



SPONSORSHIP,  
HOSPITALITY AND  
ADVERTISING



# WELCOME

With the eyes of the world on the reigning Premiership champions Exeter Chiefs, there has never been a better time to align your brand with English rugby's market leader.

From perimeter advertising to player sponsorship, big screen promotion to features in the match-day programme, we can offer you the perfect platform for any forward-thinking business, whilst adding a new dimension to your company's own advertising strategy.

Use the global name of the Exeter Chiefs to not only increase brand awareness, but market your product and messages to our loyal passionate fans within the stadium.



**CHAMPIONS 2017**

**AVIVA  
PREMIERSHIP  
RUGBY**



**AVIVA  
PREMIERSHIP  
RUGBY**

**AVIVA  
PREMIERSHIP  
RUGBY**

**WHERE DREAMS BECOME REALITY**

# PERIMETER BOARDS

Perimeter Board advertising provides a powerful platform for any forward-thinking business - and adds a new dimension to your company's advertising strategy,

Showcase your company or brand to a local audience of over 200,000 each season and globally to an audience of 75 million homes.

Increase your brand loyalty, whilst at the same time create awareness and visibility. Equally, help drive sales towards a target audience and reinforce your image to the masses.

- **CROWD FACING** - From £1,100
- **TOUCHLINE (TV Arc)** - From £3,900
- **TOUCHLINE (Non TV Arc)** - From £1,600
- **ROOFLINE** - From £4,600
- **UPPER ROOFLINE** - From £7,250

Board Dimensions: 3m x 0.75m, 6m x 0.75m, 4.5m 1.5m, 10.5m x 1.5m

These prices do not include production and installation costs

All prices excluding VAT



# BIG SCREENS

Use our two state-of-the-art stadium screens, as well as 45 internal screens, to deliver the ultimate match-day message.

Communicate with fans before, during and after the game allowing you and your brand to be closer to the spectators than ever before, leading to greater engagement and longer lasting relationships.



**IN-PLAY BANNER ADVERT**  
(Repeated regularly throughout game)

**SEASON COST - £7,000**  
**PER GAME - £600**

**30 SECOND FULL SCREEN VIDEO AD** (with sound)  
(Repeated regularly during the match-day)  
**SEASON COST - £3,000**  
**PER GAME - £400**

**10 SECOND FULL SCREEN STATIC AD**  
(Repeated regularly during the match-day)  
**SEASON COST - £1,500**  
**PER GAME - £200**

All prices excluding VAT and artwork design





**FOR MEMORIES THAT LAST  
MORE THAN 80 MINUTES**

# PLAYER SPONSORSHIP

Boost your company profile with a unique seasonal opportunity to sponsor a Chiefs player, and associate your brand with the reigning Premiership champions, Exeter Chiefs.

## The package will include:

- Company logo next to selected player or players on the staircase at Sandy Park Stadium, website hyperlink, big screens and match-day programme
- A table of 10 guests at the Player Sponsors Evening (reduced to two guests for £1k spend)
- A corporate dining table in the Exeter Suite and match tickets for 10 at one fixture in the season (not included for packages under £3k)
- Two player appearances in the season subject to the training schedule (reduced to one appearance for £1k spend)
- Exeter Chiefs Shirt signed by the squad
- Image rights on the player or players for external use

## Packages starting from:

- Academy Player - £1,000
- First Team Player - £2,000
- International - £2,500
- Current EPS - £3,500

All prices excluding VAT



# PROGRAMME ADVERTISING



Allow your brand to be seen by thousands each match-day:

**FULL PAGE ADVERT** - £3,500 (or £240 per match)

**HALF PAGE ADVERT** - £1,900 (or £140 per match)

**QUARTER PAGE ADVERT** - £1,150 (or £100 per match)

All prices exclude VAT and artwork design

Change your artwork and copy for 16 different matches.





# WEBSITE ADVERTISING

Feature your brand on the homepage of the Exeter Chiefs website:

**Average Unique users per month - 93,749**

**Average sessions per month - 182,524**

**Pixel size -1360 x 1020**

**£5,000** for the season

or **£600** per month

All prices excluding VAT and artwork design



# KIT SPONSORSHIP

We have a range of kit sponsorship opportunities available - a fantastic opportunity to raise your organisation's profile.

You will gain both local and national recognition via home and away matches, BT Sport, Sky Sports and TV coverage, news articles, social media photographs, and all replica kit sales.



# PRODUCT DISPLAY

The opportunity to display your brand and products outside the front of Sandy Park with a footfall of up to 12,800 on a game day.

**£500** per game - 5m x 5m

**£1,000** per game - 10m x 10m

**£2,000** per game - 15m x 20m

All prices excluding VAT



All displays are subject to prior approval by Exeter Rugby Club

ENJOY THE ULTIMATE  
MATCH-DAY EXPERIENCE



# HOSPITALITY

Our hospitality offering is unrivaled and with packages to suit all styles, tastes and budgets, our new-season collection promises something for everyone. Watch English and European Rugby's top club sides in competitive action right here on your doorstep.

Choose from our numerous hospitality packages that can be enjoyed in one of three corporate suites or a corporate box. Every hospitality package offers at least two hours of exclusive networking or simply time to entertain family and friends.





Having been in partnership since 2005, it has been an honour and privilege to be involved with Exeter Chiefs on their incredible rise from the Championship through to Premiership champions. As a key supplier to the club, what sets them apart from others is not only the unity they have within their ranks, but they also make you feel very much part of their team, which is very special in itself.



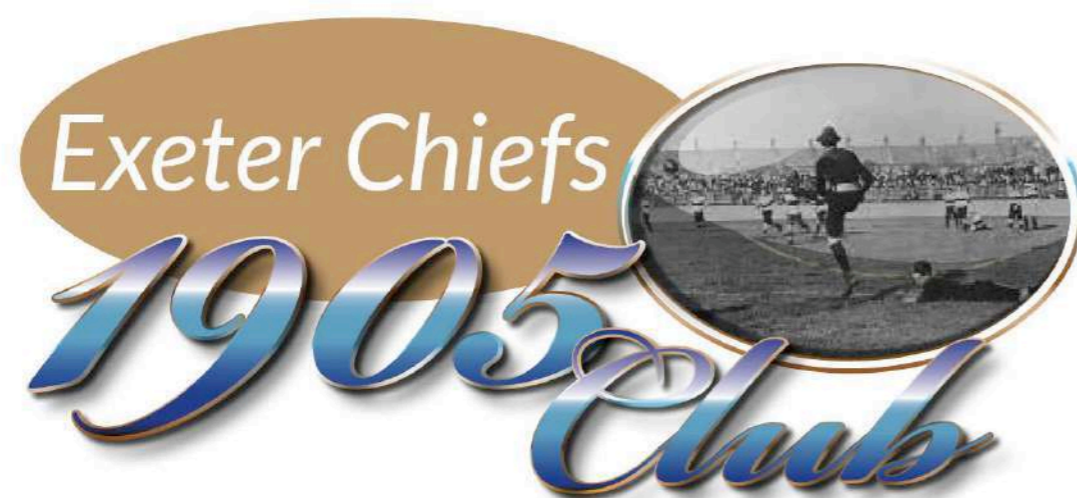
**Keith R Benton** Account Manager **Heineken UK Limited**



# 1905 CLUB

- Exclusive use of the Estuary Suite at 11 Premiership matches, 3 European Cup Pool matches and 2 Premiership Cup matches during the 2018/19 season
- VIP Entry
- Complimentary match programme
- Full Dining Package at each match
- All-Inclusive Drinks Package (Ts&Cs apply)
- Exclusive player and coach interviews
- Premium seating in the West Grandstand
- Post-match acoustic music from local performers
- Priority booking for progression matches in the above competitions
- Access to all 'A' League, Academy and Friendly matches (dining not included)
- 10% discount on purchases from the Exeter Chiefs Trading Post

**COST** £2,685 per person, per season, exclusive of VAT



# MATCH SPONSORSHIP PACKAGE

## Hospitality

- Table for 10 in the top-floor Chiefs Suite overlooking the pitch
- VIP entry
- Former Chiefs legend as your host for the day
- Pre-match Q&A with members of the Exeter Chiefs squad
- Sumptuous three-course menu prepared by our head chef
- Half page programme advert (full page for 50 or more covers)
- Big screen and tannoy presence throughout the day
- Presentation of a signed Exeter Chiefs jersey
- Presentation picture appears in following match programme
- Access to the players' lounge post-match for four guests (8 if 50 or 10 if 100 covers)
- Opportunity to select and present the Exeter Chiefs Man of the Match award on the pitch
- Entry into the Guess the Score quiz with the chance to win a signed Exeter Chiefs ball
- Post-match Q&A with a member of the coaching staff



Match Sponsor Rights continued overleaf.....



# MATCH SPONSORSHIP PACKAGE CONTD'

## Pre-Match - Digital Rights

Match Sponsors will have their logo featured on the following announcements in the lead up to their chosen match day:

- **Team Announcement on Exeter Chiefs e-zine** - database of 57,500 - 23% Open rate
- **Team Announcement on Exeter Chiefs website** news page (average 6000 unique views) and social media profiles
- **Team Announcement on Twitter** (average impressions 20,400), **Facebook** (average post reach 24,250) and **Instagram** (reach 24,600)

## Match Day Social Media - Logo and Tag on Twitter, Facebook and Instagram

- Game Day
- Half-Time Score
- Full-Time Score

Full Time Score Social Media Stats	Average
Twitter Likes	429
Twitter RTs	90
Twitter Impressions	29631
Facebook Reach	46650
Facebook Post Clicks	2850
Facebook Reactions, Comments & Shares	2500
Instagram Likes	3400
Instagram Reach	24881

Example 'Game Day' Facebook Post



Example 'Full-Time Score' Twitter Post



**Match Sponsorship Package £5,000** exclusive of VAT  
(Additional tables available at a discounted price)

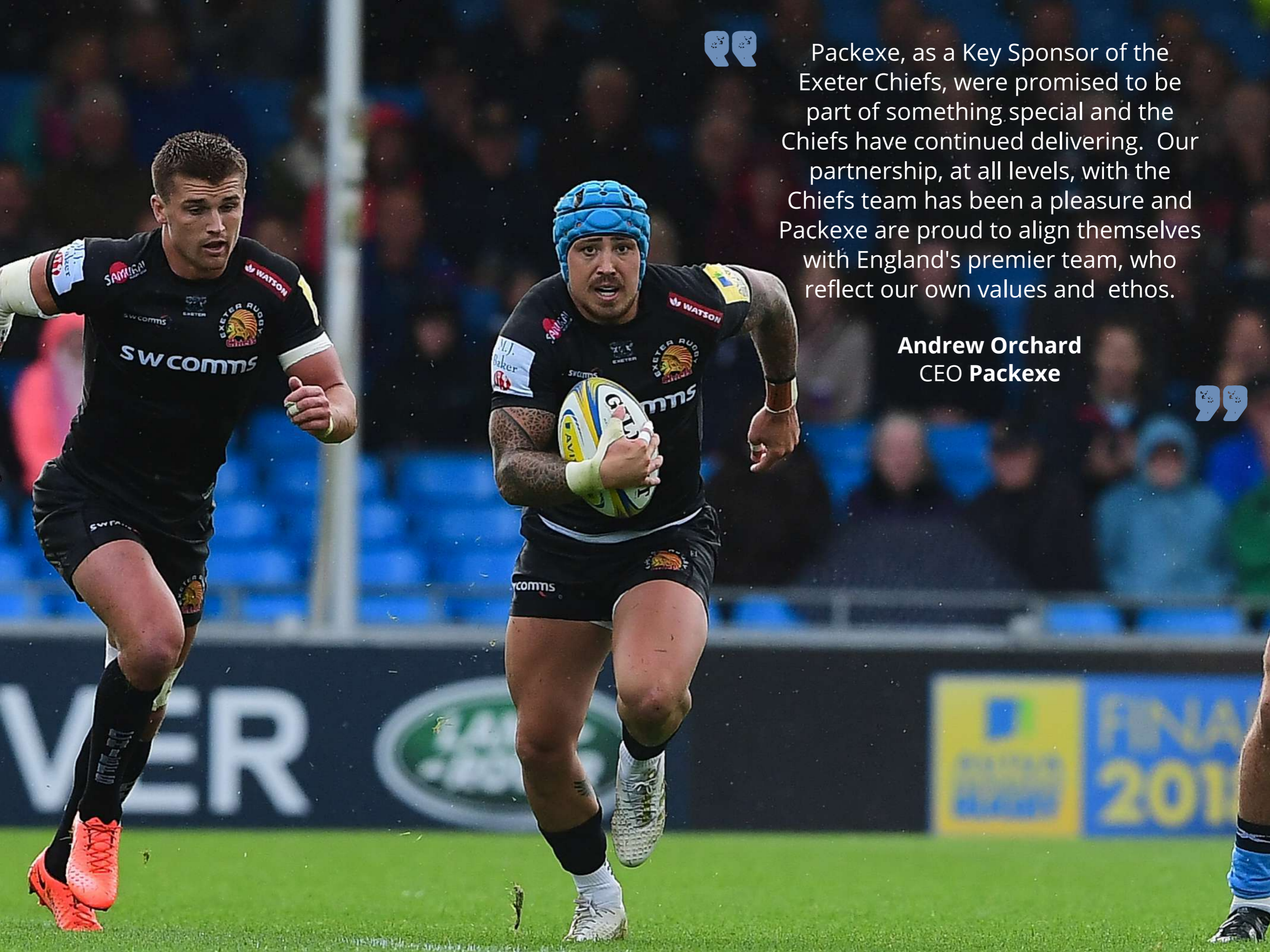
# MATCH BALL PARTNER

- VIP entry
- Hospitality for ten people in the top floor, glass fronted Chiefs Suite overlooking the pitch
- Chiefs legend as your host for the day
- Pre-match Q&A with two members of the Exeter Chiefs squad
- Three-course dining with menu prepared by our head chef
- Premium West Grandstand seating
- Quarter-page programme advert
- Big screen and tannoy presence throughout the day
- Presentation of a signed ball by Exeter Chiefs players
- Presentation picture appears in following match programme and Exeter Life magazine
- Entry into the Guess the Score quiz with the chance to win a signed Exeter Chiefs ball
- Post-match Q&A with a member of the Coaching Staff

**£2,200** exclusive of VAT

(Additional tables available on request)





Packexe, as a Key Sponsor of the Exeter Chiefs, were promised to be part of something special and the Chiefs have continued delivering. Our partnership, at all levels, with the Chiefs team has been a pleasure and Packexe are proud to align themselves with England's premier team, who reflect our own values and ethos.

**Andrew Orchard**  
CEO Packexe



# CORPORATE BOX

- VIP entry
- Hospitality in a top floor, glass fronted, private box overlooking the pitch
- Premium West Grandstand seating directly outside your box
- Meet and Greet with members of the Exeter Chiefs first team squad
- Waitress bar service
- Hot fork buffet (range of additional dining options)
- Entry into Guess the Score quiz with chance to win a signed Exeter Chiefs ball

**From £33,250** per season for 12 guests exclusive of VAT





As a long standing main sponsor of the club we are continually impressed with the benefits of being associated with Exeter Chiefs. Their continuous innovation and improvement both on and off the field has led to a massive growth in their profile which has benefited swcomms and no doubt many other sponsors.



**Brian Lodge**  
Managing Director **swcomms**

Waters  
DIALS

Official  
Exeter Chiefs

# CORPORATE DINING CHIEFS SUITE

- VIP entry
- Hospitality for ten people in the top floor, glass fronted, Chiefs Suite overlooking the pitch
- Former Chiefs legend as your host for the day
- Pre-Match Q&A with two members of the Exeter Chiefs first team squad
- Three-course dining with menu prepared by our head chef Craig
- Premium West Grandstand seating
- Entry into Guess the Score quiz with chance to win a signed Exeter Chiefs ball
- Post-match Q&A with a member of the coaching staff

**£1,700** exclusive of VAT



# CORPORATE DINING GOLD CARD SUITE

- Two-course Westcountry Carvery for ten people
- Entry via the Gold Card Entrance
- Pre-match Q&A with four members of the Exeter Chiefs squad
- Reserved West Grandstand seating
- Entry into the Guess the Score quiz with the chance to win a signed Exeter Chiefs ball

**COST £1,200** per game exclusive of VAT



“ We are lucky to live in this beautiful county and having the Chiefs as a focal point of true endeavour is very motivating. In short, Chiefs are a living testament to hard work and remembering to have fun along the journey

**Nick Sprague**  
Managing Director **Cobell Ltd** ”





# CONTACT

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