



# SPONSORSHIP AND ADVERTISING OPPORTUNITIES

SEASON 2021/2022



#FEELTHESTEEL



# EBBW VALE RFC... THE STEELMEN

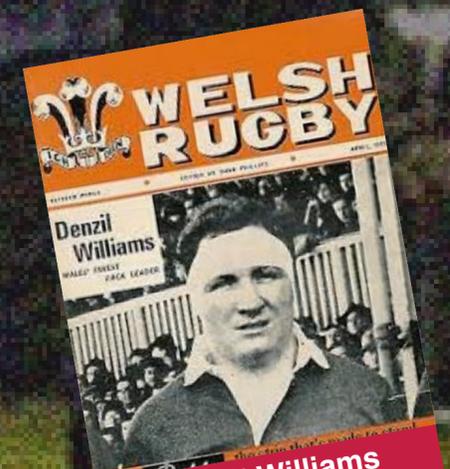
Ebbw Vale RFC was formed in 1879. Playing in the Monmouthshire League, the club became a full member of the WRU in the 1890s.

In 1907, Ebbw Vale switched codes from rugby union to rugby league becoming the first club in Wales to 'turn professional'. They played in the Welsh League and Northern Union for 5 seasons before disbanding in 1912. Ebbw Vale were readmitted as a union team after the First World War.

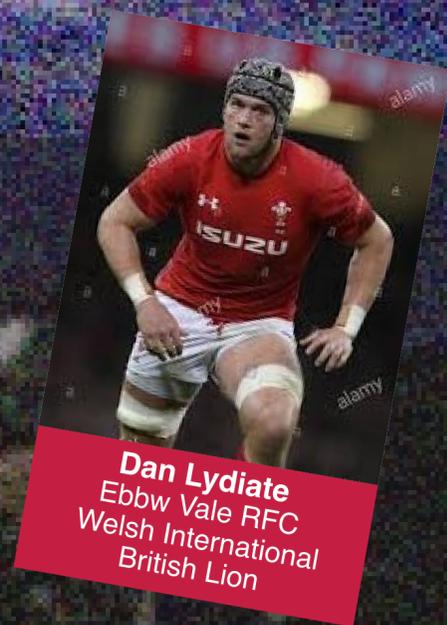
Ebbw Vale RFC continued to play rugby through the Second World War

and by the mid 1950s were one of Wales most successful clubs becoming unofficial Welsh Champions on four separate occasions during the decade. During this time, Ebbw Vale combined with Abertillery to play touring sides from Australia, New Zealand and South Africa.

The centenary season of 1979/80 saw Ebbw play Romania at Eugene Cross Park and in 1987 Ebbw hosted the US Eagles touring team, again at Eugene Cross Park, winning 16-14.



**Denzil Williams**  
Ebbw Vale RFC  
Welsh International  
British Lion



**Dan Lydiate**  
Ebbw Vale RFC  
Welsh International  
British Lion

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# A COMMUNITY CLUB FOR OVER 140 YEARS

In 1995 Ebbw Vale gained promotion to the Heineken First Division after a 39-9 win against Narberth. For the next 8 seasons Ebbw Vale were a professional outfit playing in the Heineken League and then the Celtic League until 2003 when regional rugby was introduced in Wales.

This was another memorable period in the history of Ebbw with the club reaching their only Cup Final in 1998. The team also played in the Heineken Cup, famously beating Toulouse at Eugene Cross Park by 19-11. The club also played Toulon on a number of occasions in European Competition and never lost!

In 2003, Ebbw Vale became a semi-professional outfit playing in the Welsh Premiership. They were relegated at the end of the 2009/10 season to the WRU Division One East.

In 2010/11, Ebbw Vale won the WRU Division One East title for the first time, winning the last 9 league matches to do so. They lost a play-off to Glamorgan Wanderers at the end of the season and with it went their chance to return to the Premiership become champions for the next 3 seasons.

Despite this setback, Ebbw Vale went onto winning the Division One East title in 2011/12 and then the Welsh Championship in 2012/13 and 2013/14.

Season 2014/2015 saw Ebbw finally returned to the Principality Premiership and finished runners-up losing the playoff final against Pontypridd.

In 2015/16, the come back was complete when Ebbw defeated Pontypridd in the play-off final at Sardis Road to become Welsh Premiership Champions for the first time.



## CLUB HONOURS

**Unofficial Welsh Club  
Champions**  
1951/52, 1953/54, 1956/57,  
1959/60

**Welsh Cup Runners-up**  
1997/98

**WRU Division One East  
Champions**  
2010/11, 2011/12

**WRU Championship  
Winners**  
2012/13, 2013/14

**Principality Premiership  
Winners**  
2015/16

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# SPONSORSHIP & ADVERTISING

## BE PART OF IT

ALL PRICES ARE PER SEASON AND ARE NEGOTIABLE

### GROUND NAMING

Negotiable

### STAND NAMING

£5000

Company name on stand, match day programme and club website

10 Wales home International tickets at cost

### TERRACE NAMING

£3000

Company name on terrace, match day programme and club website

6 Wales home International tickets at cost

### SCOREBOARD NAMING

£1000

Entrance and pre-match buffet for 4 people at one game

### PLAYER SPONSORSHIP

£250 - £1000

Name in match day programme team page and club website

Name announced on match day and if player scores

Wales home International tickets negotiable

### MAN OF THE MATCH

£1500

Advert in match day programme team page and club website

Name announced on match day

Website link and 3 Wales home International tickets at cost

### MASCOT

£1000

Name announced on match day

### SEASON TICKETS

£750

Name included on season ticket design

### WEBLINK

£150

Name on club website homepage (£100 if bought with another package)

### MATCH PROGRAMME

Full page £300 • Half page £150  
2/3 page £200 • 1/3 page £100

### GROUND ADVERTISING

10' x 2' 6" perimeter board.  
From £300 plus £80 set-up plus VAT

Entrance and pre-match buffet for 4 people at one game

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# KIT SPONSORSHIP WORN WITH PRIDE

ALL PRICES ARE PER SEASON AND ARE NEGOTIABLE

## PRINCIPLE SHIRT SPONSOR - FRONT

Negotiable

Company name/logo on front of home and away playing shirt

Wales home International tickets at cost

Company name/logo on front and team page of match day programme

Entrance and pre-match buffet for 4 people at 4 home games of your choice. Access to player's and Vice-President's lounges

Company name/logo and weblink on club website homepage

Match day announcements prior to kick-off and at half-time

Framed signed shirt

## SHIRT SPONSOR - BACK

Top £5000 - £8000

Collar £2500

Above number £5000 - £8000

Below number £5000

Lower back £3500

Company name/logo on designated back section of home and away playing shirt

Wales home International tickets at cost

Company name/logo and weblink on club website homepage

Match day announcements prior to kick-off and at half-time

\* Branding costs may be incurred for certain items



## SHIRT

Sleeve £5000 - £8000 per sleeve (3 locations per sleeve)

Shoulder £3000 per side Both £5000

## SHORTS

Front £2500 per leg. Both £4000

Back £2500 per leg. Both £4000

Rear seat £4000



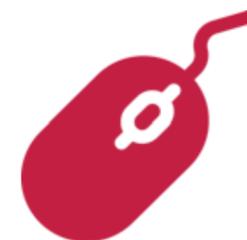
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# MEDIA STATS

## MORE PEOPLE...

By partnering the steelmen you will receive fantastic brand exposure, with your company branding featuring prominently on the Ebbw Vale match kit, around the ground, across our social media platforms, website and featuring in the media via **ScrumV** on **BBC Wales** and **S4C's Clwb Rygbi** productions.



[www.evrfc.co.uk](http://www.evrfc.co.uk)

**7k**

unique users



**Minimum**

**15**

home games per season



**Media coverage**

Wales Online, Western Mail,  
South Wales Argus, Gwent  
Gazette



**20k**

visitors to the ground  
per season

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# MEDIA STATS

## MORE OFTEN

Ebbw Vale RFC has a number of popular social media platforms on which your brand will be able to enjoy exposure and also promote key messaging. All platforms are regularly updated with news and exciting, engaging content. On Twitter, the club enjoys 7,782 followers, with the club's Facebook audience rapidly expanding past 5,500. Instagram is also regularly updated with content, with that channel accounting for 1,049 followers. The club's YouTube Channel, updates supporters with professional video content and regularly enjoys views in excess of 1,500 per video.

**All these channels are available to you as a club partner to promote your partnership and also to inform our supporters and the wider public.**



**5.5k**  
friends



**1.0k**  
followers



**7.7k**  
followers



**1.5k**  
viewers

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**ONE CLUB ONE CAUSE ONE PASSION**  
**BE PART OF IT**

## **CONTACT**

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