

# Support Currie Chieftains

## *Your local Premiership Rugby Club*

Premiership Champions 2023-24 & Semi Finalists 2024-25



## Sponsorship opportunities available to support your local rugby club for Season 2025-26

### Pitchside advertising at Malleney Park

Pitchside advertising boards are one of the most popular and effective forms of advertising for your business within a sports environment. They continue to be a very popular advertising channel for our commercial partners at Malleney Park, home of the Currie Chieftains Rugby Club. As a Premiership Club, the Chieftains have at least two televised games per season with broader weekly exposure through the SRU highlights channel.

The Chieftains host a wide range of rugby and community events which attract significant audiences. These include the Currie 7's, the annual Mini Tournament (one of the largest in Scotland), and the Balerno Gala. We expect this activity to grow as part of our ongoing commercial and community development strategy.

There are several board locations around the ground, including the River and Stand sides and the corners of the pitch, plus bespoke locations that can be discussed with the Club.

- Standard board sizes are approximately 20' long by 2'4" high
- Stand side Boards from £450 + VAT\*
- Riverside (Camera facing) boards from £600.00 + VAT\*
- Minimum 2 Season term, includes a website advert

*Please note Pitchside and Programme advertising bundles can also be arranged. Please speak to one of our marketing team.*

### Programme and website advertising

Our Match day Programme is produced for each match and contains a cross section of West Edinburgh's best businesses.

The following Programme packages are available and include a website advertisement:

- Standard page Full £500, Half £275, Quarter £150
- Back Page £600
- Inside Front and back cover £550



### LADIES AND GIRLS SECTION

Opportunities are available to sponsor our thriving ladies and girls Rugby section. Please talk to one of the team.

## Additional Sponsorship opportunities



### PLAYER SPONSORSHIP

Sponsor one of our Senior squad  
£100/player



### MATCH BALL SPONSORSHIP

£100/game



### MAN OF THE MATCH

Reward your choice of  
Man of the Match with a prize  
(min value £50)

## Main Sponsorship packages

|                                                            | PLATINUM <sup>1</sup><br>£5,000+<br>+VAT p/yr | GOLD<br>£5,000<br>+VAT p/yr | SILVER<br>£2,500<br>+VAT p/yr | BRONZE<br>£1,500<br>+VAT p/yr |
|------------------------------------------------------------|-----------------------------------------------|-----------------------------|-------------------------------|-------------------------------|
| Opportunity for Stand naming and Scoreboard sponsorship    | ●                                             | ●                           | ●                             | ●                             |
| 1st XV Shirt sponsorship                                   | ●                                             | ●                           | ●                             | ●                             |
| 2 Pitch-side boards with priority placement                | ●                                             | ●                           | ●                             | ●                             |
| 1 Pitch-side board                                         | ●                                             | ●                           | ●                             | ●                             |
| Full-page priority placement within Match day Programme    | ●                                             | ●                           | ●                             | ●                             |
| Full-page within Match day Programme                       | ●                                             | ●                           | ●                             | ●                             |
| Match Sponsorship and Match team sheet sponsorship         | ●                                             | ●                           | ●                             | ●                             |
| Mention within Match team sheet                            | ●                                             | ●                           | ●                             | ●                             |
| Advertising on Clubhouse media TV screen                   | ●                                             | ●                           | ●                             | ●                             |
| 5 Season Memberships                                       | ●                                             | ●                           | ●                             | ●                             |
| 3 Season Memberships                                       | ●                                             | ●                           | ●                             | ●                             |
| 2 Season Memberships                                       | ●                                             | ●                           | ●                             | ●                             |
| 10 corporate tickets per Home Match                        | ●                                             | ●                           | ●                             | ●                             |
| 5 corporate tickets per Home Match                         | ●                                             | ●                           | ●                             | ●                             |
| Opportunity for 'Product Placement' on Home Match days     | ●                                             | ●                           | ●                             | ●                             |
| Website advert & link to your website                      | ●                                             | ●                           | ●                             | ●                             |
| Signed framed 1st XV shirt *                               | ●                                             | ●                           | ●                             | ●                             |
| Lunch for 10 people                                        | ●                                             | ●                           | ●                             | ●                             |
| Lunch for 5 people                                         | ●                                             | ●                           | ●                             | ●                             |
| Photo with key players post-match                          | ●                                             | ●                           | ●                             | ●                             |
| Club Membership & access to purchase international tickets | ●                                             | ●                           | ●                             | ●                             |
| Discounted access to use Malleny facilities / Club hire    | ●                                             | ●                           | ●                             | ●                             |
| Ball sponsorship                                           | ●                                             | ●                           | ●                             | ●                             |

All packages have a 2 year minimum term

<sup>1</sup> Package negotiable.

\* Production and installation costs are billed separately.

Please contact the Chieftains marketing team if you are interested in any of these packages:

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