



Coventry Bears
Sponsorship and Advertising

www.coventrybears.co.uk



Dear local business,

Coventry Bears Sponsorship & Advertising

The Coventry Bears Rugby League club are seeking new sponsors and business partners for the upcoming season. The club is now based in Canley from the Xcel Leisure Centre with all junior and senior age groups. The Bears first team play games at the Butts Park Arena Coventry Rugby club.

We have many options available and can tailor them to suit you and your business needs.

What we can offer you if you sponsor the Bears:

- Regional and national exposure through advertising with our teams – 10 home games and 10 away games
- City wide exposure through local press and radio
- Access to our fan base, community, school and university network to promote your business – currently over 800 friends on Facebook and 650 followers on Twitter
- Visual advertising on match days at the Butts Park Arena through pitch-side advertising and or programme advertising – approx. 400 fans at each home game
- Advertise your business on our new website

Please see our 2012 sponsorship pack for more information on sponsorship options. Should none of these suit you please let us know and we can work together to create a sponsorship customised to you.

The club is growing with an exciting future ahead of it. Please feel free to contact me to arrange a one to one meeting to discuss what we can offer your business.

With best regards,

Alan Robinson

Club Director

07974 517519

alan.robinson@coventrybears.co.uk



Team Sponsorship

Sponsor a Bears team from U11 to U18s juniors, Bears women's or one of two men's teams. The Bears are based from the Xcel centre in Canley and play First team games at the Butts Park Arena. There are great local advertising benefits as well as high profile local, regional and national benefits to supporting the Bears. We feature regularly in local press and radio and have a loyal fan base that follow us at our games and online through the social networks. Let us help you reach a new audience.

Kit & leisurewear sponsorship packages start from £250

Player & Coach Sponsorship

Sponsor a Bears player from U11 to U18s juniors, Bears women's or one of two men's teams. Player sponsorship gives the following benefits:

- Feature on the player profile page on the Bears website
- Feature on the Bears squad page in match programme (First team)
- Feature on match days with player announcements (First team)
- Cover that players club fees for the season
- Engage through Facebook and Twitter with our fans

Packages range from £50-£150

Programme Sponsorship

Feature in the newly designed Coventry Bears programme - this will be a new full colour 16 -20 page match programme with a print run of 100+ for all Bears First team home games. Sponsors will also have the opportunity to advertise through the Bears Facebook or Twitter accounts.

Packages: £100 (1/4 page) £150 (1/2 page) £250 (full page) for the full season.

Match day sponsors: £100 (feature on the front of the programme)

Website Sponsorship

The Bears now have a fantastic new website www.coventrybears.co.uk and we are starting to grow a new community who follow and support us. With this in mind we would like to offer you the opportunity to advertise on our website and link through to your business website. You will also receive a season ticket and have options to bring along guests at discounted rates.

Package example: £250 (your logo and name as a Bears sponsor on our website plus Bears 2012 season ticket and guest benefits)

Please feel free to contact me if you wish to discuss getting involved with the Bears.

Alan Robinson,

Club Director,

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email: alan.robinson@coventrybears.co.uk