



LONDON BRONCOS

RUGBY LEAGUE

MENS TEAM SPONSORSHIP

2024



ABOUT US

London Broncos is a professional Rugby League club in the South-East of England playing at the Cherry Red Records Stadium, Plough Lane, Wimbledon.

The club's first team is the only professional Rugby League squad in the South of England and competes in the Betfred Championship – the second tier of professional Rugby League.

The club was originally formed in 1980 as Fulham RLFC. In 1999, the Broncos were finalists in the prestigious Challenge Cup final in front of 73,000 supporters at Wembley Stadium and played in Super League as recently as 2019.

The London Broncos Ladies team were formed in 2021, and crowned Women's Super League South Champions in 2023.

The Broncos is highly regarded for its thriving Academy system, which regularly produces elite players who have won international honours and represented the club and other teams in Super League.

Now settled into the Cherry Red Records Stadium, the club looks to build on the last 2 years of successful foundations to challenge for a return to Rugby League's topflight, while supporting the game's growth across the South-East.





BRONCOS DNA - 2023 STATS



3M+

Impressions

27K+

Followers

100K+

Engagements



60K+

Engagements

8K

Followers

88K

Reach



1M+

Reach

17K+

Followers

3.2K+

*New Followers
(2023)*

80K+

Engagements

5.6K+

Link Clicks



1M+

*Lifetime
Impressions*

1.1K+

Subscribers

400K+

Lifetime Views

100K+

*Impressions
(2023)*

4.4%

CTR

400K+

Website Views

250K+

*Website
Engagements*

60%

Email Open Rate

1.2K+

Email Subscribers

7.3%

CTR

20,000 +

*Home Tickets
Sold*



HEADLINE SPONSOR

- Main shirt sponsor on first team shirts.
- Company logo on all collateral and information associated and distributed by the club.
- Active brand awareness through branding on pitch side on four advertising boards. (Production at clients costs)
- An exclusive event with the players
- Table at the end of season dinner (at cost)
- Hospitality box for 10 persons at all home league games. *excl. food & drink
- Link and short bio/description to company website on the London Broncos website
- Invitation to all sponsor events throughout the season
- Social media recognition as London Broncos headline sponsor

SHIRT SPONSOR

- Company Logo featured on London Broncos first team kit.
- Link and short bio/description to company website on the London Broncos website.
- Access to hospitality box upon request throughout the season.
- Active brand awareness through branding on pitch side on two advertising boards. (Production at clients costs)
- Invitations to all sponsor events throughout the season.
- Social media recognition as London Broncos shirt sponsor.



TRAINING KIT SPONSOR

- Company Logo featured on London Broncos first team training kit.
- Link and short bio/description to company website on the London Broncos website.
- Access to hospitality box upon request throughout the season.
- Active brand awareness through branding on pitch side on two advertising boards. (Production at clients costs).
- Invitations to all sponsor events throughout the season.
- Inclusion Social Media exposure for relevant content.

COMMUNITY SPONSOR

- Company Logo featured on London Broncos Community kit.
- Company recognition for dedicated community programme.
- Link and short bio/description to company website on the London Broncos website.
- Access to hospitality box upon request throughout the season.
- Active brand awareness through branding on pitch side on two advertising boards. (Production at clients costs).
- Invitations to all sponsor events throughout the season.
- Inclusion Social Media exposure for relevant content.



MATCHDAY SPONSOR

- Signed London Broncos Team Shirt - presented by one of the London Broncos players.
- Hospitality box for 10 persons.
*excl. food & drink
- London Broncos pitch side announcement as match day sponsor.
- Social media promotion in the days building up to the game.
- Company logo on match day team sheet.
- Active brand awareness through branding on pitch side on two advertising boards. (Production at clients costs).

MATCH BALL SPONSOR

- Official Match Ball Sponsor.
- Signed Ball by London Broncos first team squad – presented by one of the London Broncos players.
- Access to hospitality box upon request throughout the season.
- Company logo on match day team sheet.
- Social media promotion in the days building up to the game.
- Active brand awareness through branding on pitch side on two advertising boards. (Production at clients costs).

MENS PLAYER SPONSOR

- Signed replica shirt of your player.
- Invite to an open training session.
- Your company name listed along-side the player on the website.
- Signed team picture.
- Invite to player sponsor events throughout the season.
- Your company name read out whenever your player scores at home games.





OFFICIAL PARTNERSHIPS

TRAVEL PARTNER

- Exclusive name and right as London Broncos official travel partner.

VEHICLE PARTNER

- Exclusive name and right as London Broncos official vehicle partner.

PRINT & BRANDING PARTNER

- Exclusive name and right as London Broncos official print & branding partner.

WEBSITE PARTNER

- Exclusive name and right as London Broncos official website partner.

HOSPITALITY PARTNER

- Exclusive name and right as London Broncos official hospitality partner.

MEDICAL PARTNER

- Exclusive name and right as London Broncos official medical partner.

INCLUDED:

- Access to hospitality box upon request throughout the season.
- Active brand awareness through branding on pitch side 2 advertising boards. (production at clients costs).
- Invitation to sponsor /partnership events



For further details:

Mark Kemp - Head of Commercial

Mobile: **07720 809509**

Email: **mark.kemp@londonbroncosrl.com**

Business Address:

Parkshot House

5 Kew Rd

Richmond

Surrey TW9 2PR

General Enquiries

0203 368 6455

Hello@londonbroncosrl.com

Stadium Address:

London Broncos Rugby League,

The Cherry Red Records Stadium,

AFC Wimbledon, Plough Lane,

Wimbledon, London SW17 0NR