry</b>  10/5/25	<b>Cornish Pirates</b>  24/5/25



A male rugby player in a red and white kit is running with the ball. He is wearing a red jersey with white sleeves and red shorts. He is holding a white rugby ball with blue and black patterns. The background is a blurred outdoor setting with a brick wall and a flag.

# HOSPITALITY & ADVERTISING PACKAGES

1 X PITCH-SIDE PERIMETER BOARD & MATCH DAY HOSPITALITY

**£999 + VAT**

1 X DRIVEWAY BOARD & MATCH DAY HOSPITALITY

**£799 + VAT**

## **MATCH DAY HOSPITALITY INCLUDES:**

TABLE FOR UP TO 10 GUESTS

DELICIOUS 2 COURSE MEAL

HALF TIME SWEET TREAT

2 BOTTLES OF WINE OR BUCKET OF BEERS

Q&A WITH PLAYER OR COACH

HALF TIME TEA & COFFEE

PRIVATE BAR & LOUNGE

PADDED SEAT MATCH TICKETS

DIGITAL MATCH DAY PROGRAMME

MATCH DAY TEAM SHEET

3 X CAR PARKING SPACES

BE PART OF A  
GROWING  
NETWORK OF  
OVER 200  
HOSPITALITY  
GUESTS!

# ADVERTISING AT DONCASTER KNIGHTS

WE HAVE OVER 100 GAMES PER SEASON AT CASTLE PARK, COUPLED WITH OUR INCREASING CROWDS AND DIGITAL FOOTPRINT MAKES IT THE PERFECT TIME TO GIVE YOUR BUSINESS THE EXPOSURE IT DESERVES

## CASTLE PARK DRIVEWAY BOARD

1 YEAR = £400 + VAT

2 YEARS = £700 + VAT

3 YEARS = £900 + VAT

## PITCH SIDE PERIMETER BOARD

1 YEAR = £700 + VAT

2 YEARS = £1200 + VAT

3 YEARS = £1500 + VAT

## LARGE TERRACE BANNER

£999 + VAT







# 150TH ANNIVERSARY PACKAGES

1 X CORPORATE HOSPITALITY TABLE (10 GUESTS PER TABLE):

- DELICIOUS 2 COURSE MEAL
- 2 BOTTLE OF WINE OR 2 BUCKETS OF BEER
- HALF TIME REFRESHMENTS
- PRIVATE BAR
- PRE-MATCH Q&A WITH A PLAYER
- PADDED MATCH DAY SEAT
- MATCH DAY PROGRAMMES & TEAM SHEETS
- 3 X CAR PARKING SPACES

4 X ADDITIONAL SEATED SEASON TICKETS

1 X PITCH-SIDE PERIMETER BOARD OR DRIVEWAY BOARD

1 X MATCH BALL **OR** MATCH DAY SPONSORSHIP (OF YOUR CHOICE)  
INCLUDING ANOTHER TABLE OF 10

SOCIAL MEDIA POST TO LAUNCH PARTNERSHIP

COMPANY LOGO ON THE KNIGHTS WEBSITE PARTNERS BANNER

FRAMED SIGNED 150TH ANNIVERSARY KNIGHTS SHIRT

**£1999 + VAT**

**(FOR MATCH BALL SPONSORSHIP)**

**£2199 + VAT**

**(FOR MATCH DAY SPONSORSHIP)**

BE PART OF A  
GROWING  
NETWORK OF  
OVER 200  
HOSPITALITY  
GUESTS!



# KIT SPONSORSHIP 2025/26 SEASON

WE ARE ON THE SEARCH FOR NEW KIT  
SPONSORS FOR THE 2025/26 SEASON

WE AIM TO BRING OUR PARTNERS  
SIGNIFICANT EXPOSURE THROUGH MATCH  
DAY COVERAGE AND SOCIAL MEDIA  
PRESENCE

IF YOU FANCY BEING A KIT SPONSOR FOR  
NEXT SEASON, PLEASE MAKE CONTACT FOR  
MORE INFORMATION





# MATCH DAY SPONSORSHIP

MATCH DAY HOSPITALITY - TABLE OF 10 GUESTS

PRE-MATCH SOCIAL MEDIA ANNOUNCEMENT  
COMPANY LOGO ON SCOREBOARD THROUGHOUT THE GAME

SEVERAL STADIUM ANNOUNCEMENTS TO ACKNOWLEDGE YOUR  
BUSINESS AS MATCH DAY SPONSOR

COMPANY LOGO IN DIGITAL MATCH DAY PROGRAMME  
WITH CLICK THROUGH TO YOUR WEBSITE

COMPANY LOGO ON MATCH DAY HOSPITALITY MENU

COMPANY LOGO ON MATCH DAY TEAM SHEET

YOU SELECT THE MAN OF THE MATCH

FRAMED SIGNED SHIRT PRESENTATION

MAN OF THE MATCH PRESENTATION IN THE HOSPITALITY LOUNGE

**£1200 + VAT**



# MATCH BALL SPONSORSHIP

MATCH DAY HOSPITALITY - TABLE OF 10 GUESTS

PRE-MATCH SOCIAL MEDIA ANNOUNCEMENT

SEVERAL STADIUM ANNOUNCEMENTS TO ACKNOWLEDGE  
YOUR BUSINESS AS MATCH BALL SPONSOR

COMPANY LOGO IN DIGITAL MATCH DAY PROGRAMME WITH  
CLICK THROUGH TO YOUR WEBSITE

COMPANY LOGO ON MATCH DAY HOSPITALITY MENU

COMPANY LOGO ON MATCH DAY TEAM SHEET

FRAMED SIGNED MATCH BALL

MATCH BALL SPONSOR PRESENTATION IN THE HOSPITALITY  
LOUNGE

**£950 + VAT**



# SPONSORS LOUNGE NAMING RIGHTS

SIGNAGE ABOVE THE LOUNGE ENTRANCE DOORS

RENAMING THE LOUNGE - THE 'YOUR BUSINESS' LOUNGE'

PROMOTED WHEN ADVERTISING AND SELLING HOSPITALITY

LOGO ON THE HOSPITALITY LOUNGE MENU

YOUR COMPANY BRANDED TABLE NUMBERS





# SOUTH STAND SPONSORSHIP

STAND NAMING RIGHTS - YOUR COMPANY NAME STAND

STAND STEPS ADVERTISING

NAMING RIGHTS INCLUDED IN MATCHDAY TICKETING,  
SEASON TICKET PROMO & EVENTS

CROWD FACING

FULL LENGTH SIGNAGE ADVERTISING ACROSS THE FULL  
STAND



# TERRACE BALCONY SPONSORSHIP

LARGE CROWD-FACING BANNER ABOVE THE TERRACE BAR

RENAMING THE TERRACE AND BAR - THE 'YOUR BUSINESS'  
TERRACE

PROMOTED ON MATCH DAY STADIUM ANNOUNCEMENTS

LOGO ON THE BAR MENU





# FLAG POST PROTECTORS

COMPANY LOGO ON TOP HALF OF 14 POST PROTECTORS

FANTASTIC BRAND EXPOSURE TO OUR CROWDS AND SOCIAL  
MEDIA FOLLOWING

PREMIERSHIP CUP EXPOSURE

**£1500 + VAT**  
(PER ANNUM)



# TUNNEL SPONSORS

OPPORTUNE LOCATION FOR PHOTOGRAPHS AND SOCIAL  
MEDIA EXPOSURE

ALL EYES ON THE TUNNEL AS PLAYERS ENTER THE FIELD

FANTASTIC BUSINESS EXPOSURE ON THE CLUBHOUSE





# SOUTH-WEST ADVERTISING BOARD

LARGE BOARD SPACE ON SOUTH SIDE OF THE PITCH

OPPORTUNE LOCATION FACING THE MAIN STAND

HUGE MATCH DAY AND SOCIAL MEDIA EXPOSURE



# MURRAYFIELD BALCONY BANNER

MEDIUM-SIZED CROWD-FACING BANNER ON THE CLUB  
HOUSE PROVIDING EXCELLENT EXPOSURE

OPPORTUNE LOCATION FOR PHOTOGRAPHS AND SOCIAL  
MEDIA EXPOSURE





# FRONT GATE/ENTRANCE SPONSORSHIP

2 SIGNS LOCATED ROADSIDE

OVER 18,000 VEHICLES A DAY SEE YOUR COMPANY  
LOGO AS THEY DRIVE BY

FIRST COMPANY SEEN ON ENTRANCE TO CASTLE PARK



# MEDIA BOARD

YOUR LOGO ON OUR MEDIA BOARD

COMPANY LOGO WILL FEATURE IN ALL PLAYER AND COACH  
INTERVIEWS

EXPOSURE ACROSS ALL OUR SOCIAL MEDIA PLATFORMS





# EXECUTIVE BOXES

## LIMITED AVAILABILITY



SAT 21ST SEPT  
AMPTHILL  
W 45-31



SAT 28TH SEPT  
NOTTINGHAM  
L 14-30



SAT 12TH OCT  
SCOTTISH



FRI 1ST NOV  
SALE (CUP)



SAT 30TH NOV  
CAMBRIDGE



SAT 14TH DEC  
CALDY



SUN 29TH DEC  
HARTPURY



SAT 1ST FEB  
NEWCASTLE (CUP)



SAT 15TH FEB  
CALDY (CUP)



SAT 22ND MAR  
EALING



SAT 5TH APR  
BEDFORD



SAT 19TH APR  
CHINNOR



SAT 10TH MAY  
COVENTRY



SAT 24TH MAY  
CORNISH





# CORPORATE TAKEOVER

AT DONCASTER KNIGHTS, YOU CAN HIRE OUT THE ENTIRETY OF ONE OF OUR HOSPITALITY SUITES AND ENTERTAIN A ROOM FULL OF GUESTS, EMPLOYEES, CLIENTS OR FRIENDS.

WITH THE CORPORATE TAKEOVER, YOU CAN INVITE WHOEVER YOU'D LIKE TO SHARE A DAY OF ACTION-PACKED RUGBY, SOCIALISING AND NETWORKING, WITH CLOSE ACCOMPLICES OR NEW CLIENTS, ALL FROM THE COMFORT OF YOUR VERY OWN ROOM. IT'S YOUR DAY, YOU CALL THE SHOTS!

- UP TO 300 PEOPLE
- PRIVATE BAR IN ONE OF OUR HOSPITALITY LOUNGES
- IMPECCABLE VIEW FOR THE GAME
- PLAYER Q&A
- CHOICE OF DINING OPTIONS
- ACCESS TO TEAM SHEETS AND MATCH DAY PROGRAMME



# 1875 CLUB

1875 CLUB IS OUR NEWEST FORM OF HOSPITALITY THAT WE HAVE TO OFFER HERE AT DONCASTER KNIGHTS FOR SUPPORTERS LOOKING TO ENHANCE THEIR MATCH DAY EXPERIENCE IN A RELAXED AND SOCIAL SURROUNDING. THIS HOSPITALITY PACKAGE IS A PERFECT WAY FOR YOU TO ENJOY YOUR RUGBY; WHETHER IT'S JUST YOU OR WITH A COUPLE OF MATES, THIS IS THE IDEAL EXPERIENCE TO MEET FELLOW MEMBERS OF THE COMMUNITY, AND NETWORK IN A WARM AND INVITING ATMOSPHERE.

- DELICIOUS HOMEMADE MEAL
- PRIVATE HOSPITALITY LOUNGE AND BAR
- PRE-MATCH Q&A WITH A PLAYER OR COACH
- COMPLIMENTARY TEA, COFFEE AND SWEET TREATS
- PRIVATE BALCONY VIEWPOINT
- MATCH DAY TEAM SHEET

**£32**

**TO UPGRADE**

**£15**

**FOR U16s**





DONCASTER  
KNIGHTS  
150 YEARS

## SPONSORSHIP & HOSPITALITY

2024-25

TRACEY OWEN  
COMMERCIAL & PARTNERSHIPS EXECUTIVE  
07720 160626  
TOWEN@CASTLE-PARK.CO.UK

TOM FOY  
HEAD OF COMMERCIAL  
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DOMINIC LEACH  
SALES & MARKETING OFFICER  
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