



Super League XIII

Welcome to the Bradford Bulls – the world renowned Club for pioneering marketing and promotional activities, a unique Gameday Experience, and award winning community outreach programmes. These multi-faceted approaches have enabled the club to establish a family orientated atmosphere combined with values grounded in value for money, quality, and innovation. They have also created one of the most recognisable brands in British sport, and projected the Bulls to the position of one of ‘Britain’s Best Supported Rugby Clubs’ with a season crowd average of 12,000.

Through these marketing activities and the continued development of high profile stars such as Iestyn Harris, Shontayne Hape, Paul Deacon and the 2007 ‘Young Player of the Year’ Sam Burgess, Bradford Bulls continue to feature at the forefront of Rugby League – the UK’s second most popular sport.

The Bulls are therefore in a prime position to help you boost company image and prestige, entertain clients and develop relationships with a loyal and captive audience based throughout West Yorkshire. When you align with the Bradford Bulls, we aim to make you the ‘Centre of Attention’, and we truly want your company to benefit from the partnership.

To achieve this we offer a plethora of Advertising, Sponsorship and Corporate Hospitality packages to suit your requirements. For more information, please consult the following pages or contact the Bulls Corporate Department to see how we can give you and your target audience, an unforgetta-Bull experience!

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Gameday Sponsorship

The Ultimate Bulls Experience!

Gameday Sponsorship offers a minimum of ten guests an unforgettable day and provides unbeatable Gameday profile.

The package includes:

- Exclusivity of being the **Gameday Sponsor**
- A tantalising four-course meal served to each of your guests in your own private suite of the Coral Stand
- A complementary glass of wine for each guest
- Superb viewing from the Coral Stand balcony
- Half-time coffee
- Car parking (1 pass per 4 people)
- Commemorative Gameday Magazine for each guest
- Bar availability before, throughout and after the game including waitress service
- Commemorative photograph of your company host with a Bulls player
- Full page, full colour advertisement in the Gameday Magazine
- Presentation to your organisation by a Bulls player
- Electronic scoreboard advertising
- Company announcements by our Gameday Presenter
- Sponsors of the Gameday 'Man of the Match Award', chosen uniquely by the fans using the latest SMS text message technology, and presented by your company to the relevant player

The package is available in two categories:

Category A

Leeds Rhinos

Category B

St Helens, Wigan Warriors, Hull FC, Warrington Wolves,
Hull KR, Castleford Tigers, Huddersfield Giants, Harlequins RL,
Wakefield Trinity Wildcats and Catalans Dragons.

Category A Match	£175 + VAT per head
Category B Matches	£125 + VAT per head

If you are interested in any of the above packages, please contact:
Debbie Charlton or Sharon Stephenson on 01274 762310/4 or email
debbie.charlton@bradfordbulls.co.uk

Matchball Sponsorship Larger Than Life

Matchball Sponsorship is one of our most popular packages and allows the opportunity for *four guests* to enjoy an executive day at a Bradford Bulls home fixture during Super League XIII, whilst substantially raising brand awareness.

The package includes:

- A tantalising four-course meal served in the Legends Suite for each guest in the Coral Stand
- Superb viewing from the Legends Suite balcony
- Half-time coffee
- Car parking (1 pass per 4 people)
- Commemorative Gameday Magazine for each guest
- Bar availability before, throughout and after the game
- Commemorative photograph of your company host with a Bulls player
- Quarter page, full colour advertisement in the Gameday Magazine
- Presentation of a signed ball to your organisation by a Bulls player
- Electronic scoreboard advertising
- Company announcements by our Gameday Presenter
- The chance to invite further guests at a discounted rate

The package is available in two categories:

Category A

Leeds Rhinos

Category B

St Helens, Wigan Warriors, Hull FC, Warrington Wolves,
Hull KR, Castleford Tigers, Huddersfield Giants, Harlequins RL,
Wakefield Trinity Wildcats and Catalans Dragons.

Category A Match	£600 + VAT
Category B Matches	£450 + VAT

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The Legends Suite

Entertain in Style

Entertain in style in the Legends Suite! Providing the best combination of relaxed intimate dining and the exhilarating atmosphere of live Super League action.

The package includes:

- A tantalising four-course meal served in the Legends Suite for each guest in the Coral Stand
- Superb viewing from the Legends Suite balcony
- Half-time coffee
- Car parking (1 pass per 4 people)
- Commemorative Gameday Magazine for each guest
- Bar availability before, throughout and after the game

The package is available in three categories:

Category A

Leeds Rhinos

Category B

St Helens, Wigan Warriors, Hull FC, Warrington Wolves, Hull KR, Castleford Tigers, Huddersfield Giants, Harlequins, Wakefield Trinity Wildcats and Catalans Dragons.

Category A Match	£90+ VAT
Category B Matches	£70 + VAT

Please note: Bookings are subject to availability on a game-by-game basis

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The Fairbank Club

Prestigious Seasonal Membership

The Fairbank Club offers a *Season Ticket* to the **Legends Suite**. Exclusive membership is limited and provides relaxed intimate dining with live Super League action for each of the home Super League fixtures (13 games).

Additional benefits include:

- Priority ticket purchase for Challenge Cup and Final appearances
- Bulls merchandise discount of 10% on production of Season Ticket booklet
- Company name and details in the Gameday Magazine
- Discounted Legends Suite rate for cup / play-off games.
- Discounted rate of £60 + VAT for additional places booked in the Legends Suite (game-by-game).

Seasonal Cost (13 games)	£770 + VAT per head
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Executive Boxes

5* Hospitality @ the Grattan Stadium, Odsal

The newly constructed private **Executive Boxes** in the Coral Stand offer an excellent view of the Bradford Bulls in Super League action.

Each Executive Box caters for *twelve people* and offers spacious and comfortable surroundings, along with their own dining area and drinks cabinet.

The Package includes:

- Exclusive private use of the Box for home Super League fixtures throughout the season (13 games)
- Three Seasonal Car Park passes
- Commemorative Gameday magazine for each guest
- Company name and details in the Gameday magazine along with other Executive Box holders
- Half-time coffee
- Cold buffet included
- Hot catering may be ordered game-to-game direct with our caterers, subject to your requirements
- Priority booking for all Challenge Cup and Super League Play-off games

Seasonal Cost (13 games)	£8000 + VAT
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The package is available on a Game-by-Game basis in three categories:

Category A

Leeds Rhinos

Category B

St Helens, Wigan Warriors, Hull FC, Warrington Wolves, Hull KR, Castleford Tigers, Huddersfield Giants, Harlequins RL, Wakefield Trinity Wildcats and Catalans Dragons.

Category A	£850 + VAT
Category B	£700 + VAT

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Be a Part of it PLAYER SPONSORSHIP PACKAGE

- Company details / logo included in the Gameday Magazine alongside your chosen sponsored player
- Website acknowledgment on the Bradford Bulls Squad page with click through link to your companies website
- Announcement when your sponsored player scores any points
- Player used for one appearance / promotion (Subject to availability of player, along with at least one months notice)
- Exclusive Player Sponsors Night (DTBC)
- 1 x Seasonal Corporate Car Park Pass

Package Costing's

Category A: **£1000 + VAT**

Iestyn Harris
Glenn Morrison
Shontayne Hape
Paul Deacon

£750 + VAT

Category B:

All International first team squad members

Category C: **£550 + VAT**

Head Coach
Remainder of 1st Team Players

Category D **£ 400 + VAT**

Remainder of Coaching Staff
Academy/ U 21's Players

Optional Additional Player Sponsor benefits

- Exclusive pre and post match Player Sponsor passes for access to the Corporate Facility £42.55 + VAT each season, **limited to a maximum of 3 passes per sponsor only.**
- Extra seasonal corporate car park passes £42.55 + VAT, **maximum of 2 extra passes, subject to availability.**

Squad List

Chris Feather
 Michael Platt
 Ben Harris
 Shontayne Hape
 Tame Tupou
 Iestyn Harris
 Paul Deacon
 Joe Vagana
 Ben Jeffries
 Glenn Morrison
 Chris Nero
 James Evans
 Terry Newton
 Andy Lynch
 David Solomona
 Jamie Langlely
 Jason Crookes
 Wayne Godwin
 Matt Cook
 Simon Finnigan
 Matt James
 Dave Halley
 Craig Kopczak
 Sam Burgess
 Semi Tadulala
 Paul Sykes

Steve McNamara
 Basil Richards
 Martin Clawson
 Andy Senior
 Lee St Hilaire

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Advertising Opportunities

Increase Brand Awareness

The Gameday Magazine

The Gameday Magazine is an invaluable medium for providing interactive communication between the club and its supporters. We pride ourselves that the Bulls Gameday Magazine is one of the best in Super League, combining a high ratio of quality editorial articles with a select proportion of advertising.

Increase your brand awareness by aligning your company alongside the Premier Club in the country's biggest Summer Sport.

The Gameday magazine allows you the opportunity to reach over three thousand readers per game by taking advantage of a full page, half page, and quarter page or strap line advertisement.

Full Page Advertisement	£2300 + VAT
Half Page Advertisement	£1750 + VAT
Quarter Page Advertisement	£1040 + VAT
Strap Line Advertisement	£650 + VAT

Please Note: Artwork is to be provided complete in an agreed format or design fee will be charged.

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Advertising Opportunities Perimeter Advertising Boards

Perimeter Board advertising has traditionally been the most effective way to increase brand awareness and target customers.

Bradford Bulls profile is such that over 50% of Bradford Bulls home fixtures in each of the last 5 years have been covered on Sky Sports, as well as extensive coverage in the National and Local Media.

Sky Sports currently broadcast Super League to over 140 million homes worldwide, with a potential audience in excess of 420 million viewers, and the Challenge Cup which is screened on BBC receives regular viewing audiences of over 4 million, making it their highest viewed sport behind Football.

Primary TV Site	£3000 + VAT
Secondary TV Site	£1750 + VAT
Non TV Site	£1250 + VAT
Secondary Non TV Site	£500 + VAT

Please Note: Design and production costs for boards are at the advertiser's expense and boards are 20' by 2'6'' and 20' by 3' in size.

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Corporate Events For Your Corporate Calendar

The Bulls Golf Classic - June

This limited availability event allows you the opportunity to enter a team of three and play with a Bulls First Team Squad Member at Woodhall Hills Golf Club. The day concludes with an Evening Meal and Prize Giving. A Fabulous Corporate Event.

£495.00 + VAT per team

Season Launch Dinner Dance – February/March

At The Cedar Court Hotel, and includes a delicious four-course meal. An exclusive Black Tie event to launch the season and be introduced to the first team squad. Special overnight room rates are available at the hotel for any guests booked on the event.

£50 per head fully inclusive

The Annual Sporting Dinner - November

Our Annual Sporting Dinner is one of the most popular on the Corporate Calendar; this years event will take place at The Cedar Court Hotel, Bradford and incorporates a guest speaker, comedian and MC. Special overnight room rates are available at the hotel for any guests booked on the event. The dress code for the evening is again black tie.

£55 per head fully inclusive

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