

SPONSORSHIP

WAKEFIELD DISTRICT RAIDERS

2024 PACKAGES

Socials...

@WDRAIDERSBAFC

WWW.WDRAIDERSBAFC.CO.UK

info@wdraidersbafc.co.uk

Ponterfact RUFC
Moor Lane
Pontefract
WF8 3RX

BRITISH AMERICAN FOOTBALL TEAM



WHO WE ARE

YOUR WAKEFIELD DISTRICT RAIDERS



The Only American Football Team Serving Wakefield & Its 5 Towns

Founded in 2015, Wakefield District Raiders (formerly Knottingley Raiders) are the only American Football team serving Wakefield, West Yorkshire and its Five Towns. Wakefield District Raiders played their first full season as part of BAFA National Leagues in 2017, growing every season and reaching the playoffs in last years campaign!

Wakefield District Raiders train weekly and play their home games out of Moor Lane, Carleton, Pontefract, West Yorkshire WF8 3RX.

This is home to Pontefract RUFC, who are one of the oldest and most respected Rugby Union clubs in the country.

Our away games are distributed around Yorkshire, Humberside, Lincolnshire & the North East.



OUR GOALS FOR 2024 & BEYOND

Being part of one of the fastest growing sports in the UK & Europe, the Raiders promote the positive impacts and experiences of American Football.

These include strategising, teamwork, strength, resilience and all this in a unified framework of a close-knit family.



Create an inclusive and fun American Football experience for every single person who has anything to do with the Wakefield District Raiders and promote a healthy & active lifestyle.



To develop a clear plan for succession, through continued growth and marketing of our club and sport, attracting university players and athletes from similar sports.



Maintain a squad that is targeting playoff football every single season and put Wakefield and the surrounding areas on the map for British American Football!

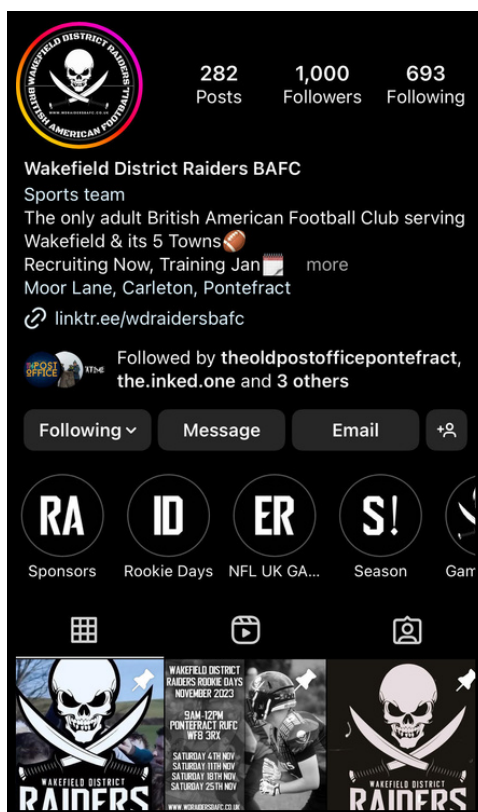


OUR REACH

WHERE WE WILL SHOUT ABOUT YOUR BUSINESS

SOCIAL MEDIA

- Facebook - Over 1600 likes & 1700 followers with an average reach of 6-7000 people every 30 days.
- Instagram - Over 1000 followers and an average reach of over 2500 accounts every 30 days.
- Constantly increasing.



WEBSITE & GAME DAYS

WWW.WDRAIDERSBAFC.CO.UK

Our website is constantly updated and is linked from all of our socials, Linktree, other sponsors, our governing body BAFA and Football America UK.

GAME DAYS

Our game days host at least 35-40 players on each team both with 4-8 coaches, officials, game day helpers, our amazing spectators and everyone who is a part or Pontefract RUFC.



PACKAGES AVAILABLE

- **PLAYER SPONSORS**
- **GAME BALL SPONSORS**
- **ROSTER SPONSOR**
- **GAME DAY SPONSOR**
- **EQUIPMENT SPONSOR**
- **FLAG SPONSOR**
- **MOST VALUABLE PLAYER SPONSOR**
- **FULL KIT SPONSORS**



PRICING & BENEFITS

PLAYER SPONSORS - £50

CONTENTS OF PACKAGE

- Introduction Social Post across all platforms.
- Company logo shown on every post regarding your player.
- Logo and link through on our website and Linktree.
- Invite to our awards & presentation evening.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company logo will be visible every time that player starts a game, is awarded MVP or wins an award.
- Supporting an individual and a local grassroots team in a fast growing sport.



WAKEFIELD DISTRICT
RAIDERS
CORNER BACK #21
JACOB TABOR
SPONSORED BY
THE BARBER ASYLUM



WWW.WDRAIDERSBAFC.CO.UK

PRICING & BENEFITS

GAME BALL SPONSORS - £250

CONTENTS OF PACKAGE

- Introduction social post across all platforms.
- Company logo engraved on a game ball used in every game.
- Logo and link through on our website and Linktree.
- Engraved display ball for you to keep.
- Invite to our awards & presentation evening.
- Follow up social posts throughout our full season.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company logo will be visible at every game.
- Game and display ball presentation photograph.
- Supporting a local grassroots team in a fast growing sport.
- Teams, officials and spectators will all be given the opportunity to see your engraved ball on game days.



PRICING & BENEFITS

ROSTER SPONSOR – £400

CONTENTS OF PACKAGE

- Introduction social post across all platforms.
- Company logo on every game day roster post.
- Two posts every game both Offense and Defense roster announcements.
- Logo and link through on our website and Linktree.
- Social handle added to the footer of every social post.
- Invite to our awards & presentation evening.
- Follow up social posts throughout our full season.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company name and logo will be visible on every game day campaign.
- Supporting a local grassroots team in a fast growing sport.
- Exposure to players, officials, governing bodies and all followers of our sport.



PRICING & BENEFITS

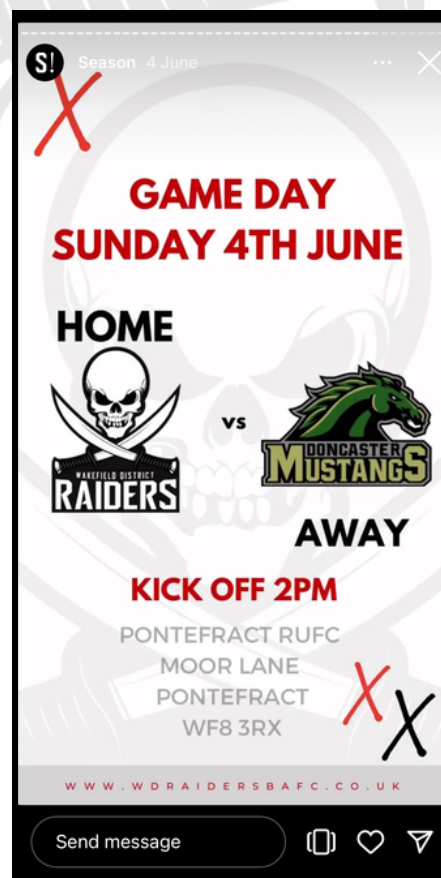
GAME DAY SPONSOR – £400

CONTENTS OF PACKAGE

- Introduction social post across all platforms.
- Company logo on every game day post.
- Build up posts every game day post throughout the season will be sponsored by your company.
- Logo and link through on our website and Linktree.
- Social handle added to the footer of every social post.
- Invite to our awards & presentation evening.
- Follow up social posts throughout our full season.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company name and logo will be visible throughout every game day campaign.
- Supporting a local grassroots team in a fast growing sport.
- Exposure to players, officials, governing bodies and all followers of our sport.



PRICING & BENEFITS

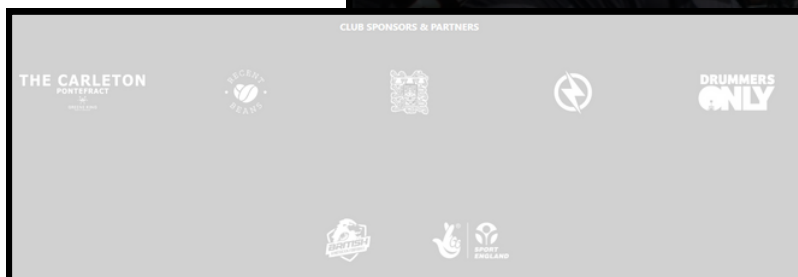
EQUIPMENT SPONSOR - £400

CONTENTS OF PACKAGE

- Introduction social post across all platforms.
- Training posts using our equipment your money has paid for throughout pre-season and beyond.
- Logo and link through on our website and Linktree.
- Social handle added to the footer of every social post.
- Invite to our awards & presentation evening.
- Follow up social posts throughout our full season.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company logo and info visible on training posts in pre-season and throughout the season.
- Supporting a local grassroots team in a fast growing sport.
- Exposure to players, officials, governing bodies and all followers of our sport.



PRICING & BENEFITS

FLAG SPONSOR - £500

CONTENTS OF PACKAGE

- Introduction social post across all platforms.
- Company logo visible on two large, highly visible flags that will be present at every game and any promotional events that we hold/attend.
- Logo and link through on our website and Linktree.
- Social handle added to the footer of every social post.
- Invite to our awards & presentation evening.
- Follow up social posts throughout our full season.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company name and logo will be visible every game day and every event that we hold/attend.
- Supporting a local grassroots team in a fast growing sport.
- Exposure to players, officials, governing bodies and all followers of our sport.



PRICING & BENEFITS

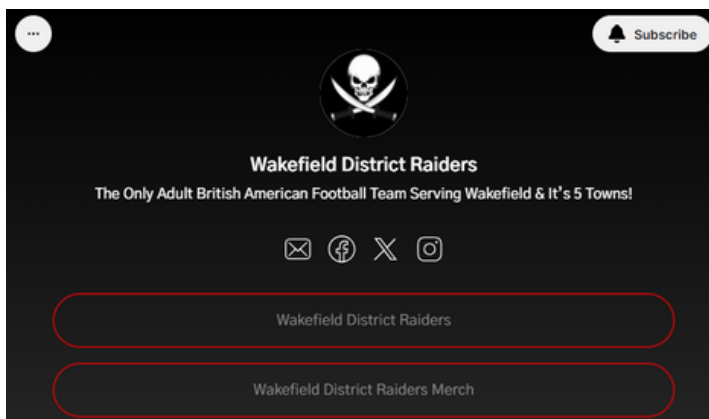
MVP SPONSOR – £500

CONTENTS OF PACKAGE

- Introduction social post across all platforms.
- Company logo on every MVP post. This is three posts every single game day!
- Logo and link through on our website & Linktree.
- Social handle added to the footer of every social post.
- Invite to our awards & presentation evening.
- Follow up social posts throughout our full season.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company name and logo will be visible throughout every MVP post on game days.
- Supporting a local grassroots team in a fast growing sport.
- Exposure to players, officials, governing bodies and all followers of our sport.



FULL KIT SPONSORS

£750 – £1500

HOME & AWAY JERSEY SPONSORSHIP

CONTENTS OF PACKAGE

- Introduction social post across all platforms.
- Company logo visible on both home and away jersey.
- Logo and link through on our website and Linktree.
- Social handle added to the footer of every social post.
- Invite to our awards & presentation evening.
- Follow up social posts throughout our full season.

SPONSOR BENEFITS

- Exposure to 10,000 people every 30 days via social media.
- Your company name and logo will be visible every game day and every event that we hold/attend.
- Supporting a local grassroots team in a fast growing sport.
- Exposure to players, officials, governing bodies and all followers of our sport.

OUR MOST PRESTIGIOUS SPONSORSHIP PACKAGES

Kit sponsorships span across 4-5 years and although they have the highest upfront costs, the long terms exposure outweighs all of our other sponsorships.

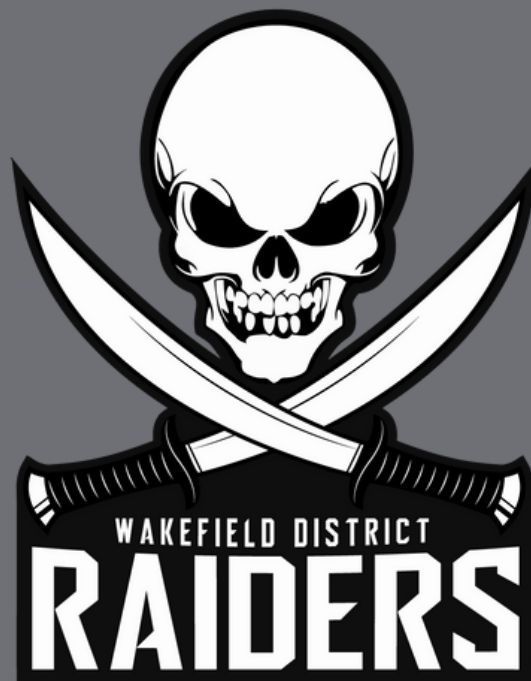
Locations of sponsorship available are:

Front of both home and away kits – £1500.

Back of both home and away kits – £1500.

Left sleeve/right sleeve – £750 each.

IF YOU'RE READY TO SPONSOR
THE WAKEFIELD DISTRICT RAIDERS
PLEASE GET IN TOUCH
VIA ANY OF OUR SOCIALS
OR EMAIL US AT
INFO@WDRAIDERSBAFC.CO.UK



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