



LOUGHBOROUGH LIGHTNING RUGBY

SPONSORSHIP

“We have aspirations to be the best performance development centre for women’s rugby in the world. The Allianz Premier 15s is an excellent vehicle for us at Loughborough Lightning to achieve this and we would love to welcome sponsorship partners into our team”

Rhys Edwards

Loughborough Lightning Head Coach

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

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



"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



WOMEN'S RUGBY AT LOUGHBOROUGH

Loughborough is home to Loughborough Lightning Rugby which hosts a Performance Development Programme with over 150 talented players

This includes:



Allianz Premier 15s



University Squads



Pathway Programme



LOUGHBOROUGH LIGHTNING WOMEN'S RUGBY

- Play in the Allianz Premier 15s which consists of 10 elite English teams
- Competition runs from September – May (18 Matches + Play off Fixtures)
- Matches Shown on Sky Sports & streamed Live across other platforms
- Finished 4th in the 2020/21 season
- 14 players gaining International representative honours in 2020



@LightningRugby
3,624 Followers



@LightningRugby
4,858 Followers

A group of female athletes in action during a field hockey game. The image is overlaid with a semi-transparent red filter. The athletes are wearing dark jerseys and shorts, and are captured in various dynamic poses on the field. One player in the center is holding the hockey stick. The background shows a blurred crowd of spectators and a fence.

SPONSORSHIP PACKAGES



TITLE SPONSOR

- Logo in primary front position on Loughborough Lightning playing shirts
- Branding on Loughborough Lightning collateral – Logo on warm up tops, tracksuit and training bags
- Logo on Loughborough Lightning webpages 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
- A pair of tickets to each England men's home 6 Nations and Autumn International fixtures with opportunity to purchase 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



From £20,000



PARTNER SPONSOR

- Logo on Loughborough Lightning playing shirts
- Logo on Loughborough Lightning webpages 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
- A pair of tickets to each England men's home 6 Nations fixtures with opportunity to purchase additional tickets (where availability allows)
- Up to 6 ticket per game for England women's home international tickets



From £10,000



PLAYER SPONSORSHIP

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

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

Signed photo of the sponsored player

2 x Invites to our exclusive end of year awards dinner



From £500 + VAT



FOR MORE INFORMATION CONTACT:

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