



LOUGHBOROUGH
STUDENTS
RUGBY UNION

LOUGHBOROUGH STUDENTS RUGBY CLUB SPONSORSHIP





“Loughborough has played a huge role in developing student athlete rugby players for 100 years. The quality of the individuals, combined with the environment, allow players to be challenged and achieve both academically and in rugby.”

Rhys Edwards, Director of Rugby



MEN'S RUGBY AT LOUGHBOROUGH

Loughborough is home to Loughborough Students RFC which hosts a Performance Development Programme with over 150 talented players

This includes:



National League 2

BUCS Super Rugby – 10 best teams across UK

BUCS Pathway Programme





BUCS SUPER RUGBY

- Highest level of university Rugby Union
- 10 men's teams across England and Wales
- 56 league games and 10 cup games
- First ever time for weekly live coverage of BUCS Sport
- BUCS Super Rugby is the second most watched rugby league in England (behind the Premiership)

“The growth in fan engagement, both through social media, on campus and at stadiums, has been one of the most pleasing features of BSR. Moving forward this presents a fantastic opportunity for institutions to raise the profile of sport beyond their usual audience”



AUDIENCE AND REACH

High Super Rugby audience, BT Sport coverage and an established Alumni programme

BT Sport Viewing Figures

2 Shows Featuring Highlights From BUCS Super Rugby Last 16
Viewership peaked at 18k

League Attendances

Home games – 350 up to 700-1000 for high profile matches
Freshers 'Big Match' attendance up to 3500

BUCS Super Rugby

Average of 23 games streamed over each season
Online Live Stream – average views per game 54,179
TV audience via FreeSports – average peak audience 16,420

BUCS Super Rugby Social Media

#BUCSSuperRugby average monthly impressions 1.25million
Twitter - average weekly impressions 144K
Facebook – average weekly impressions 76K




@lbororugby
5535 Followers



@lbororugby
7640 Followers





“We have aspirations to create the best performance development centre in higher education rugby. Our involvement in both National 2 and BUCS Super Rugby act as excellent vehicles for player development. We would love to welcome sponsorship partners into our team to enhance this unique opportunity”

– Rhys Edwards, Director of Rugby

SPORT AT LOUGHBOROUGH

1ST

BEST UNIVERSITY IN
THE WORLD FOR
SPORT RELATED
SUBJECTS
QS WORLD RANKINGS
2018, 2019, 2020,
2021

2020

WhatUni Student
Choice Awards
UNIVERSITY OF THE YEAR

40

BUCS CHAMPIONS
FOR 40 CONSECUTIVE YEARS

ALUMNI

INCLUDES SEBASTIAN COE,
PAULA RADCLIFFE, TANNI
GREY-THOMPSON & CLIVE
WOODWARD

16

A VIBRANT 16 HALL
INTERMURAL SPORT
PROGRAMME WITH OVER 2500
REGULAR PARTICIPANTS

EXCELLENCE

SPORTS SUCCESS IS
UNDERPINNED BY ACADEMIC
EXCELLENCE IN TEACHING,
RESEARCH AND ENTERPRISE

60

ATHLETIC UNION HAS
OVER 60 SPORTS CLUBS
WITH 4,500 MEMBERS

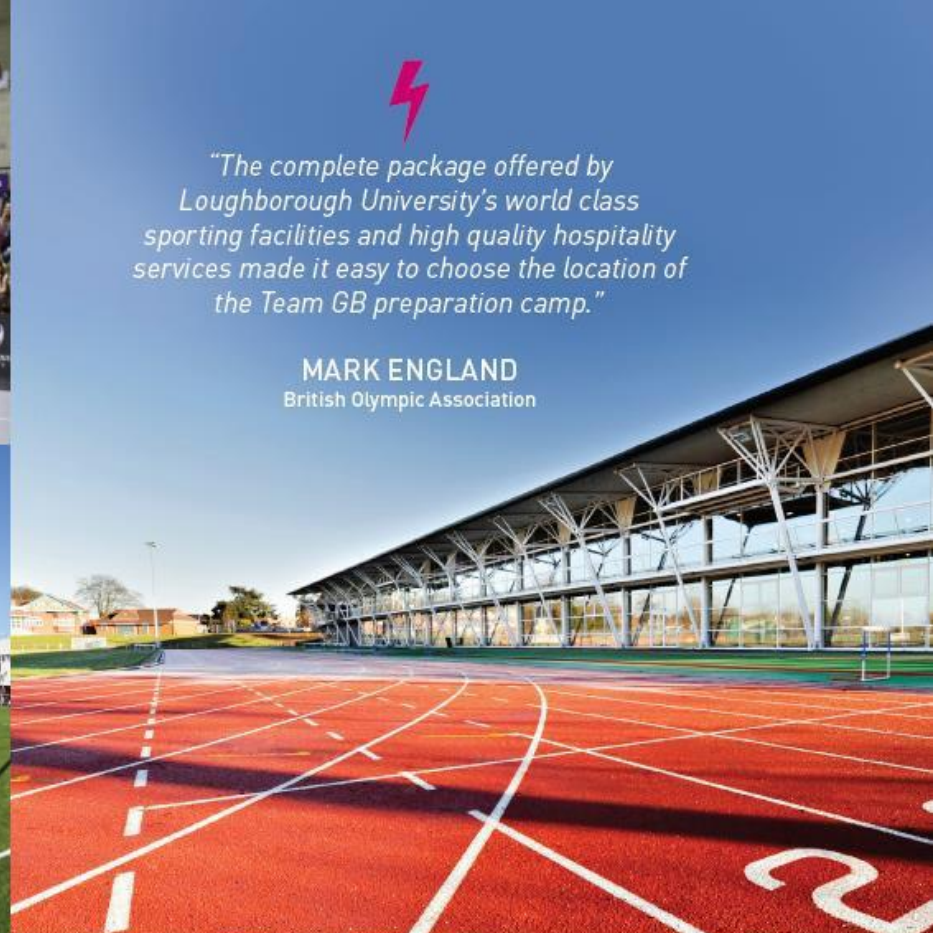
6000

OVER 6,000 STUDENTS ARE
MEMBERS OF THE
UNIVERSITY'S GYMS

100

OVER 100
LOUGHBOROUGH
STUDENTS (PAST AND
PRESENT) COMPETED AT
TOKYO 2020

A WORLD-CLASS SPORTS VENUE



"The complete package offered by Loughborough University's world class sporting facilities and high quality hospitality services made it easy to choose the location of the Team GB preparation camp."

MARK ENGLAND
British Olympic Association

A performance environment that inspires grass roots participants through to Olympic and Paralympic athletes.

- Home for a number of National Governing Bodies of Sport
- Hosts national performance centres for in Athletics, Cricket, Swimming Netball and Triathlon
- State of the art Sports Science and Sports Medicine centres
- Great conference and hospitality facilities with an award-winning 4 star hotel on campus



SPONSORSHIP PACKAGES



GOLD TITLE SPONSOR

- Logo in primary front position on playing shirts
- Branding on Loughborough Men's Rugby collateral
- Logo on Loughborough Men's Rugby web pages within Loughborough Sport website and relevant promotional material
- Player of the match award for all home games
- 4x social media mentions per month during season
- Logo on promotional posters
- Sponsor promotional product stand at 4 home fixtures
- 2x Advertising boards in prime location at each of the home fixtures
- 2x Announcements via the PA at each home fixture
- Full page advert in home fixtures programme
- 2x Player appearances and 1x coach appearance during the season
- Opportunity to run promotional activities/product handouts/competitions
- Opportunity to purchase 2 x England men's home 6 Nations and Autumn International fixtures plus additional tickets where availability allows
- Up to 6 ticket per game for England women's home international tickets plus post match chat with Loughborough Lightning representative player
- 4 x tickets to each home game
- 4 x invites to end of year awards dinner



From £15,000



SILVER PARTNER SPONSOR

- Logo on playing shirts
- Logo on Loughborough Men's Rugby web pages within Loughborough Sport website
- Player of the match award for all away games
- Sponsor promotional product stand at 2 home fixtures
- 4x social media mentions per month during season
- 2x Advertising boards at each of the home fixtures
- 1x Announcements via the PA announcement each home fixture
- Full page advert in home fixtures programme
- 2x Player appearances during the season
- Opportunity to purchase 2 x England men's home 6 Nations plus additional tickets where availability allows
- Up to 6 tickets per game for England women's home international tickets
- 2 x tickets to each home game
- 2 x invites to end of year awards dinner



From £10,000



BRONZE PARTNER SPONSOR

- Logo on Loughborough Men's Rugby web pages within Loughborough Sport website
- Sponsor promotional product stand at 1 home fixtures
- 2x social media mentions per month during season
- 1x Advertising boards at each of the home fixtures
- 1x Announcements via the PA announcement each home fixture
- 1x Player appearances during the season
- Opportunity to purchase tickets to England men's home 6 Nations fixtures where availability allows
- 2 x tickets to 50% of home game
- Discounted tickets to end of year awards dinner



From £5,000



PLAYER SPONSORSHIP

Your name/ company logo aligned with the sponsored player on:

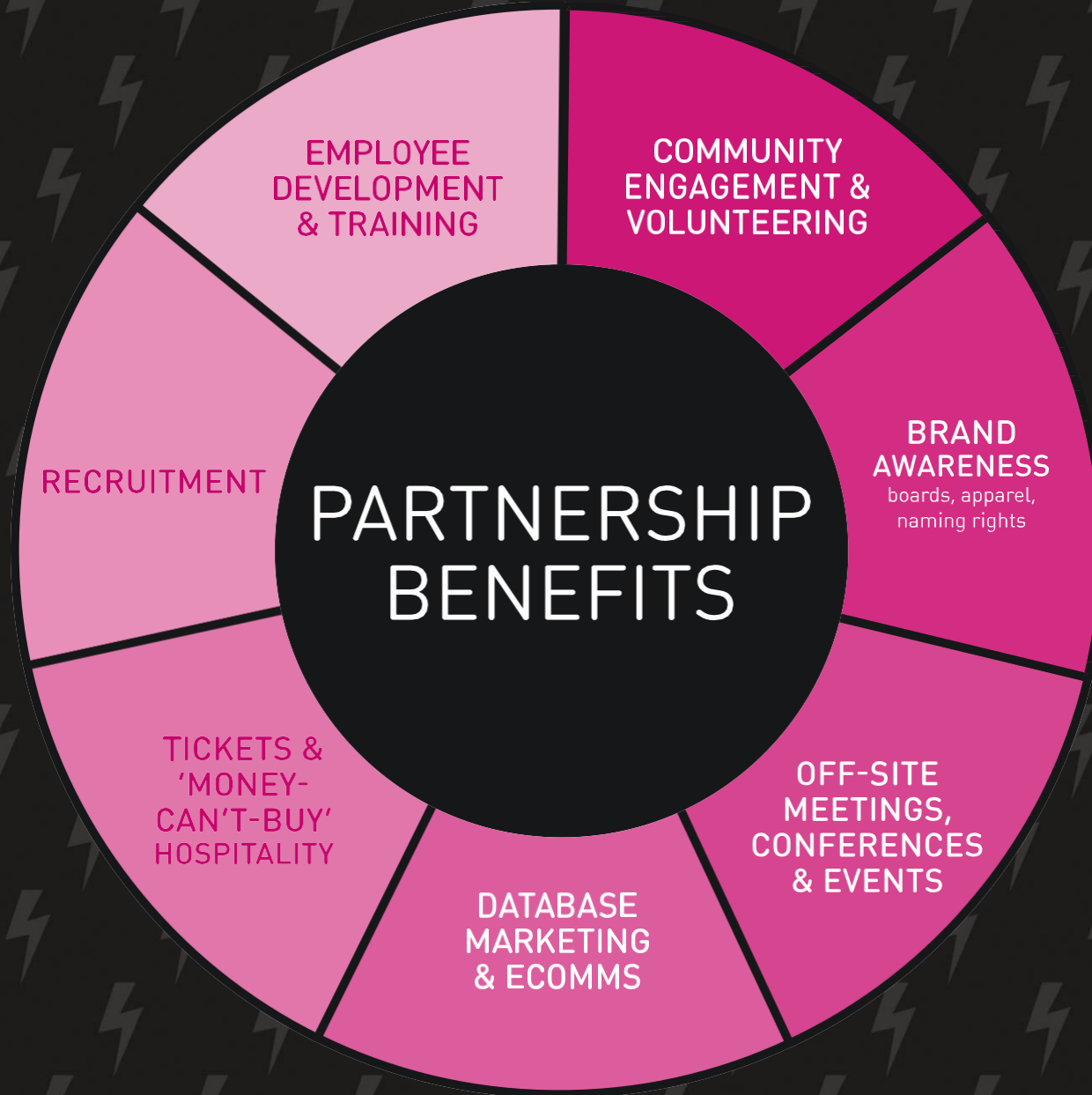
- Website
- Match Day Programme
- Weekly Team Announcement Video
- Social Media Player Specific Posts and Graphics

Signed photo with the sponsored player
2 x Invites to our exclusive end of year awards dinner



From £500 + VAT





FOR MORE INFORMATION:

Loughborough Sport can offer tailored partnerships to meet your business objectives

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