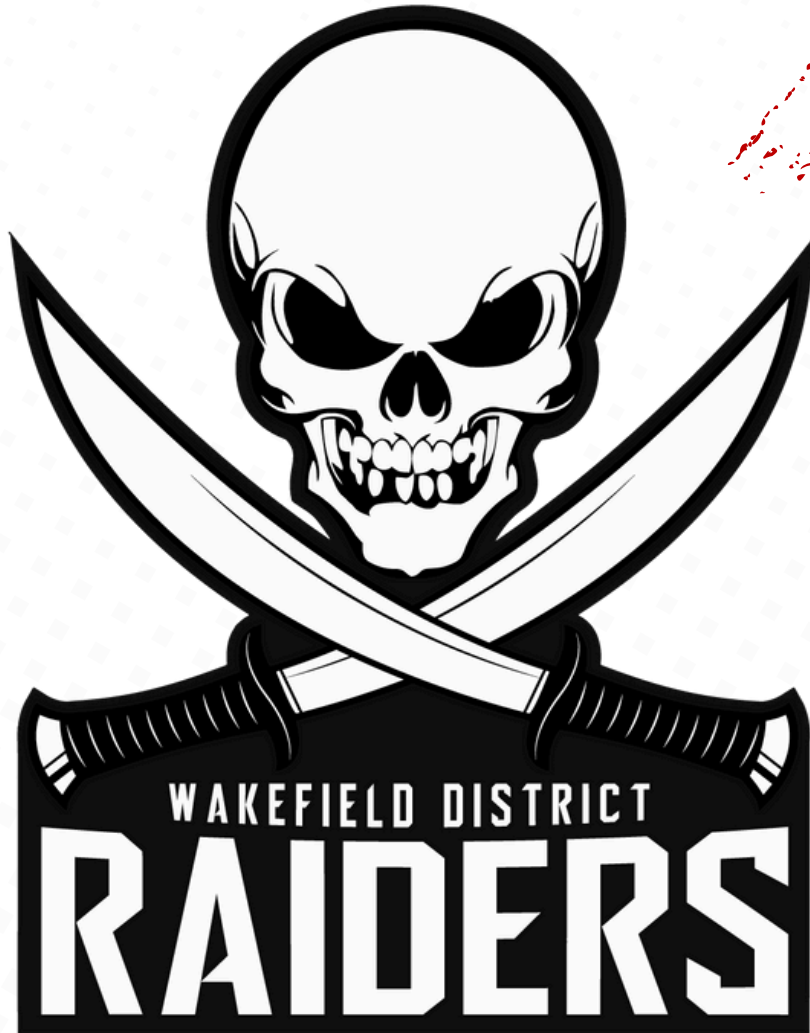


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2025 SPONSORSHIP PACKAGE



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THE ONLY AMERICAN FOOTBALL TEAM SERVING WAKEFIELD & ITS 5 TOWNS



Founded in 2015, **Wakefield District Raiders** (formerly the Knottingley Raiders) are the only **American Football Club** serving Wakefield, West Yorkshire and its Five Towns.

We played our first full season as part of **BAFA National Leagues** in 2017, growing every season and have reached the playoffs multiple times!

Our team train weekly and play our home games out of **Pontefract RUFC**, Moor Lane, Carleton, Pontefract, West Yorkshire WF8 3RX. We share our facilities with 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.

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2025

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PREVIEW



What did 2024 look like for us?

Our 2024 season was **fantastic for the Raiders** both on and off the field. We had an incredible recruitment drive before the season and signed up around **20 new players**, as well as retaining a great number of returning players.

We held **more social events** than ever, saw an **increase of pitch-side fans** and solidified our relationship with our main sponsor and Pontefract RUFC by **investing in them as well as ourselves**.

Goals for 2025 and beyond...

As per every year, we're running a **huge recruitment campaign** targeting new players, university graduates and lapsed players to help build our squad.

Our 2025 season will consist of a **minimum of 8 games** throughout the regular season that runs April - August, **4 of which will be held at our home ground** (Pontefract RUFC). For away games in 2025 we'll be travelling to **Doncaster, Humber, Gateshead & Darlington**.

Over the past few seasons, we've had a strong presence both home and away with our **40+ players and coaches being present**.





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OUR REACH

Analytics & Presence...

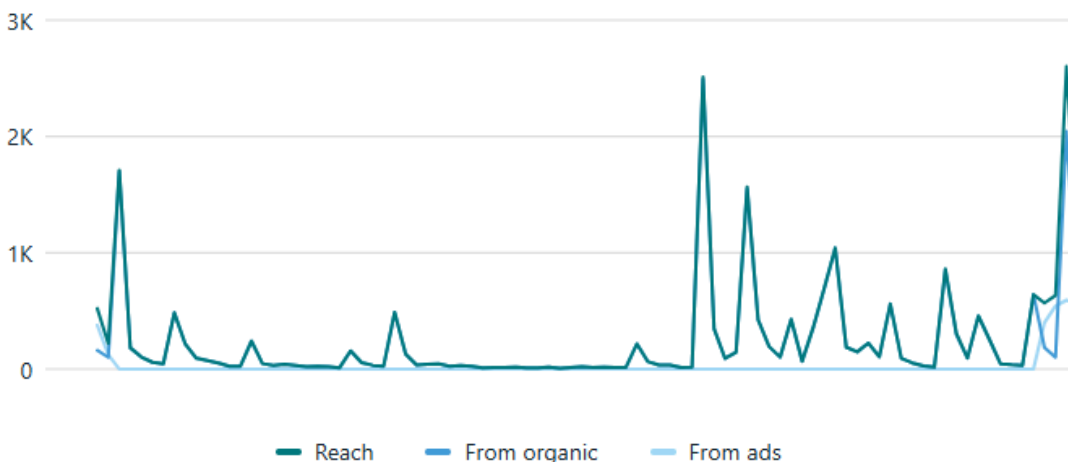
As of January 2025, the Raiders have an active social media following of nearly **4000 followers!** This is constantly growing and spans across all major social platforms (Facebook, Instagram & X / Twitter).

Demographically, we have a split of **80%/20% - men and women**, with the majority of our following being ages between **25 and 44**. 15% of our following are located in **Pontefract** with surrounding areas like **Castleford, Knottingley, Normanton, Wakefield, Barnsley, Sheffield, Leeds & Bradford** taking the majority of the rest of the share.

Our **reach and interaction** across our social channels has **consistently increased** year on year since 2022 and this is something we're putting extra effort into for 2025 to **continue our growth**.

Views ● Reach ●
41.2K 13.2K ↑ 101.1%

Content interactions ● Watch time ●
452 ↑ 62% 18m 14s



Reach breakdown ●

Total
13,246 ↑ 101.1%
From organic
11,400 ↑ 167.6%

× × × ×





WHY WE NEED YOU

American Football is an expensive sport. But, we **love** it! Our sponsors allow us to play the game we love and continue to expand the game in the UK. It's currently **the fastest growing sport in the UK** and with Flag Football becoming an Olympic sport, **it's only going to get bigger.**

So lets be a part of this together!

Here are some examples of the costs we incur playing this game...

GAMEDAY

Referees - £300

Medics - £300

Travel - £700

Game Day Helpers - £150

Catering - £150

ANNUALLY

Venue Hire - £1000

BAFA Fees - £125

Game Balls - £600

Online Services - £250

Although we charge **player subscriptions**, these only go towards basic game day expenses. Minimal **sponsorship enables us to have good transport, medics and a quality game day & training field.**

Achieving sponsorship targets for 2025 will enable us to refresh our training & safety equipment, get modern game-film review technology and game day supplies.

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2025

SPONSORSHIP PACKAGES

As we head into **2025**, which marks the **10 Year Anniversary of the Raiders**, we know what it takes to run a successful American Football Club, made even more difficult by the rising costs across the board.

But with your help, we can make this happen!

The past couple of seasons have been incredible and **included a play off run!**

In 2025, we have to **accomplish our sponsorship goals** and the past few seasons have proven that we yield a **great return on investment** for our sponsors. Our **main sponsor has returned for a third year in a row** and we have two more sponsors returning for their **second consecutive year.**

Here's how we can work together and make a positive impact:

Supporters Social Package

£250 Per Season
2 Available

Listed as an **official sponsor** on our website & social banners.

Listed under "sponsors" on our linktr.ee page for direct link through.

A dedicated post for your business welcoming & thanking you **across all platforms.**

Gameday Promoter Package

£400 Per Season
2 Available

Everything the Supporters package has plus...

Your company logo printed on to two huge flags that we have pitch side for **every game** and every social event **OR** your **logo on our game balls** & social tags on every post.

MVP Sponsorship Package

£500 Per Season
1 Available

Everything the Gameday package has plus...

An **exclusive** post game MVP post **dedicated** to all 3 phases of the game with your business logo and **social link** in the post.

Making you the MVP!

~~Main Sponsor~~ ALREADY CLAIMED

£2000

All package features plus...

Your **logo on our Jerseys**, both home and away. Social tag **attached to all posts** of the 2025 season.

Events based around you and your business.

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PLAYER SPONSOR - £50



BACK BY PLAYER DEMAND!

We're extremely happy to be able to offer, for those of you on a smaller budget, our **player sponsor option**. For just **£50** your business will be announced as a player sponsor on our socials and mentioned any time your chosen player features in a social post, event or activity.

Your funds will go straight towards helping support and develop the Wakefield District Raiders.

Simply choose a player and let us know you want to sponsor them by using the contact info on the final page of this pack.



Packages are specifically for the 2025 season, so there's no need for you to commit to a recurring subscription. Although, if you're interested in extending your support for the Raiders, please let us know, and we can work together to find the ideal sponsorship arrangement for your business.

Also, if you have any other ideas of how we can make this work, or your company has something unique to offer in support for the Raiders, we'd love to hear from you!

If you have any inquiries about sponsorship packages please don't hesitate to reach out to our **Growth & Development Officer** via email at info@wdraidersbaafc.co.uk.

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WAKEFIELD DISTRICT RAIDERS

EXCITED TO KNOW MORE?
SCAN ME OR VISIT
WDRAIDERSBAFC.CO.UK
THANK YOU FOR READING!



× × × ×

