

SALFORD RLFC

PARTNER WITH
SALFORD RLFC

2027 SEASON



COMMERCIAL PARTNERSHIPS 2027

GROWING BUSINESSES.
BUILDING RELATIONSHIPS.
CREATING OPPORTUNITIES.

SALFORD RLFC

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SALFORD RLFC

2027 SEASON



RISING TOGETHER






Ryan Brierley
Chief Executive Officer

SALFORD RLFC

MESSAGE FROM
THE CEO

2027 SEASON

BUILT BACK IN WEEKS BUILDING FORWARD FOR YEARS

Salford RLFC was re-formed in December 2025. Within four weeks we had assembled a squad, appointed a coaching staff and secured our place back on the rugby league ladder.

By the end of our first season, more than 35 businesses had chosen to back the Club and help write the first chapter of our next era.

We've created a commercial partnership programme that reflects where Salford RLFC is heading. Whether you want to support the Club, raise your profile, entertain clients, bring your team together or build new relationships, there are opportunities throughout these pages to work with us.

The businesses that backed us in our first year believed in what we were building. Their support has helped us establish strong foundations, and now we're looking to build on them.

BUILDING FOR 2027

The Club's ambition is clear.

As we look ahead to 2027, we are continuing to improve the team and bring in players who can help us compete at the level our supporters expect.



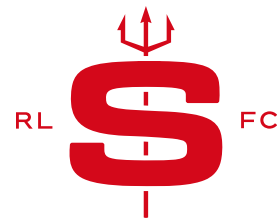
The signing of **Marc Sneyd** is another important step for Salford RLFC, adding quality and experience to the squad.

For our supporters and partners, it is another sign of where Salford RLFC is heading.

We want our partners to be part of that journey.

I look forward to welcoming you to Salford RLFC.

Ryan Brierley
Chief Executive Officer



WHY PARTNER WITH SALFORD RLFC?

EVERY BUSINESS HAS DIFFERENT OBJECTIVES.

For some, it's about raising awareness. For others, it's about entertaining clients, rewarding employees or creating opportunities to build new relationships.

At Salford RLFC, we believe the right partnership starts with understanding what you want to achieve.

Whether you're looking for hospitality, matchday opportunities, networking or something more tailored, we'll work with you to find the right fit for your business.

Some partners choose a single opportunity.

Others combine several to create a wider partnership. Partnership starts with a conversation.



SALFORD FIRST

PROUD OF WHERE WE HAVE COME FROM. EXCITED ABOUT WHERE WE ARE GOING.

Salford is one of the UK's fastest-growing cities and sits at the heart of Greater Manchester, one of the country's largest regional economies.

Home to **MediaCity** and major organisations including the BBC and ITV, Salford has become a destination for business, investment and innovation. Thousands of businesses have chosen to grow here because they recognise the opportunities the city offers.

For our partners, that's important.

When you partner with Salford RLFC, you're partnering with a Club that's proud to represent a city with ambition, confidence and a growing business community. For partners, that means being connected to a Club that represents a proud city, its people and the wider Greater Manchester community.

That's what Salford First means.



SALFORD NUMBERS

+3 MILLION

People across Greater Manchester.

11,195

Businesses based in Salford.

162,000

People employed by Salford businesses.

MEDIA CITY

Home to BBC, ITV and more than 250 creative, digital & technology businesses.

40,000

Potential new jobs expected through the continued development of City Centre Salford, MediaCity and the Western Gateway.

85%

Growth in Salford's business base since 2010.

Sources:
Salford City Council, Invest Salford and NOMIS Labour Market Profile.



SALFORD RLFC

BEYOND MATCHDAY

2027 SEASON

A CLUB THAT

NEVER STOPS



SALFORD RLFC

BEYOND MATCHDAY

2027 SEASON

BEYOND MATCHDAY

THE CLUB DOESN'T GO QUIET BETWEEN MATCHES.

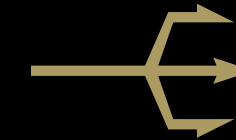
We keep supporters close all season through match coverage, player interviews, behind-the-scenes content, community stories and Club news.

Our content gives supporters another way to stay connected with the Club, while giving partners opportunities to be part of those conversations throughout the season.

An engagement rate of around 5% is considered exceptional for sports organisations on social media. It shows supporters are interacting with Club content through views, comments and shares.

For partners, it means being part of the Club's story throughout the season, not just on matchday.

DURING THE 2027
SEASON, OUR
DIGITAL CHANNELS
ARE EXPECTED TO
DELIVER:



18+ MILLION
Social media views.

378,000
Website visits.

25,000
Followers across
digital channels*

5%
Average engagement rate.

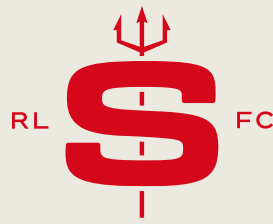
10K+
Thousands of supporter
interactions every month.



Sources:

Salford RLFC Social Media

*Facebook, Instagram, X (Twitter), YouTube, TikTok



WHY RUGBY LEAGUE?

RUGBY LEAGUE HAS ALWAYS BEEN ABOUT PEOPLE.

It's built on loyal supporters, strong communities and businesses that choose to stand behind their local club.

When your business partners with Salford RLFC, you're doing more than supporting a rugby league club. You're becoming part of a community that values the businesses that choose to support it.

Independent research by Nielsen shows that sports sponsorship does more than increase awareness. It helps businesses build trust, improve recognition and increase the likelihood that people will choose the businesses that support the sports they follow.

For your business, that means being associated with something people genuinely care about. It helps build trust, strengthens your reputation and demonstrates your commitment to the community you serve.



WHY IT MATTERS



81%

Of people say they completely or somewhat trust businesses that sponsor sport.*

+10%

Sports sponsorship delivers an average 10% increase in purchase intent among people exposed to sponsorship.*

£1 → £4

Every £1 invested in community rugby league generates more than £4 of social value.**

Sources:

Salford RLFC – Digital analytics and audience projections (2027 season).

Sprout Social – Social Media Benchmarks (engagement rates above 3% considered exceptional for brand accounts).

ShortsIntel – Global social media engagement benchmarks.

Creaticalc – Global social media benchmark comparisons for sports organisations.

*Nielsen – Sports Sponsorships Are Raising More Than Just Brand Awareness (2022) and Nielsen Sports – Fans Are Changing the Game (2022).

**Rugby Football League – Community Social Value Research.



SALFORD RLFC

SPONSORSHIP

2027 SEASON

SPONSORSHIP

OPPORTUNITIES
2027 SEASON



PRINCIPAL PARTNER

OUR HIGHEST PROFILE OPPORTUNITY.

The Front of Shirt Partnership is the Club's highest-profile sponsorship opportunity.

Your business will appear on the front of every official playing shirt worn by teams representing Salford RLFC, including the Foundation, as well as on official replica shirts.

There is only one Principal Partner.

YOUR PARTNERSHIP INCLUDES.

- € Front of shirt branding on every official playing shirt worn by teams representing Salford RLFC, including the Foundation.
- € Front of shirt branding on official replica shirts.
- € Branding on media backdrops, the players' tunnel and selected digital channels.
- € Perimeter advertising at every home league fixture.
- € Matchday hospitality throughout the season.
- € Player appearances, subject to availability.
- € Category exclusivity.

MONEY CAN'T BUY.

- € A framed shirt, signed by the full squad and delivered to your offices by a player on the day the new kit is launched.
- € An invitation to the official kit launch.

**Investment:
Available on application.**



Kit design shown is for illustrative purposes only



SALFORD RLFC

PLATINUM PARTNER

2027 SEASON



Kit design shown is for illustrative purposes only

PLATINUM PARTNER

YOUR BRAND. SALFORD RLFC VISIBILITY.

Fourteen sponsorship opportunities are available across the Club's playing kit.

Every position is worn throughout the season by teams representing Salford RLFC, including the Foundation. Partnerships are available individually or in combination.

ITEM	PRICE	MONEY CAN'T BUY
Upper Back of shirt	£20,000	Framed shirt signed by the full squad, delivered to your workplace by a player.
Lower Back of shirt	£20,000	Framed shirt signed by the full squad, delivered to your workplace by a player.
Back of shorts	£10,000	Framed shirt and shorts combination, signed by the squad and delivered by a player.
Upper Chest (Left or Right)	£10,000	Framed replica shirt with a personal message from the Captain.
Lower Chest (Right)	£10,000	Framed replica shirt with a signed photograph from the official kit launch.
Sleeves (Upper Left, Upper Right, Lower Left)	£10,000	Framed replica shirt with a signed photograph from the official kit launch.
Back of Shorts, Thigh (Left and Right)	£7,500	Framed shirt and shorts display, signed by the squad.
Front of Shorts, Thigh	£7,500	Framed shirt and shorts display, signed by the squad.
Socks (Back)	£5,000	Framed full kit display (shirt, shorts and socks), signed by the squad.
Collar (Back)	£5,000	Framed shirt (reverse showing your logo), signed by the squad.
Water Carrier Kit	£1,000	Personal thank you from the kit staff.

All prices exclude VAT



OFFICIAL PARTNERS

OFFICIAL PARTNERS SUPPORT THE CLUB ACROSS TRAINING, MATCHDAY AND THE STADIUM.

A range of opportunities is available throughout the season.

ITEM	PRICE
Training kit partner	£15,000
Interchange bibs and tannoy	£10,000
Tunnel partner	£10,000
Fan Zone partner	£8,000
Kit van partner	£8,000
Warm-up T-shirt	£5,000
Seat kill partner	£3,000
Big Screen sponsor	Price on Application
Ticket stock partner	£2,500
Perimeter board pair	£1,200
Physio, doctor or trainer	£1,000
Founders Lounge and Hospitality Room partner	Price on Application

All prices exclude VAT



MONEY CAN'T BUY.

Training Kit and Tunnel Partners can attend a closed first-team training session as a guest and receive a framed signed training shirt.

FOUNDERS LOUNGE AND HOSPITALITY ROOM PARTNER.

These partnerships give your business a presence within the Club's Founders and Hospitality areas throughout the season, with opportunities to be recognised by guests and members attending home fixtures.





MATCHDAY PARTNERSHIPS

SEASON LONG SPONSORSHIP

EVERY HOME FIXTURE OFFERS OPPORTUNITIES TO BE PART OF MATCHDAY.

ITEM	PRICE	INCLUDES
Matchday Partner	£2,000	One per Match only. PA announcements, hospitality (table of eight), parking (two spaces), choose and present the Man of the Match award.
Match Ball Sponsor	£750	Match ball presentation, PA announcements, four hospitality places and a photograph with the captain.
Champagne Moment	£300	Sponsor the game's Champagne Moment, PA announcements, two hospitality places and social media recognition.
Best Tackle	Price on Application	Sponsor the game's Best Tackle award, PA announcements, social media recognition and hospitality.

ITEM	PRICE	INCLUDES
Half-time entertainment	Price on Application	Branding of the half-time activity and PA announcements.

All prices exclude VAT

Partnerships are available for individual fixtures or across the season.

SALFORD RLFC

MATCHDAY

2027 SEASON

MATCHDAY TAKEOVER

THE MATCHDAY TAKEOVER BRINGS TOGETHER THE CLUB'S MAIN MATCHDAY SPONSORSHIP OPPORTUNITIES INTO ONE PACKAGE FOR A SINGLE HOME FIXTURE.

MONEY CAN'T BUY.

- € Receive the match ball used during the game, signed by both captains and the referee.
- € Present the Man of the Match award.
- € Receive the official matchday team sheet, handwritten and signed by the Head Coach.
- € Receive Club-produced footage of your Champagne Moment to use across your own channels.

Priced at £3,950 per fixture.





PLAYER SPONSORSHIP



SPONSOR A SALFORD PLAYER THROUGHOUT THE SEASON.

Player Sponsorship offers businesses and supporters the opportunity to sponsor a member of the squad throughout the season.

- € Your name alongside the player in every team sheet and squad announcement.
- € PA recognition every time your player scores or receives a match award.
- € A signed shirt presented to you by the player.
- € A personal video message from the player.
- € A visit from the player to your workplace.

**Priced at £1,500 per men's player
£750 per women's player.**

PREMIUM PLAYER SPONSORSHIP



CAPTAIN, VICE-CAPTAIN AND SELECTED MARQUEE SIGNINGS INCLUDE ADDITIONAL OPPORTUNITIES.

Captain, Vice-Captain and selected marquee signings include additional opportunities:

- € Attend a captain's run.
- € Lunch with the captain.
- € Attend the announcement of a new signing.

**Priced individually.
Contact the commercial team.**

COACHING STAFF SPONSORSHIP



SPONSOR A MEMBER OF THE SALFORD RLFC COACHING STAFF.

Coaching Staff Sponsorship offers businesses and supporters the opportunity to support the people responsible for preparing the team throughout the season.

MONEY CAN'T BUY.

- € **Head Coach** - Lunch with the Head Coach. Attend a post-match debrief with the Head Coach once all media and Club commitments have been completed.
- € **Assistant Coach, Strength and Conditioning Coach** - A private Q&A session at your workplace.
- € **Head Physio** - A behind-the-scenes look at the Club's matchday medical operation.

**Priced individually.
Contact the commercial team.**



HOSPITALITY & EVENTS

TWO WAYS TO ENJOY
MATCHDAY AT SALFORD
RLFC.

Whether you're entertaining clients, thanking colleagues or spending time with friends and family, there's a hospitality package to suit every occasion.

ITEM	PRICE	INCLUDES
Executive Dining Room	£360 per match (4 people)	Pre-match dining, premium seating and team sheet, post-match Q&A with players and coaches, guest speaker at selected fixtures.
Season Hospitality Membership	£7,560 per season (table of 8)	Your table at all 12 home fixtures in the Executive Dining Room, one invoice and priority renewal.

All prices exclude VAT





FOUNDATION PARTNERSHIPS

SUPPORT THE FOUNDATION'S WORK ACROSS SALFORD.

The Foundation works with schools, community groups and local organisations throughout the year, using rugby league to make a positive difference across the city.

Partnership opportunities are available across the Foundation's programmes and events.

ITEM	PRICE
Foundation Partner	Price on Application
Schools Programme Partner	Price on Application
Community Programme Partner	Price on Application
Health and Wellbeing Partner	Price on Application
Holiday Camps Partner	Price on Application
Foundation Events Partner	Price on Application



All prices exclude VAT



WOMEN'S TEAM & COMMUNITY

SUPPORT THE CONTINUED DEVELOPMENT OF THE CLUB'S WOMEN'S TEAM AND COMMUNITY WORK.

The Women's Team competes in the RFL Women's National Championship and plays an important role in representing Salford RLFC on and off the field.

Principal Partner and Platinum Kit Partners appear across every team representing Salford RLFC, including the Women's Team and the Foundation. Women's Team kit sponsorship is therefore included within those partnerships.

ITEM	PRICE
Women's Player Sponsorship per player	£750
Community Partner	Price on Application

COMMUNITY PARTNERSHIP.

Community Partners can support a school, pathway or Foundation programme, with regular partnership reporting provided throughout the season.

All prices exclude VAT



1873 BUSINESS CLUB

BECOME PART OF THE CLUB'S BUSINESS COMMUNITY.

The 1873 Business Club brings together businesses that support Salford RLFC, creating opportunities to meet, build relationships and do business throughout the year.

MEMBERSHIP INCLUDES.

- € **Hospitality** at all 12 home fixtures, with pre-match access to coaches and players.
- € **Quarterly networking events** at the stadium and partner venues across Greater Manchester.
- € **A member directory and introductions** across the Club's partner network.
- € **Priority access to matchday** partnerships, player sponsorships and hospitality.

Price: £1,899 per membership (two named members per business).



ADDITIONAL OPPORTUNITIES

NOT EVERY PARTNERSHIP OPPORTUNITY FITS INTO A PACKAGE.

These opportunities below are available throughout the season and can be discussed individually.

ITEM	PRICE
Digital and social media partner	Price on Application
Pre-season friendly title sponsor	Price on Application

All prices exclude VAT



SALFORD RLFC

COMMERCIAL

2027 SEASON



COMMERCIAL PARTNERSHIPS

SALFORD RLFC HAS ALWAYS BEEN MORE THAN WHAT HAPPENS ON THE PITCH.

The club represents Salford, its people and a proud rugby league tradition. After rebuilding the foundations of the club, the 2027 season is about continuing that progress with partners who want to help shape what comes next.

Whether through shirt sponsorship, matchday partnerships, hospitality or supporting the foundation, there are opportunities for businesses to work with the club and play their part in Salford RLFC's future.

BE PART OF THE NEXT CHAPTER.

Talk to our commercial team about how your business can work with Salford RLFC for the 2027 season.

SALFORD RLFC

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THANK YOU



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SOCIALS

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