

SHEFFIELD EAGLES
EST. 1984

2027
COMMERCIAL SPONSORSHIP BROCHURE

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ALTON
FORK TRUCK SERVICES

ABOUT US

SHEFFIELD EAGLES HAS A PROUD HISTORY, PASSIONATE SUPPORTERS, A HUGE AMBITION AND POTENTIAL.

FROM OUR PLACE IN RUGBY LEAGUE HISTORY TO THE LOYAL SUPPORTERS WHO STAND BEHIND US TODAY, THE EAGLES ARE BUILT ON STRONG FOUNDATIONS. NOW, WE'RE FOCUSED ON WHAT COMES NEXT.

WE'RE BUILDING A STRONGER, MORE SUSTAINABLE CLUB, GROWING OUR FANBASE, ATTRACTING NEW COMMERCIAL PARTNERS, DEVELOPING OUR FACILITIES AND STRENGTHENING OUR TEAMS BOTH ON AND OFF THE FIELD.

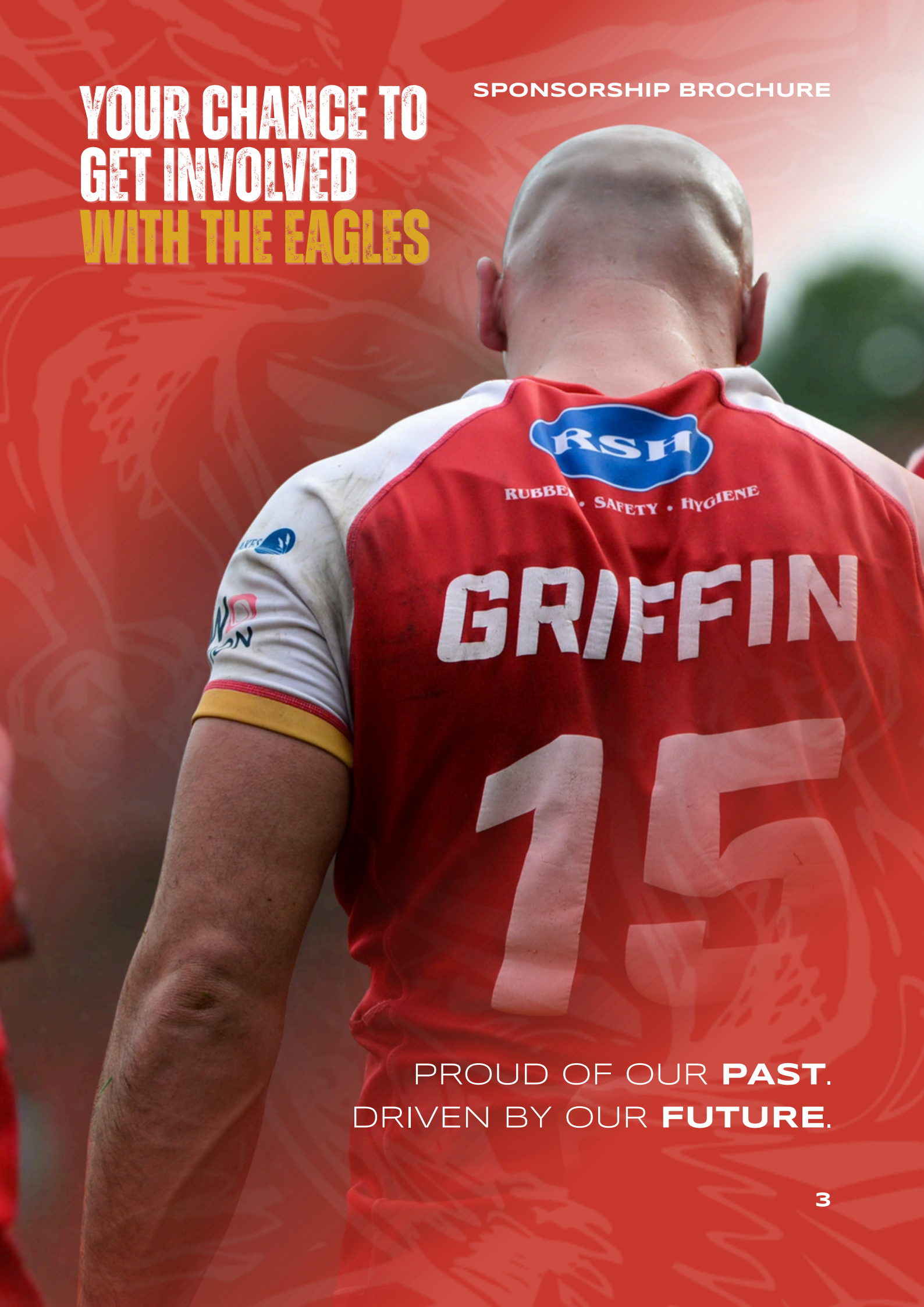
THE AMBITION IS CLEAR-
TO BUILD SHEFFIELD EAGLES INTO A CLUB CAPABLE OF COMPETING IN SUPER LEAGUE.

REACHING THAT LEVEL WILL TAKE AMBITION, INVESTMENT AND A COLLECTIVE COMMITMENT TO THE FUTURE OF THE CLUB. IT WILL TAKE THE SUPPORT OF OUR EXISTING PARTNERS, OUR PASSIONATE SUPPORTERS AND THE WIDER SHEFFIELD BUSINESS COMMUNITY.



THIS IS MORE THAN SUPPORTING A RUGBY LEAGUE CLUB. IT'S AN OPPORTUNITY TO BECOME PART OF THE NEXT CHAPTER OF SHEFFIELD EAGLES, HELPING CREATE A STRONGER CLUB, A STRONGER COMMUNITY AND A FUTURE WE CAN ALL BE PROUD OF.

YOUR CHANCE TO GET INVOLVED WITH THE EAGLES



PROUD OF OUR **PAST**.
DRIVEN BY OUR **FUTURE**.







OUR 5 YEAR VISION

1. ON-FIELD PERFORMANCE
2. FINANCIAL PERFORMANCE
3. FACILITIES DEVELOPMENT
4. VISIBILITY & PROFILE
5. COMMUNITY - FOUNDATION

DIGITAL EXPOSURE



YOUR BRAND CAN BENEFIT FROM EXPOSURE

17 MILLION+

SOCIAL MEDIA VIEWS IN 2026*

8 MILLION

DIGITAL ENGAGEMENTS IN 2026*

5 MILLION+

VIDEO VIEWS IN 2026*

112,000

UNIQUE WEBSITE VISITS*

47,000+

SOCIAL MEDIA FOLLOWERS ACROSS ALL PLATFORMS*

THESE NUMBERS REPRESENT MORE THAN DIGITAL ACTIVITY; THEY REPRESENT THOUSANDS OF OPPORTUNITIES FOR OUR COMMERCIAL PARTNERS TO PUT THEIR BRAND IN FRONT OF A PASSIONATE AND ENGAGED AUDIENCE THROUGH OUR EXPOSURE.

SUPPORT OUR FUTURE WHILE ALIGNING YOUR BRAND WITH A CLUB BUILT ON HISTORY, AMBITION AND GROWTH.

- AS OF SEPTEMBER 2026

KIT SPONSORSHIP

PUT YOUR BRAND AT THE HEART OF SHEFFIELD EAGLES.

YOUR BRAND HAS THE OPPORTUNITY TO FEATURE PROMINENTLY ON THE OFFICIAL PLAYING KITS OF ALL OF OUR TEAMS ACROSS THE CLUB, PUTTING YOUR BUSINESS AT THE HEART OF ONE OF THE CITY'S MOST RECOGNISABLE SPORTING ORGANISATIONS.

WITH OUR MEN'S AND WOMEN'S TEAMS COMPETING IN THE **CHAMPIONSHIP**, ALONGSIDE OUR WHEELCHAIR TEAM COMPETING IN THE **SUPER LEAGUE**, YOUR BRAND CAN GAIN EXPOSURE ACROSS MULTIPLE TEAMS, COMPETITIONS AND AUDIENCES.

MORE THAN A LOGO

KIT SPONSORSHIP IS ABOUT MORE THAN SIMPLY PLACING YOUR LOGO ON A SHIRT. IT'S AN OPPORTUNITY TO ALIGN YOUR BUSINESS WITH THE SHEFFIELD EAGLES BRAND, OUR PLAYERS, OUR SUPPORTERS AND SPONSORS, THE COMMUNITY OUR BUSINESS NETWORK, AND OUR AMBITION FOR THE FUTURE.



SHEFFIELD EAGLES

AVAILABLE OPTIONS

ON OUR 2027 PLAYING KITS

MAIN FRONT OF SHIRT SOLD OUT	£25,000
MAIN BACK OF SHIRT (UPPER) SOLD OUT	£10,000
MAIN BACK OF SHIRT (LOWER) SOLD OUT	£10,000
CHEST SOLD OUT	£7,500
COLLAR BONES X2 SOLD OUT	£5,000
SLEEVES SOLD OUT	£7,000
BACK OF SHORTS SOLD OUT	£8,000
BACK OF SHORTS (LOWER)	£3,000
SOCKS*	£1,000

*EXCLUDES HOSPITALITY

ALL PRICES EXCLUDING VAT







INCLUDED IN YOUR KIT PACKAGE

KIT SPONSORSHIP GIVES YOUR BUSINESS A PROMINENT PRESENCE ACROSS OUR TEAMS, MATCHDAYS AND DIGITAL PLATFORMS, PUTTING YOUR LOGO IN FRONT OF OUR SUPPORTERS, PARTNERS AND WIDER AUDIENCE THROUGHOUT THE SEASON.

YOUR KIT PARTNERSHIP INCLUDES:

PROMINENT KIT BRANDING
YOUR LOGO PROUDLY DISPLAYED IN A PROMINENT POSITION ON OUR OFFICIAL PLAYING KIT.

DIGITAL BRAND EXPOSURE
YOUR BRAND FEATURED ACROSS OUR SOCIAL MEDIA, LINKEDIN AND WEBSITE.

MATCHDAY VISIBILITY
BRAND EXPOSURE THROUGH MATCHDAY ANNOUNCEMENTS AND CLUB CONTENT.

EAGLES HOSPITALITY
1X HOSPITALITY TABLE FOR 10 GUESTS**

2027 SEASON TICKETS
2 X 2027 SEASON TICKETS FOR YOU, YOUR TEAM OR CLIENTS.

EMPLOYEE BENEFITS
DISCOUNTED MATCH TICKETS FOR YOUR EMPLOYEES.

SIGNED EAGLES MEMORABILIA
A FRAMED AND SIGNED SHIRT OR SHORTS.

EAGLES BUSINESS CLUB
INVITATIONS TO EXCLUSIVE EAGLES BUSINESS CLUB, SPONSOR AND NETWORKING EVENTS.

END OF SEASON AWARDS
2 X HOSPITALITY TICKETS TO OUR END OF SEASON AWARDS FUNCTION

YOUR BRAND. OUR SHIRT. OUR FUTURE.

**HOSPITALITY TABLES ARE A TABLE OF 10 PEOPLE, AND INCLUDE A 2 COURSE MEAL AND 1 WELCOME DRINK


RSH
RUBBER • SAFETY • HYGIENE
SAMURAI
KCM
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Asset Finance

GETTING MORE FOR YOUR MONEY

MORE THAN ONE TEAM. ONE EAGLES BRAND.

ALONGSIDE YOUR PROMINENT PRESENCE ON OUR MEN'S 2027 PLAYING KIT, YOUR BRAND WILL BENEFIT FROM VISIBILITY ACROSS THE WIDER SHEFFIELD EAGLES FAMILY.

YOUR COMPANY LOGO WILL FEATURE ACROSS OUR **WOMEN'S, WHEELCHAIR, LEARNING DISABILITY AND PHYSICAL DISABILITY TEAMS,** GIVING YOUR BUSINESS THE OPPORTUNITY TO SUPPORT AND CONNECT WITH PLAYERS AND SUPPORTERS ACROSS EVERY LEVEL OF THE CLUB.

IT'S A CHANCE TO ALIGN YOUR BRAND WITH INCLUSIVITY, COMMUNITY, PERFORMANCE AND AMBITION, WHILE HELPING US PROVIDE OPPORTUNITIES FOR PLAYERS ACROSS THE EAGLES FAMILY.



MAKE IT YOUR OWN

IF YOU'RE LOOKING FOR A MORE BESPOKE PARTNERSHIP, WE ALSO HAVE OPPORTUNITIES TO BECOME THE DEDICATED KIT PARTNER OF ONE OF OUR TEAMS.

WHETHER YOUR FOCUS IS WOMEN'S SPORT, DISABILITY SPORT, COMMUNITY ENGAGEMENT OR CREATING A STRONGER LOCAL PRESENCE, WE CAN WORK WITH YOU TO DEVELOP A PACKAGE THAT DELIVERS GENUINE VALUE FOR YOUR BUSINESS.

FIND OUT HOW TO BECOME-

- **EXEC CLUB PARTNER**
- **CLUB PARTNER**
- **ASSOCIATE PARTNER**

IF YOU'D LIKE TO EXPLORE THE OPPORTUNITIES AVAILABLE, SPEAK TO OUR COMMERCIAL TEAM TODAY. WE'D BE DELIGHTED TO CREATE A PARTNERSHIP THAT WORKS FOR YOUR BRAND AND SUPPORTS THE FUTURE OF SHEFFIELD EAGLES.

CALL PAUL ON: 07970516119

EMAIL: PAULH@SHEFFIELDEAGLES.COM

MORE WAYS TO **PARTNER.**

MORE WAYS TO BE **SEEN.**

CHECK OUT OUR **CLUB SPONSOR** PACKAGES

CLUB SPONSOR PACKAGES

EAGLES GOLD CLUB

INFO

- 4X HOSPITALITY TABLES OF TEN AT FOUR HOME GAMES**
- 10X SEASON TICKETS
- 20% TICKET DISCOUNTS TO YOUR STAFF ON MATCH DAYS
- 2X STADIUM ADVERTISING BOARDS
- SIGNED FRAMED SHIRT
- OFFICIAL CLUB PARTNER STATUS
- 1X MAIN MATCH DAY SPONSOR**
- 1X MATCH BALL SPONSOR (PLUS THE MATCH BALLS)**
- EAGLES WEBSITE PARTNER LOGOS VISIBILITY
- ACCESS TO PLAYERS & STAFF
- INVITES TO EAGLES SPONSORS AND NETWORKING EVENTS
- 3X SOCIAL MEDIA PARTNER PR SHOUTOUTS, (UPON REQUEST)
- 2X HOSPITALITY TICKETS TO THE END OF SEASON AWARDS

£5000 +VAT PER ANNUM
INCLUDES A 10% DONATION TO EAGLES FOUNDATION

EAGLES SILVER CLUB

INFO

- 2X HOSPITALITY TABLES OF TEN AT TWO HOME GAMES,**
- 5X SEASON TICKETS
- 10% TICKET DISCOUNTS TO YOUR STAFF ON MATCH DAYS
- 2X STADIUM ADVERTISING BOARDS
- SIGNED SHIRT
- 1X MATCH BALL SPONSOR (PLUS THE MATCH BALL)***
- EAGLES WEBSITE LOGOS VISIBILITY
- ACCESS TO PLAYERS & STAFF
- INVITES TO EAGLES SPONSORS AND NETWORKING EVENTS
- 2X SOCIAL MEDIA PARTNER PR SHOUTOUTS, (UPON REQUEST)
- 2X HOSPITALITY TICKETS TO THE END OF SEASON AWARDS

£3000 +VAT PER ANNUM
INCLUDES A 10% DONATION TO EAGLES FOUNDATION

** HOSPITALITY TABLES ARE A TABLE OF 10 PEOPLE, AND INCLUDE A 2 COURSE MEAL AND 1 WELCOME DRINK
*** INCLUDED IN YOUR HOSPITALITY TABLES AS PER YOUR CHOSEN PACKAGE

CLUB SPONSOR PACKAGES

EAGLES BRONZE CLUB

INFO

- 1X TABLE OF TEN HOSPITALITY WITH EITHER MATCH DAY OR MATCH BALL SPONSORSHIP AT A HOME GAME. **
- 2X SEASON TICKETS
- 10% TICKET DISCOUNTS TO YOUR STAFF ON MATCH DAYS
- 1X STADIUM ADVERTISING BOARDS
- SIGNED SHIRT
- ACCESS TO PLAYERS & STAFF
- INVITES TO EAGLES SPONSORS AND NETWORKING EVENTS
- 1X SOCIAL MEDIA PARTNER PR SHOUTOUTS, (UPON REQUEST)
- EAGLES WEBSITE LOGOS VISIBILITY
- 2X INVITES TO THE END OF SEASON AWARDS

£2000 +VAT PER ANNUM
INCLUDES A 10% DONATION TO EAGLES FOUNDATION

** HOSPITALITY TABLES ARE A TABLE OF 10 PEOPLE, AND INCLUDE A 2 COURSE MEAL AND 1 WELCOME DRINK

ALL HOSPITALITY IS SUBJECT TO AVAILABILITY



ADDITIONAL **SPONSORSHIP** OPPORTUNITIES

DIGITAL MEDIA SPONSOR

BECOME THE HEADLINE SPONSOR OF SHEFFIELD EAGLES' DIGITAL ACTIVITY, WITH YOUR BRAND INTEGRATED ACROSS OUR BIGGEST DIGITAL CONTENT THROUGHOUT THE SEASON FOR THE MEN'S TEAM

£7500 + VAT

WHATS INCLUDED:

- 2X TABLE OF 10 HOSPITALITY**
- YOUR LOGO ON ALL SOCIAL MEDIA POSTS WHERE POSSIBLE
- LOGO INCLUDED ON, KICK OFF, HALF TIME, FULL TIME, HIGHLIGHTS POSTS
- COMPANY SOCIAL MEDIA #TAGGED ON EACH POST
- PLAYER & MANAGERS INTERVIEWS
- SIGNED SHIRT
- 5 SEASON TICKETS
- 2X HOSPITALITY TICKETS TO OUR END OF SEASON AWARDS

SIN BIN

BECOME THE HEADLINE SPONSOR OF THE STADIUM SIN BIN

£2500 + VAT

WHATS INCLUDED:

- 1X TABLE OF 10 HOSPITALITY**
- BRANDED STADIUM SIN BIN
- MATCH DAY CALL OUTS WHEN PLAYERS SENT TO THE BIN
- MATCHDAY ANNOUNCEMENTS
- ACCESS TO PLAYERS AND STAFF FOR MARKETING PURPOSES
- PROMOTION VIA EAGLES SOCIAL MEDIA
- 2 SEASON TICKETS
- 2X HOSPITALITY TICKETS TO THE END OF SEASON AWARDS

**HOSPITALITY TABLES ARE A TABLE OF 10 PEOPLE, AND INCLUDE A 2 COURSE MEAL AND 1 WELCOME DRINK

ADDITIONAL **SPONSORSHIP** OPPORTUNITIES

MATCHDAY SPONSOR

BECOME THE HEADLINE SPONSOR OF SHEFFIELD EAGLES' FOR ONE GAME. BRING ALONG AND TREAT CLIENTS, STAFF CUSTOMERS AND GUESTS FOR MATCH DAY HOSPITALITY

£1000 + VAT

WHATS INCLUDED:

- 1X TABLE OF 10 HOSPITALITY**
- PA ANNOUNCEMENTS TO ACKNOWLEDGE YOUR BUSINESS AS MATCHDAY SPONSOR
- COMPANY LOGO ON MATCH DAY TEAM SHEET
- SOCIAL MEDIA CALLOUTS AS MATCH DAY SPONSOR
- ACCESS TO POST MATCH INTERVIEWS
- PRESENTATION AND PHOTOS OF MAN OF THE MATCH AWARD
- DISPLAY YOUR BRANDING WITHIN THE 1857 LOUNGE (YOU TO SUPPLY)

MATCH BALL SPONSOR

PUT YOUR BRAND BEHIND THE MATCH BALL ON THE GAME DAY

£900 + VAT

WHATS INCLUDED:

- 1X TABLE OF 10 HOSPITALITY**
- GET A SIGNED BALL
- PA ANNOUNCEMENTS TO ACKNOWLEDGE YOUR BUSINESS AS MATCHBALL SPONSOR
- COMPANY LOGO ON MATCH DAY TEAM SHEETS
- SOCIAL MEDIA CALL OUTS AS MATCH BALL SPONSOR

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ADDITIONAL **SPONSORSHIP** OPPORTUNITIES

TUNNEL SPONSOR

YOUR BRAND FEATURED ACROSS THE STADIUM TUNNEL FOR ALL HOME GAMES INCLUDING SHEFFIELD FC HOME GAMES TOO

£10,000 EXC VAT

WHATS INCLUDED:

- BRANDING ACROSS THE STADIUM TUNNEL
- 2X TABLES OF 10 HOSPITALITY **
- NAME/BRAND ANNOUNCED AS PLAYERS EMERGED
- PLAYER EMERGE TO THE FIELD VIDEO'D AND SHARED ON SOCIALS
- OFFICIAL CLUB PARTNER STATUS
- EAGLES GAMES BRANDED BALL PLYNTH
- 2X SEASON TICKETS
- 2X HOSPITALITY TICKETS TO THE END OF SEASON AWARDS

SIGNAGE

GET YOUR BRAND ON A HOARDING SURROUNDING THE PITCH IN COLOUR

£700.00 EXC VAT

WHATS INCLUDED:

- 1 X 3000MM X 900MM SIGN AROUND THE PERIMETER OF THE PITCH
- GET EXPOSURE WITHIN THAT PERIOD AT SHEFFIELD FC GAMES TOO

BESPOKE

BUILD OR DESIGN YOUR OWN MATCH DAY OR SEASON LONG SPONSORSHIP PACKAGE.

WHATS INCLUDED:

- GIVE US YOUR REQUIREMENTS AND BUDGET WE'LL DESIGN AN IDEAL SOLUTION

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PLAYER SPONSORSHIP 2027

CORPORATE SPONSOR (£600 EXC VAT)

PUT YOUR BUSINESS ALONGSIDE YOUR CHOSEN EAGLES PLAYER AND ENJOY A RANGE OF EXCLUSIVE BENEFITS THROUGHOUT THE SEASON.

- COMPANY NAME ANNOUNCED OVER THE STADIUM PA WHEN YOUR PLAYER IS ANNOUNCED
- ASSOCIATE PARTNER STATUS
- COMPANY NAME FEATURED ON THE MATCHDAY TEAM SHEET
- SOCIAL MEDIA SHOUTOUTS
- COMPANY LOGO ON YOUR PLAYER'S PROFILE ON THE OFFICIAL EAGLES WEBSITE
- 2 INVITES TO THE END-OF-SEASON AWARDS DINNER
- YOUR PLAYER PRESENTS YOU WITH THEIR MATCH-WORN HOME SHIRT

PERSONAL SPONSOR (£450 INCLUDING VAT)

SHOW YOUR SUPPORT FOR YOUR CHOSEN EAGLES PLAYER WITH A PERSONAL SPONSORSHIP PACKAGE PACKED WITH EXCLUSIVE BENEFITS.

- YOUR NAME ANNOUNCED OVER THE STADIUM PA
- YOUR NAME FEATURED ON THE MATCHDAY TEAM SHEET
- SOCIAL MEDIA SHOUTOUTS
- YOUR NAME DISPLAYED ON THEIR OFFICIAL CLUB PROFILE
- 2 INVITES TO THE END-OF-SEASON AWARDS DINNER
- YOUR PLAYER PRESENTS YOU WITH THEIR MATCH-WORN AWAY SHIRT

STAFF SPONSORSHIP 2027

HEAD COACH SPONSOR

(£600 EXC VAT)

PUT YOUR NAME OR BUSINESS ALONGSIDE OUR HEAD COACH AND ENJOY A RANGE OF EXCLUSIVE BENEFITS THROUGHOUT THE SEASON.

- SIGNED HEAD COACH SHIRT
- COMPANY NAME ANNOUNCED OVER THE STADIUM PA WHEN THE HEAD COACH IS ANNOUNCED
- SOCIAL MEDIA SHOUTOUTS
- COMPANY LOGO OR NAME ON THE HEAD COACH'S PROFILE ON THE OFFICIAL EAGLES WEBSITE
- 2 TICKETS TO THE END-OF-SEASON AWARDS DINNER
- INVITES TO Q&A'S
- HEAD COACH TO VISIT YOU AND PERSONALLY PRESENT YOUR SHIRT
- ASSOCIATE PARTNER STATUS

RUN ON TOPS

1) PHYSIO SHIRT
2) WATERMAN SHIRT
3) DOCTOR SHIRT
4) TRAINER SHIRT

(£1000 EACH EXC VAT)

SHOW YOUR SUPPORT FOR YOUR CHOSEN EAGLES KEY STAFF MEMBER WITH A PERSONAL SPONSORSHIP PACKAGE PACKED WITH EXCLUSIVE BENEFITS.

- RELEVANT SHIRT SIGNED BY THE TEAM
- LOGO OR NAME ON DEDICATED SHIRT
- OUR NAME ANNOUNCED OVER THE STADIUM PA
- YOUR NAME FEATURED ON THE MATCHDAY TEAM SHEET
- SOCIAL MEDIA SHOUTOUTS
- YOUR NAME DISPLAYED ON THEIR OFFICIAL CLUB PROFILE
- 2 TICKETS TO THE END-OF-SEASON AWARDS DINNER

MATCH HOSPITALITY PACKAGES



PACKAGE DETAILS*



MAKE YOUR NEXT GAMEDAY ONE TO REMEMBER. WHETHER YOU'RE LOOKING TO ENTERTAIN CLIENTS, REWARD YOUR TEAM, CELEBRATE A SPECIAL OCCASION OR SIMPLY ENJOY THE GAME IN STYLE, OUR HOSPITALITY AND SPONSORSHIP PACKAGES OFFER A MATCHDAY EXPERIENCE WITH A DIFFERENCE.

FROM EXCLUSIVE HOSPITALITY AND DINING TO UNIQUE SPONSORSHIP OPPORTUNITIES, THERE'S SOMETHING TO SUIT EVERY OCCASION,

ALL WHILE ENJOYING THE ATMOSPHERE, EXCITEMENT AND ACTION FROM THE BEST SEATS IN THE HOUSE.





MATCH HOSPITALITY

LOOKING TO ENJOY THE MATCHDAY EXPERIENCE WITHOUT SPONSORING THE GAME? OUR HOSPITALITY OPTIONS GIVE YOU ALL THE BENEFITS OF A PREMIUM MATCHDAY EXPERIENCE, WITHOUT THE COMMITMENT OF A SPONSORSHIP PACKAGE. CHOOSE FROM A RANGE OF OPTIONS DESIGNED FOR ENTERTAINING CLIENTS, REWARDING YOUR TEAM OR SIMPLY ENJOYING THE GAME IN STYLE.

A TABLE OF 10 HOSPITALITY FROM
£500 EXC VAT INCLUDING MATCH TICKETS

*SUBJECT TO AVAILABILITY

**HOSPITALITY TABLES ARE A TABLE OF 10 PEOPLE, AND INCLUDE A 2 COURSE MEAL AND 1 WELCOME DRINK

2027 SPONSORSHIP BROCHURE

READY TO TAKE YOUR BRAND TO THE NEXT LEVEL WITH SHEFFIELD EAGLES?

IF YOU'RE INTERESTED IN ANY OF OUR 2027 SPONSORSHIP OPPORTUNITIES, OUR TEAM WOULD LOVE TO HEAR FROM YOU.

CONTACT

PAUL HIBBERT
COMMERCIAL MANAGER
PAULH@SHEFFIELDEAGLES.COM
07970 516119

V2 12/11/2026