



BATH RUGBY LEAGUE

SPONSORSHIP & PARTNERSHIP BROCHURE

CITY OF BATH



WELCOME

Bath Rugby League are currently competing in the West of England League and travel all over the South West of the country to play fixtures. The club is highly ambitious and aim to progress up the Rugby League structure in the medium term.

The club would also like to establish an additional open age team in the near future to give more people the opportunity to play the sport along with youth development and a ladies squad.

How can you get involved and be part of this exciting, ever growing sport? Bath Rugby League are looking for partners and sponsors for the season, and beyond, they would like your business to be part of the team.

Take a look at some of the highlights from the past seasons, events and awards, and our involvement in local business and media.

MEDIA & AWARDS

West of England Championship Final 2018.

Weekly match reports in Bath Chronicle & local press.

Appearance on Local Radio and National Podcasts.

Features in National Rugby League trade press; Rugby League World, League Weekly, League Express and Forty 20.

Over 2,000 followers on Facebook
Over 1,800 followers on Twitter
Over 2,000 followers on Instagram
Over 400 followers on LinkedIn

Video and Image post through the season, featuring logos of all sponsors.

Professional sports photography at most games

THE TEAM

Over 50 players registered.

West of England Championship Final Winners 2018.

Played a number of development/reserve fixtures, one of which featured over 35 players.

Drawing players from the sub region, including players from University of Bath Broncos Rugby League squad and Military bases.

Players having National and Regional representative honours.



PLAYER & COACHING HONOURS

West of England

Kyle Armstrong
Cieran Chester
Thomas Culshaw
Alex Dare-McConnell
Michael Harrison
Kieran Harvey
Jonny King
Morgan Lewis
Henry Lyons
Henry May
Stevan Randall
Ben Shedwick
Nick Parks
Tom Plance
Jordan Talbot
Cameron Taylor
Luc Thomas
Ben Thyer
Matt Warnock

South West Universities

Rex Boulter
Sam Bragoli-Jones
Josh Frost
Tom Plance

Wales Students

Liam Cashman
Huw Parks

Scotland Students

Tom Plance

UK Armed Forces

Michael Harrison

Army

Shaun Allen
Michael Harrison

Royal Signals

Shaun Allen
Michael Harrison
Leigh Wheatley

Royal Engineers

Nick Parks

West of England & Southern England Lionhearts

Matt Bodey - Assistant Coach
Clare Avenell – Sports Therapist

South West Universities

Matt Bodey - Assistant Coach

West of England

Kariss Humber - Therapist

Lithuania Rugby League

Mindaugas Kazlauskas

ORIGINS

Bath Rugby League was conceived in December 2016 to provide opportunities for players to play Rugby League in essentially an area still 'untapped' for Rugby League development against a backdrop of rich 'Rugby' heritage. The aim is to give players and other stakeholders the best possible experience of the sport, and at the same time aim to provide a professional environment, building a group of 'great people' who positively advocate the club and the sport of Rugby League at every opportunity.

Tom Plance the inaugural Captain of the club was a huge driving force behind recruiting the squad for the debut season working with Chris Chatten and Andy Burns off field to get the club off the ground and ready to enter the West of England League which Commenced in May 2017 with a 46-36 victory over local rivals. Tom was a good character to have around the group and used his experience on the field from playing for University of Bath Broncos, Scotland Students and South Wales Scorpions (former professional club, now known as West Wales Raiders) to good effect.

The club were competitive on the field throughout the 2017 debut season as well as continuing to build the foundations off the field, developing a partnership with York City Knights midway through the season sharing ideas and best practice. In 2018 York City Knights gained promotion to the Championship (just a league below Super League), excelling in their promotion season making the top 5 play offs.

The team finished the inaugural season which began in May 2017 mid table in the West of England League and agonisingly losing a Semi Final fixture, just missing out on getting to the Plate Final. However, ahead of the 2018 season the club appointed Alex Burns as Head Coach and Matt Bodey as Assistant. The club also gained the benefit of Alex's experience as an RFU Level 3 qualified coach working with Bath Rugby's Developing Player Programme and full time role with Lewis Moody's Maddog Sports as Director of Rugby. Matt Bodey was brought up in Sheffield and grew up with Rugby League, then going onto play the sport at Swansea University, also gaining West of England honours before injury, this meant he had an enforced break from playing the sport allowing him to focus on coaching and was successful in gaining the Rugby League Level 2 Coaching qualification in 2018. Matt Bodey was appointed Head Coach ahead of the 2019 season, also developing his coaching profile at representative level with the England Universities Programme, Southern England Lionhearts and West of England.

The improved coaching structure and commitment from the playing group led to the club winning the West of England Championship Final in August 2018. The club enjoyed having celebratory drinks in the Mayor of Bath's Parlour with the Mayor of Bath and several other Councillors, also using the opportunity to give out end of season awards to key achievers in the squad in October 2018.

The club recognise the importance of giving people opportunities from within. The structure of the club was improved further ahead of the 2019 season. Alex Burns was promoted to Director of Rugby, Matt Bodey steps up to the Head Coaching role and Matt Warnock takes on the Assistant Coaching role after being Club Captain in 2018. The club retains professional therapist support with Clare Avenell as Lead Therapist who has been at the club since the beginning. She also holds a similar role with Chippenham RFC and works at Bath Rugby.



RUGBY LEAGUE A DEVELOPING SPORT >>

Rugby League is a full contact sport played by two teams of thirteen. It originated in Northern England in 1895 as a split from Rugby Union over the issues of payment to players. Its rules progressively changed with the aim of producing a faster more entertaining game for spectators.

Rugby League is the National Sport of Papua New Guinea, and is a popular sport in Northern England but also growing in the South of England. It is also popular in Australia, New Zealand, France and Lebanon, but now also growing globally with the emergence of Toronto Wolfpack, the first transatlantic club.

The Super League and National Rugby League (NRL) are the premier club competitions. Rugby League is played internationally, predominately by European, Australasian and Pacific Island countries, and is governed by the Rugby League International Federation.

The Rugby World Cup will be held in the UK in 2021 and England narrowly lost the World Cup Final to Australia in 2017.

PROFESSIONAL

There are over 67,000 people playing open age/group Rugby League in England.

Positive sporting and male/female role models.

Increased TV, print and online coverage of Rugby League.

High brand loyalty to Rugby League.

After being an exhibition sport at the 2018 Commonwealth Games, Rugby League 9's is being earmarked to be a full medal event in 2022,

Several Bath Rugby League players have gone on to gain regional representative honours and one has gone on to play professionally.

Bath Rugby League are building a support network to create new pathways for Rugby League, the West of England representative side is one such pathway.

Bath Rugby League participated in the inaugural London International 9's in 2018 which featured both community and professional players playing against each other, entering again in 2019 improving on the 2018 performance and notably beating the emerging nation of Lithuania.



*Roger Rhymes
Sport Images*

WHAT YOU GET

Bath Rugby League want to create a long lasting partnership with your business.

We appreciate all sponsors and partners, and are very thankful for their support not only financially but also pitchside.

Bath Rugby League offer great incentives to get involved and strive to be as interactive with your business as possible over the season.

INCENTIVES

Align your business with one of the most progressive clubs in the Bath and surrounding area.

Get local and national coverage.

Usage of the logo and visual assets of Bath Rugby League in your own business promotion.

Opportunity to have your logo on Bath Rugby League playing or training shirts.

Opportunity to have your logo on the Bath Rugby League website and promotions through social media.

Access to images taken at the games for your own promotional use.

Refer to your brand as 'Official Partner of Bath Rugby League'

Opportunities to have your business promoted across Bath Rugby League social media channels.

Access to our players for your own events during the season (where possible).

**"BE PART OF AN EXCITING NEW SPORTING BRAND AND ALL PROMOTIONAL EVENTS AND CAMPAIGNS THIS YEAR"
- NICK LAWES, SPONSOR**





PACKAGES



Please get in touch if you have any questions about these packages. Call Chris - 07810 552196 or email info@bathrugbyleague.co.uk

TITLE SPONSOR

Main sponsors business logo across front of both teams playing shirt

Mentioned as 'Official sponsor' in Bath Rugby league promotions

Full imagery use from every event

Refer to your brand as 'Official Partner of Bath Rugby League'

Logo on website and social media

Use of players for business event during the season (where possible)

Social media promotion

ONLY ONE AVAILABLE ACT FAST

GOLD SPONSOR

Large business logo across back of both teams playing shirt

Full imagery use from every event

Refer to your brand as 'Official Partner of Bath Rugby League'

Logo on website and social media

Use of players for business event during the season (where possible)

Social media promotion

TWO AVAILABLE

SILVER SPONSOR

Business logo on the sleeve/shorts of both teams playing shirt

Full imagery use from every event

Refer to your brand as 'Official Partner of Bath Rugby league'

Logo on website and social media

Social media promotion

TWO AVAILABLE

PACKAGES



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BRONZE SPONSOR

Business logo on the front of teams warm up t-shirts.

Full imagery use from every event.

Refer to your brand as Official Partner of Bath Rugby League.

Logo on website and social media.

Social media promotion.

Please let us know if you would like to discuss a bespoke package or offer something a bit different

PLAYER SPONSOR

Logo on website with details regarding your sponsored player.

Social media promotion



RUGBY-LEAGUE.COM



GET INVOLVED >>

Want to get involved with the club in other ways?

Please get in touch for a chat. We like to innovate gaining a competitive advantage for all parties.

CONTACT

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*Roger Rhymes
Sport Images*