

LONDON  
**BRONCOS**  
R+L+F+C MMXXV

# SPONSORSHIP OPPORTUNITY





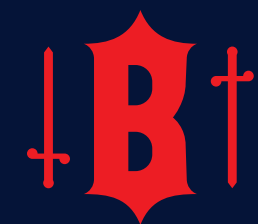
The beating heart of the United Kingdom, London is the ultimate playground for brands that dare to be different.

As Europe's unrivalled sporting capital, the city has hosted the Summer Olympics three times and is home to some of the world's most iconic sports brands and venues.

With its diverse mix of cultures and demographics, the city offers a unique stage to showcase a sports brand that's dynamic, modern, and ready to break the mould.

Our plan presents a long-term vision for a world-class club, outlining the development and expansion of rugby league throughout London and the South of England.



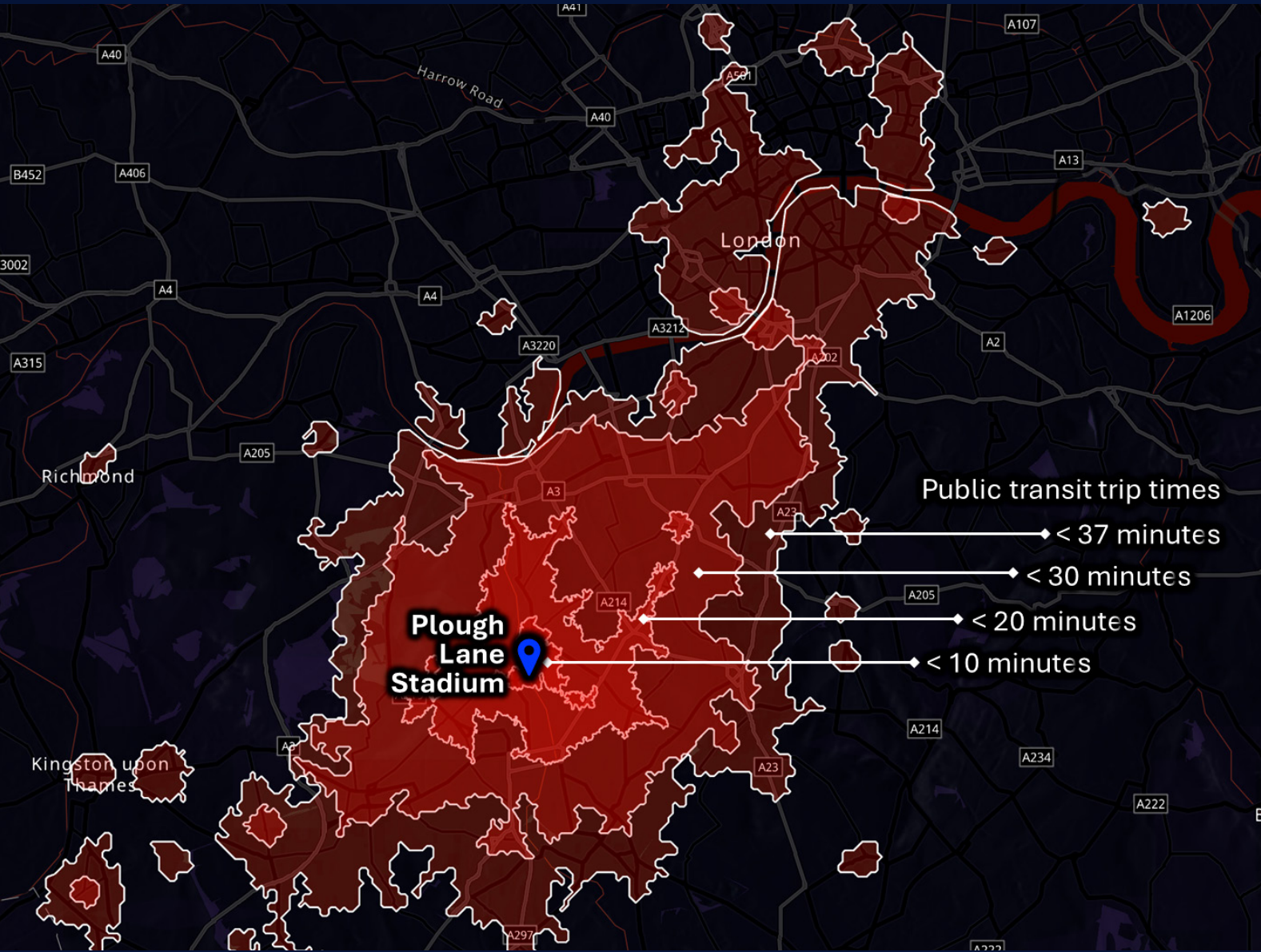


# WHY LONDON?

## London Highlights

- ◆ London Broncos is the only professional club in a top-tier commercial competition with London in the club's official title.
- ◆ London is the global capital for major sports events
- ◆ London is the largest monopoly market for our club with London Broncos having exclusive territory rights
- ◆ London is a key strategic region for the growth of rugby league
- ◆ With a population of 8.9 million, and an immediate ~1m fans within 37 minutes of the home stadium
- ◆ ~87,000 Australian nationals in London
- ◆ ~60,000 New Zealand nationals in London
- ◆ Global financial hub, with access to global financial markets
- ◆ Leading global financial hub with access to international capital markets and world class expertise in sustainable finance

## Broncos Fan Catchment



Public Transport	Population
<10 minutes	8,169
10-20 minutes	90,174
20-30 minutes	340,955
30-37 minutes	497,196
TOTAL	936,494

Source: ONS 2021 / Census 2021





## Cherry Red Records Stadium

Otherwise known by its traditional name, Plough Lane, is the proud home of the London Broncos – a state-of-the-art sporting venue in the heart of Wimbledon.

Opened in late 2020 after a £34 million redevelopment, this modern stadium offers an exceptional platform for rugby league, blending top-class facilities with an electric atmosphere.

For sponsors, it provides the ideal setting to showcase your brand at a premium, accessible London venue that is already fostering a growing and enthusiastic fanbase. The stadium delivers a first-class matchday experience for fans and VIPs alike.

## Modern & State-of-the-Art Facilities

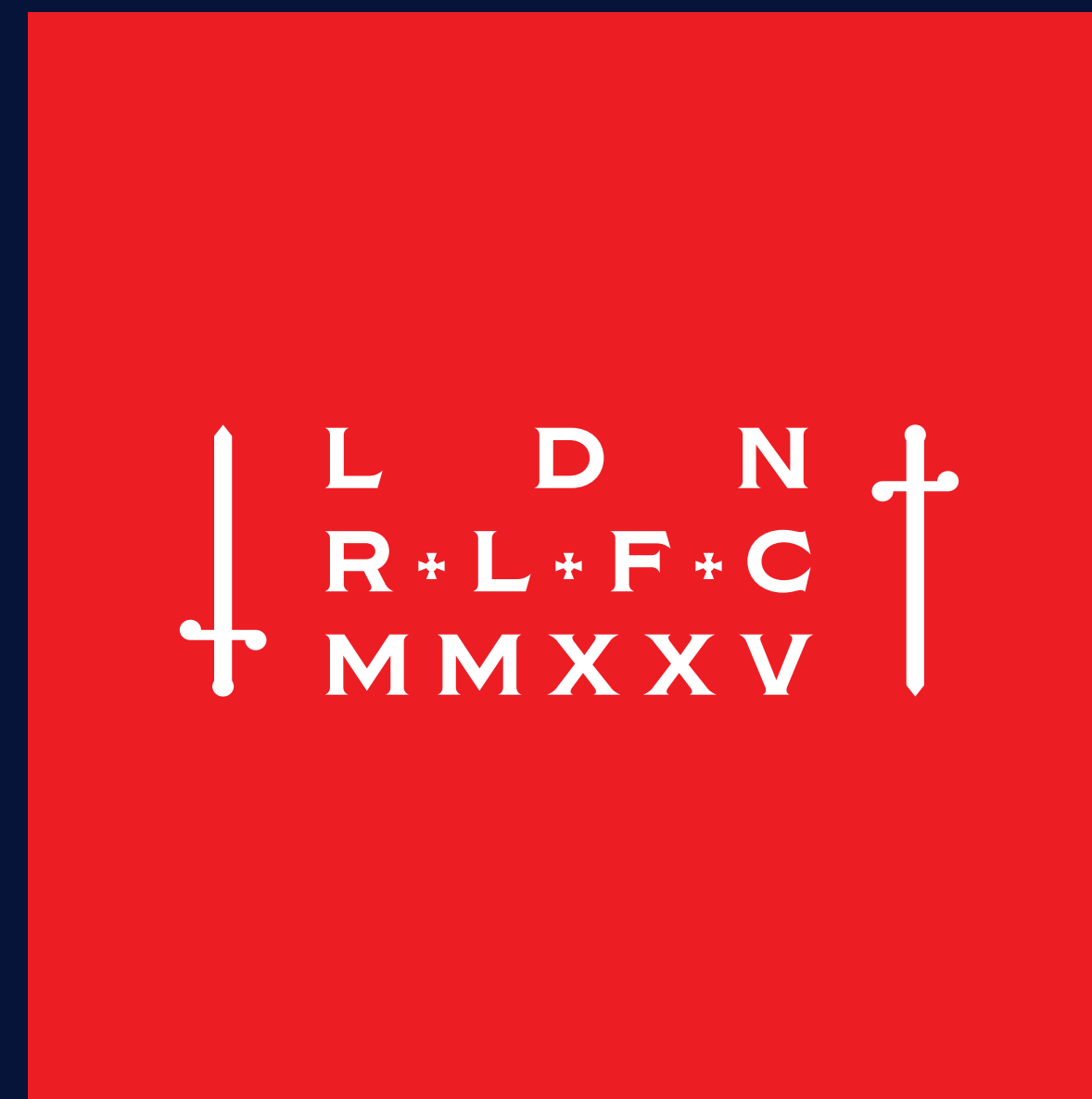
**Cherry Red Records Stadium is one of London's newest purpose-built sports venues, featuring:**

- four modern stands
- uninterrupted sightlines
- seating for 9,215
- a safe-standing terrace
- high-spec lighting
- dynamic perimeter LED screen and jumbo digital screen
- premium locker rooms and matchday facilities
- broadcast facilities and media room
- exclusive corporate and hospitality suites
- on-site supporters' pub





# BRAND EVOLUTION





# SPONSOR BENEFITS



## Benefits include:

- 10X tickets in a Premium box featuring fine dining, padded seating and dedicated host for the day.
- Player appearance and Q&A.
- Mascot opportunity for child to run out with the Captain.
- Social Media awareness on the run up and day of game.
- Stadium announcement on the day.
- Match-Day sponsor decide MOTM, with photo opportunity and greet the players coming from the field.
- Signed jersey from the squad.



# SPONSOR BENEFITS



## Benefits include:

- 10X tickets in Captains Lounge, including canapés, private bar access, padded seating, and a relaxed hospitality environment.
- Player appearance and Q&A.
- Social Media awareness on the run up and day of game.
- Stadium announcement on the day.
- Signed ball from the squad.



# SPONSOR BENEFITS



## Benefits include:

- 2X Platinum tickets to any game of your choice including premium access to the Captains Lounge.
- Includes canapés, private bar access, padded seating, and a relaxed hospitality environment with added comfort and connection to the team.
- Match-worn home and away jerseys.
- Company name announced over the PA when team is announced for home games
- Company name announced over the PA when your player scores for home games.
- Company logo on the try scoring graphic on social media when player scores
- Player appearance by your sponsored player at an event of your choice(subject to training schedules and advance notice).





# THANK YOU FOR THE OPPORTUNITY

If you are interested in sponsoring the Broncos  
or have any sponsorship questions, please email:

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