

SPONSORSHIP 2022



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 Nottingham Outlaws Rugby League

 OutlawsRL

 NottinghamOutlawsRL





CLUB BACKGROUND

Since being founded in 1999, Nottingham Outlaws have developed in to one of the leading Rugby League clubs in the Midlands.

We operate two men's teams, a women's team, juniors and masters. Alongside competitive Rugby League we also provide touch rugby variants for social players of all ages who do not wish to play the full contact version of the game.

The club's 1st Team competes in the Yorkshire Premier Division, containing some of the top teams in Yorkshire from major cities such as Leeds, Bradford, York and Hull.

The Outlaws play a key role in the community to develop the sport of Rugby League, working alongside partners such as Nottingham City School Sports Partnership, Nottingham College, Nottingham Trent University and the University of Nottingham.

MISSION

To provide and promote opportunities to individuals of all ages and abilities to get involved with Rugby League, whilst creating a positive environment where players, coaches, volunteers and spectators can enjoy a safe, child friendly and equitable experience.

VISION

To develop Nottingham Outlaws to be the beacon of Rugby League across the Midlands.

VALUES

TOGETHERNESS

We work as a team towards a common goal and succeed alongside our teammates, both on and off the pitch.

INCLUSIVITY

We create a welcoming and supportive environment for all players and members, regardless of background, experience, or ability.

GROWTH

We are committed to the growth of Rugby League in Nottingham, and the growth of ourselves as players and a club.

ENJOYMENT

We recognise that sport is played for enjoyment and aim to ensure that every experience of Rugby League is fun and engaging. We treat club members and the wider Rugby League community with respect to make sure people have positive experiences with the sport.

RESILIENCE

We respond positively to adversity, on and off the field.
We embrace challenge and keep going with no excuses.

FACILITIES

In 2018, Nottingham Outlaws acquired the former Greenwood Meadows FC ground on Lenton Lane to secure the club's long-term future signing a 40-year lease with Nottingham City Council.

Lenton Lane occupies a six acre site just off the ring road, with excellent transport links and less than a 10-minute drive from the city centre.

The fully enclosed ground includes a clubhouse with licensed bar, changing rooms, and extensive car parking. The playing facilities include training and warm-up areas, floodlights, and covered standing and seated areas for spectators.

Lenton Lane provides further scope to expand the club's successful women's, youth and junior sections, and also offers long-term security through the ability to generate income for Nottingham Outlaws and our key partners.



CLUB ACHIEVEMENTS



PARTICIPATION

150+

SCHOOL PLAYERS

ANNUAL PRIMARY TAG FESTIVAL

200+

ACTIVE MEMBERS

JUNIORS • MEN • WOMEN • MASTERS

100+

SPECTATORS

AT EACH HOME GAME



MEDIA PROFILE



3,000
FOLLOWERS



2,300
FOLLOWERS



780
FOLLOWERS



24,000
YOUTUBE VIEWS

FEATURED IN

Nottingham
Post

RugbyLeague
WORLD

RUGBY LEAGUE &
League Express

Forty20

HONOURS

CONFERENCE LEAGUE
SOUTH CHAMPIONS



HARRY JEPSON
TROPHY WINNERS



HEROES TROPHY WINNERS



MIDLANDS PREMIER
CHAMPIONS



NORTH MIDLANDS
CHAMPIONS





2022 SPONSORSHIP PACKAGES

Nottingham Outlaws offer the following range of sponsorship packages for the 2022 season. All sponsors will be invited to our End of Season Awards, and will get a vote to choose the Sponsors' Player of the Year.

THE CLUB IS HAPPY TO DISCUSS OTHER FORMS OF SPONSORSHIP THAT MIGHT BEST MEET YOUR REQUIREMENTS, SO TALK TO US ABOUT IDEAS FOR SUPPORTING YOUR BUSINESS.

1st TEAM SPONSORSHIP

Nottingham Outlaws offer a range of 1st Team kit sponsorship options, including:

- Company branding on front of playing shirts
– £5,000 per season
- Company branding on back of playing shirts
– £2,000 per season
- Company branding on sleeves of playing shirts
– £2,000 per season
- Company branding on playing shorts
– £1,000 per season
- 1st Team Player-of-the-Match Award
– £800 per season

PROGRAMME ADVERTISING

- Half page advert for season
– £150 per season
- Full page advert for season
– £300 per season

PITCH SIDE ADVERTISING

- Company advertising board along pitch side
– £900 for 3 years (plus cost of board)

SCOREBOARD SPONSORSHIP

- Company branding displayed on scoreboard
– £4,000 for 3 years (plus cost of board)

POST PROTECTOR SPONSORSHIP

- Company branding displayed on post protectors and touchline/corner flags
– £6,000 for 3 years

FACILITIES HIRE – POA

Nottingham Outlaws' home Lenton Lane provides sponsors with the perfect facility to host corporate meetings, team building events or staff parties, either via the use of the clubhouse, outdoor seating area or pitch. Cars can be left securely overnight as the facility is gated with 24 hour CCTV in operation.

MATCHDAY SPONSORSHIP

- Company logo on front of sponsored matchday programme
- Company promoted on social media and on Outlaws' website in the pre-match build up and match report
- Full page advert in the sponsored matchday programme
- Photograph with the team, to be used in your own advertising
- Pre- and post-match display for your company literature and products using a table top exhibition in the clubhouse
- Complementary pre game drinks for 4 guests
– £150

WOMEN'S TEAM SPONSOR

- Company branding on front of playing shirts
- Choose your player-of-the-match for every game
- Company promoted on social media and on Outlaws' website in the pre-match build up and match report for every game
- Choose and award the Sponsor's Player of the Season at the End-of-Season Awards
– £2,000 per season

JUNIOR SPONSOR

- Company branding on front of playing shirts
- Company promoted on social media and on Outlaws' website in the pre-festival build up and news report
- Pre- and post-festival display for your company literature and products using a table top exhibition in the clubhouse
– £1,500 per season (per team)

SCHOLARSHIP SPONSOR

The Outlaws Scholarship Programme helps support students who play Rugby league to further their playing career and support their personal development and academic studies. This scheme is run in partnership with Nottingham Trent University, and the Outlaws are looking to expand the scheme to support more players in the coming seasons.

Sponsor benefits include:

- Sponsor board
- Full page advert in matchday programme
- Company promoted in all scholarship press releases and promotional material
– £3000 per year (3-5 sponsors sought)

PROJECT 40

The Outlaws have just launched a major 4-year fundraising scheme to help raise funds to finance the design and build of a brand new club house. The fundraising scheme is called 'Project 40' and will be taking place around the

40th anniversary of rugby league in Nottingham (the game was established in the city in 1984). The Project 40 fundraising scheme will be launched in June 2022 and a number of fundraising events have already been organised. Sponsors/benefactors are invited to make donations to the fund when it is launched and the club is open to any promotional idea as that sponsors would like to discuss.



CURRENT SPONSORS & PARTNERS



Rushcliffe Physiotherapy
and Sports Injury Clinic



Bowden Financial Consultancy



TESTIMONIALS

It's been great to sponsor a club like Nottingham Outlaws, not just because of the work they do for the rugby community but also as a local business. The club engagement with the firm has been exceptional.

SAM BOWDEN

Director, Bowden Financial Consultancy

As a northern ex-pat originally from Widnes, getting involved with the Outlaws has enabled me to enjoy Rugby League in my adopted city. It has also been good for business, with the firm having been very pleased to have acted now for several players and volunteers at the club.

CHRIS MURRATT

Chief Executive, Actons Solicitors

For more information on sponsorship, or to tailor an option to suit your business, please contact:

ALEX WHITTLE

Commercial Manager



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