



# SPONSORSHIP & HOSPITALITY

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2025-26

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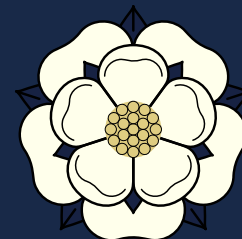
# WHERE HISTORY IS MADE

Doncaster Knights was 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 our record of 8 promotions in 18 seasons, and as one of the only clubs eligible for premiership rugby, we look forward to what the future holds as we strive to compete in the top league of English rugby.

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



# WHAT'S NEW FOR 25/26?

IN MAY 2025, THE SECOND TIER OF RUGBY UNION HAS UNDERGONE A MAJOR OVERHAUL AND REBRAND INTO CHAMP RUGBY. WITH AN EXTENDED LEAGUE OF 14 TEAMS COMPETING AND THE INTRODUCTION OF PLAY OFFS AND RELEGATION THIS HAS CERTAINLY INTRODUCED ASPIRATIONS AND JEOPARDY.

THE REBRAND HAS INTRODUCED A STRONG IDENTITY FOR CHAMP RUGBY, WHICH IS A VERY IMPORTANT PATHWAY FOR PLAYERS TO THE PREMIERSHIP AND INTERNATIONAL CAREERS. ACTIVELY SEEKING SPONSORS FOR THE LEAGUE AND WITH THE INTRODUCTION OF STREAMING FOR GAMES AND ACCESS INTO ADDITIONAL DATABASES – THIS IS GOING TO CERTAINLY RAISE THE PROFILE FOR ALL SPONSORS INVOLVED AT DONCASTER KNIGHTS.

WITH DONCASTER KNIGHTS AND CASTLE PARK HAVING RECENTLY PASSED THE PREMIERSHIP AUDIT THEN WE REMAIN TOTALLY FOCUSSED ON OUR AMBITION OF PLAYING IN THE PREMIERSHIP.



[CLICK HERE TO  
WATCH  
THE FORMAT  
EXPLAINER VIDEO](#)





# DIGITAL FOOTPRINT

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

● 2023/24

● 2024/25

45,704  
FOLLOWERS

**53.4%**  
**INCREASE**

70,171  
FOLLOWERS



MULTIPLE DONCASTER KNIGHTS SOCIAL MEDIA POSTS COLLABORATED  
WITH ENGLAND RUGBY THIS SEASON (1.4M FOLLOWERS)



X



COULD YOUR BUSINESS BENEFIT FROM BEING  
SEEN BY MILLIONS





# GROWTH INITIATIVE

As a club, we have a growth strategy to attract crowds of over 3000 fans per game, with plans in place to grow this further and compete in the Premiership.

We have recently invested in a CDP (Customer Data Platform) to use fan data to target them more specifically and to engage with new audiences.

With the new revamped system of Champ Rugby for 2025/26 season, there are plans in place to grow the game with sponsors, databases and streaming.







**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



# THE 'CHAMP' PACKAGE

2 X CORPORATE HOSPITALITY TABLES AT GAMES OF YOUR CHOICE  
(10 GUESTS PER TABLE)

4 X SEATED SEASON TICKETS

1 X PITCH-SIDE PERIMETER BOARD **OR** DRIVEWAY BOARD

1 X PLAYER SPONSORSHIP (OPTIONAL)

LINKEDIN POST TO ANNOUNCE PARTNERSHIP

COMPANY LOGO AND CLICK-THROUGH TO WEBSITE ON KNIGHTS  
WEBSITE **AND** MATCH DAY PROGRAMME

LOGO TO APPEAR ON PARTNERS LOOP PRE-MATCH

INVITATIONS TO SPONSORS LUNCHEES AND NETWORKING EVENTS

EARLY ACCESS TO INTERNATIONAL TICKETS

**£1999 + VAT**

**£2300 + VAT**

**£2500 + VAT**

**(plus Player Sponsorship - Forward)**

**(plus Player Sponsorship - Back)**



Be part of a  
growing  
network of over  
400 hospitality  
guests!





# 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

**£1250 + 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

**£999 + VAT**



# HOSPITALITY & ADVERTISING PACKAGES

1 X PITCH-SIDE PERIMETER BOARD & MATCH DAY HOSPITALITY

**£1200 + VAT**

1 X DRIVEWAY BOARD & MATCH DAY HOSPITALITY

**£999 + VAT**

## **MATCH DAY HOSPITALITY INCLUDES:**

TABLE FOR UP TO 10 GUESTS

DELICIOUS 2 COURSE MEAL

HALF TIME REFRESHMENTS

2 BOTTLES OF WINE OR 2 BUCKETS 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  
400 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



# PLAYER SPONSORSHIP

COMPANY NAME ON THE PLAYER PROFILE ON THE KNIGHTS WEBSITE &  
MATCH DAY PROGRAMME

LINKEDIN POST TO ANNOUNCE PLAYER SPONSORSHIP

IN-GAME SOCIAL MEDIA POSTS WHEN YOUR PLAYER SCORES, PLUS  
MATCH DAY ANNOUNCEMENT FOR HOME GAMES

TEAM LINE-UP PLAYER ANNOUNCEMENT

BUSINESS NAME ON HOSPITALITY TEAM SHEETS

INVITATIONS TO SPONSORS LUNCH EVENTS

OPPORTUNITY TO INVITE PLAYER FOR MARKETING OPPORTUNITY

FIRST REFUSAL TO SPONSOR PLAYER FOR THE FOLLOWING SEASON

**Forwards (excluding Hookers) player sponsorship: £500 + VAT**

**Backs & Hookers player sponsorship: £700 + VAT**

**INCLUDE A PITCHSIDE ADVERTISING BOARD FOR ONLY £500 + VAT**

**ADD A HOSPITALITY TABLE OF 10 FOR £600 + VAT**



Be part of a  
growing  
network of over  
400 hospitality  
guests!



# 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

BRANDING ADDED AROUND PILLARS AT PITCH ENTRY

LOGO ON MATCH BALL PLINTH





# MAIN STAND SPONSORSHIP

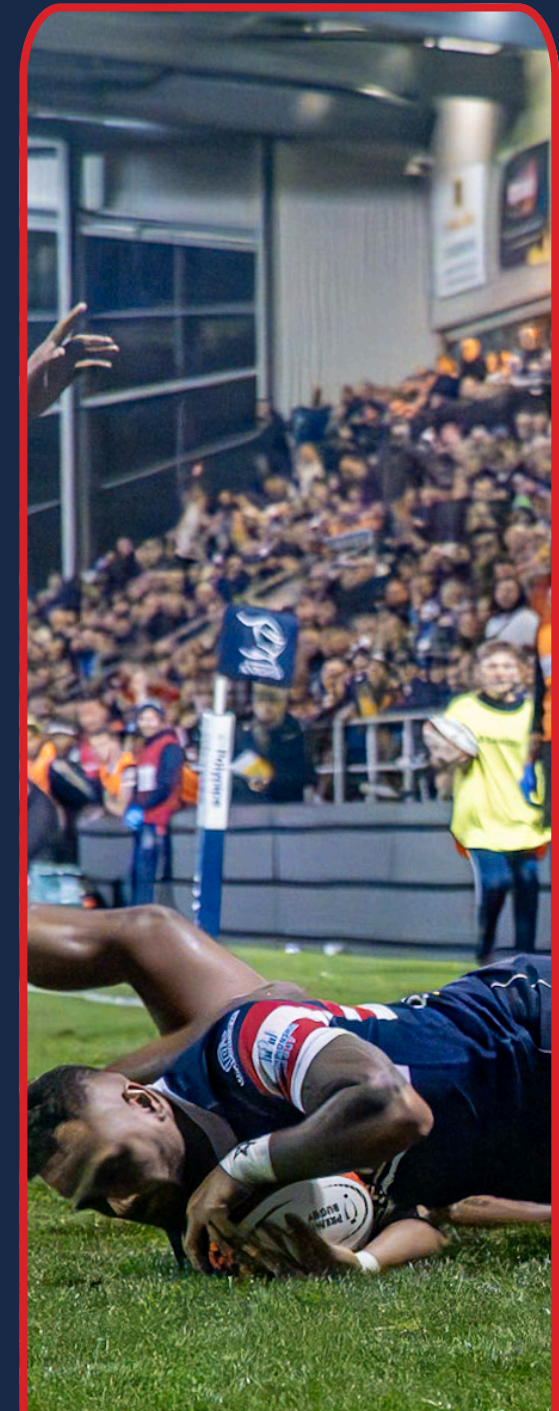
**FULL LENGTH SIGNAGE ADVERTISING ACROSS THE FULL STAND**

**SEEN BY FANS TAKING SEATS IN THE STAND (1600 CAPACITY)**

**CONSTANTLY SEEN BY THE TERRACE (3000 CAPACITY)**

**SEEN BY MATCH DAY EVENT/FUNCTION GUESTS IN ARMS PARK**

**SEEN ACROSS SOCIAL MEDIA IN MATCH DAY IMAGES AND PROMOTIONS**







# KNIGHT OF THE MONTH

MONTHLY AWARD SPONSORED BY YOUR BUSINESS

LOGO AND COMPANY COLOURING USED IN DESIGN OF POSTS

POSTED ACROSS OUR 70K SOCIAL MEDIA FOLLOWING

 **doncasterknights** 

**DECEMBER**  
**KNIGHT OF THE MONTH NOMINEES**

  
**ARTHUR GREEN**

  
**RUSSELL BENNETT**

  
**THOM SMITH**

  
**JORDAN OLOWOFELA**

 **BROUGHT TO YOU BY**  
**future ticketing** 

[View Insights](#) [Boost post](#)

 120  25  10

 Liked by ruscobennett and others  
doncasterknights KNIGHT OF THE MONTH 

 **Doncaster Knights**  
Posted by Instagram  
4 Apr · 

**KNIGHT OF THE MONTH** 

The votes are in for your March Knight of the month! 

Congrats Morgan 

[#COYK](#) [#DKRFC](#) [#ChampRugby](#)

**future ticketing** 

**KNIGHT OF THE MONTH**  
**March**

  
**Morgan Bunting**

 SK Tax Service

 Like  Comment  Send  Share

  100 **5 shares**

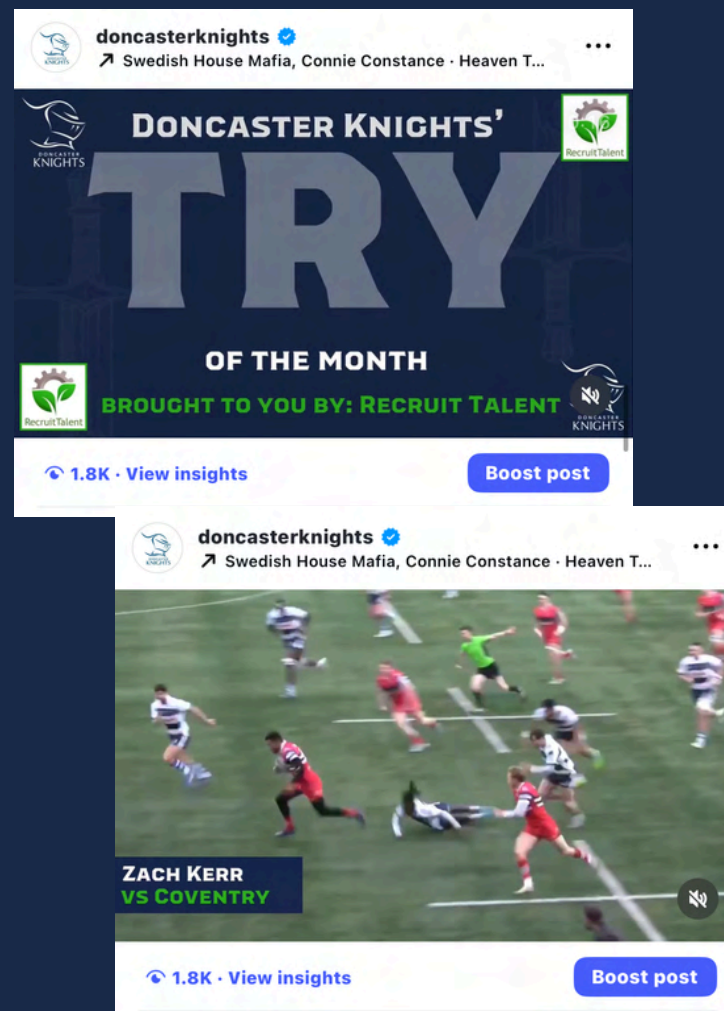


# TRY OF THE MONTH

MONTHLY AWARD SPONSORED BY YOUR BUSINESS

LOGO AND COMPANY COLOURING USED IN DESIGN OF POSTS

POSTED ACROSS OUR 70K SOCIAL MEDIA FOLLOWING








# TEAM SHEET SPONSOR

YOUR LOGO ON THE BACK OF EVERY TEAM SHEET

ADVERTISE YOUR BUSINESS TO THOUSANDS OF HOSPITALITY GUESTS ACROSS **ALL 13 HOME LEAGUE GAMES, PRE-SEASON FRIENDLIES** AND **POTENTIAL PLAY OFFs.**

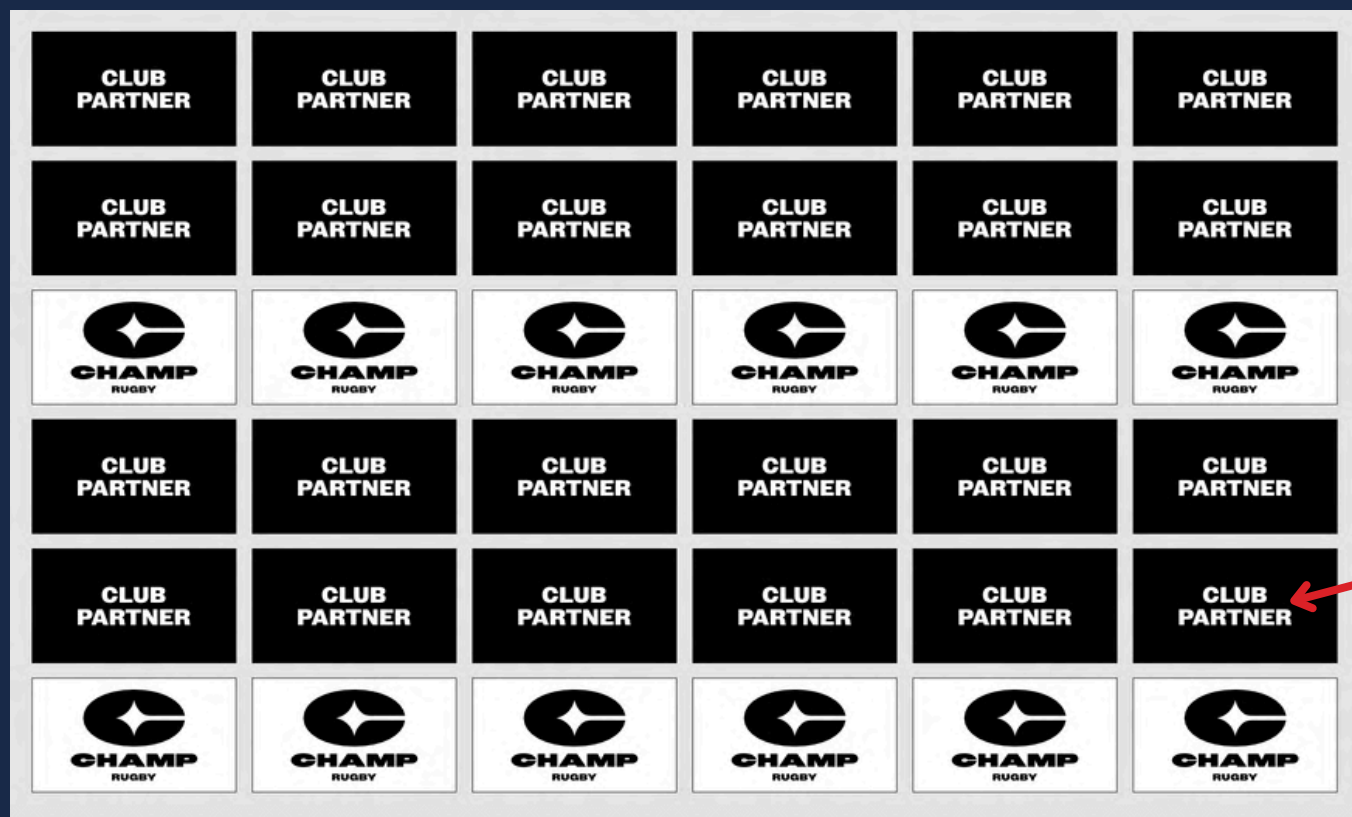
AVERAGE 400 HOSPITALITY GUESTS PER GAME.

MATCH DAY TEAM SHEET			
			
1		1	YOUR COMPANY LOGO HERE
2		2	
3		3	
4		4	
5		5	
6		6	YOUR COMPANY LOGO HERE
7		7	
8		8	
9		9	
10		10	
11		11	YOUR COMPANY LOGO HERE
12		12	
13		13	
14		14	
15		15	

# MEDIA BACKDROP

ADVERTISE YOUR BUSINESS TO OUR TENS OF  
THOUSANDS OF FOLLOWERS

PRE MATCH PLAYER/COACH INTERVIEWS



YOUR COMPANY  
LOGOS HERE





# HOST YOUR BUSINESS EVENT/CELEBRATION

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.

Invite whoever you 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**



## HEINEKEN LOUNGE

We're excited to launch a NEW revamped seasonal hospitality option for you to enjoy with your friends, family, co-workers, clients, or whoever! We know the working week can be hectic, so it's nice to come enjoy your favourite sport, while submersing yourself into a relaxed and sociable environment.

- **Exclusive use of Private Bar**
  - **Pre-match buffet**
  - **Padded match day seat**
    - **Player Q&A**
- **Chance to enter in our 'Guess the Score' competition**
  - **Half-time teas and coffees (upon request)**
  - **Access to Man of the Match Presentation**
- **Access to team sheet and online match day programme**
- **Business Networking Opportunities – Invitations to Sponsors' Lunches**
- **Priority access to International Tickets**
  - **10% off in club shop**

**£550 INC. VAT**





# HERE TO HELP YOU GROW YOUR BUSINESS

Adverts in our Match Day Programme –  
**11,000+ views**

Advertisement in our Concourse on a Match  
Day

Promotion in our Newsletter – **5,000+**  
database which is constantly growing

Introduce you to fellow sponsors and  
businesses

**We can tailor a package to suit you  
and ensure that you receive maximum  
value from your sponsorship with  
Doncaster Knights**







OUR PARTNERS  
THANK YOU!!







## SPONSORSHIP & HOSPITALITY

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2025-26

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