



**STIRLING
WOLVES**

**SPONSORSHIP
OPPORTUNITIES**

www.stirlingcounty-rfc.co.uk
[#awolfneverhuntsalone](https://twitter.com/awolfneverhuntsalone)



WE ARE STIRLING WOLVES

Stirling County were privileged to secure a Super Series license from Scottish Rugby so that they could compete at the highest echelon of Club rugby and be part of the Performance end of Scottish Rugby. Born from that are The Stirling Wolves who are a semi-professional team who represent not only the Club, but the wider Forth Valley Region. We are a feeder club for Glasgow Warriors and as such, come under the Performance remit alongside both Professional teams and the National Age Grade sides.



Stirling County is an inclusive and diverse Club at the heart of our community. It is committed to being a place to feel safe, have fun, be the best version of yourselves and to grow relationships that last a lifetime - in line with our values and culture as a team. Our values of Respect, Honesty, Proud, Inclusive, Committed and Enjoyment afford us the opportunity to continue to be an integral part of our community and to lead by example.

Our key partnerships consist of the University of Stirling (The Scottish University of Sporting Excellence), Scottish Rugby Union, Stirling Council, Active Stirling, sportscotland and SAMH. Through these partnerships, we are developing and supporting not only the players aspiring to be the next batch of Scotland Internationals, but all young people across the Club. We are creating an institution where anything is possible and there are no limits with regard to rugby development.

Our 'why' at Stirling Wolves is based on

FAMILY – working together to bring out the best in each other and look after each other.

EXCELLENCE – setting the bar and driving standards throughout the Club.

ENJOYMENT – having fun and making others smile is crucial to our community spirit.

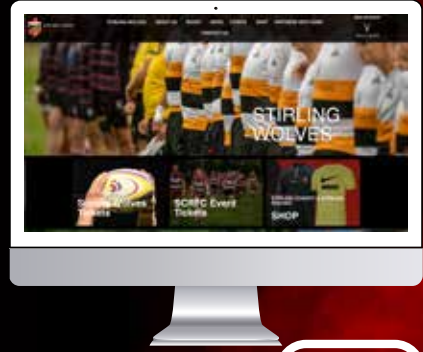
LEGACY – achieve our ambitions and create history that sets the foundations for future success.

In line with our 'why', we want to develop relationships that look to actively benefit both sponsors and the wider community. We want to align with and represent sponsor and community excellence. We have the resource and will to make a difference and inspire everyone to be a part of the journey. We want to be a part of the solution when it comes to education, health, wellbeing, employment, inclusiveness and aspirations across the Stirling area and beyond. The question is, do you want to join us and be a part of that journey and solution?

STIRLING WOLVES STATS

More than

70k Website Visitors



More than

1.5M

Impressions



Approx

3.9M

Impressions



Over

850K

Impressions



Over 170K actively engaged fans

Over

100k

Live streamed game coverage



SUPER SERIES STATS

Over

1.2M

Social media followers for SRU



Total impressions across FOSROC Super Series channels

2.8M

1.06M
Video views



Total number of Highlights views across SRU YouTube and BBC Sport Website. Over

36K



SPONSORSHIP PACKAGES



MAIN CLUB SPONSOR £25,000 PER ANNUM

- Front of playing shirt branding (HS 1)
- 60 hospitality seats over the course of the 2023/24 Sprint Series & Super Series season
- 2 x TV arc boards
- 2 x stand facing boards
- Prominent main stand branding
- Signed home and away shirt
- Event with player and coach at your business premises
- 10 x club memberships for access to all Stirling County Men and Women 1st XV matches
- In-Stadium digital advertising on TVs and announcements before, during and after game
- 5 tickets to Sponsors/Awards dinner
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media
- 4 x stand-alone social media promotions over the course of the season

GOLD CLUB SPONSOR £15,000 PER ANNUM

- Back of playing shirt branding (both above and below number available) (HS 5/6)
- 30 hospitality seats over the course of the 2023/24 Sprint Series & Super Series season
- 2 x TV arc boards
- 2 x stand facing boards
- Signed home and away shirt
- 10 x club memberships for access to all Stirling County Men and Women 1st XV matches
- In-Stadium digital advertising on TVs and announcements before, during and after game
- 5 tickets to Sponsors/Awards dinner
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media
- 2 x stand-alone social media promotions over the course of the season

SILVER CLUB SPONSOR £10,000 PER ANNUM

- Back of playing shorts branding (HS 7)
- 20 hospitality seats over the course of the 2023/24 Sprint Series & Super Series season
- 2 x TV arc boards
- Signed home and away shirt
- 10 x club memberships for access to all Stirling County Men and Women 1st XV matches
- In-Stadium digital advertising on TVs and announcements before, during and after game
- 5 tickets to Sponsors/Awards dinner
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media
- 2 x stand-alone social media promotions over the course of the season



STIRLING WOLVES KIT HOT SPOTS



BRONZE CLUB



BRONZE CLUB SPONSOR (KIT) £5,000 PER ANNUM

- Playing shirt sleeve branding (3 spaces available) (HS 2/3/4)
- 10 hospitality seats over the course of the 2023/24 Super Series & Sprint Series season
- 2 x TV arc boards
- Signed home and away shirt
- In-Stadium digital advertising on TVs and announcements before, during and after game
- 2 tickets to Sponsors/Awards dinner
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media
- 1 x stand-alone social media promotions over the course of the season

BRONZE CLUB SPONSOR (DIGITAL) £5,000 PER ANNUM

- Branding and tagging on Team announcement, kick off, Half Time and Full Time across Instagram, Instagram Stories, Twitter and Facebook for all Super Series and Sprint Series matches (x18)
- 10 hospitality seats over the course of the 2023/24 Sprint Series & Super Series season
- 2 x TV arc boards
- Signed home and away shirt
- In-Stadium digital advertising on TVs and announcements before, during and after game
- 2 tickets to Sponsors/Awards dinner
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media
- 1 x stand-alone social media promotions over the course of the season

BRONZE CLUB SPONSOR (BARN) £5,000 PER ANNUM

- Branding on pitch facing barn wall within tv arc
- 10 hospitality seats over the course of the 2023/24 Sprint Series & Super Series season
- 2 x TV arc boards
- Signed home and away shirt
- In-Stadium digital advertising on TVs and announcements before, during and after game
- 5 tickets to Sponsors/Awards dinner
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media
- 1 x stand-alone social media promotions over the course of the season

HIGHEST AVERAGE ATTENDANCE IN THE SUPER SERIES. 1,300+



STADIUM BRANDING

CLUB SPONSOR (TURNSTILE) £2,500* PER ANNUM

*Excl production fee

- Branding on pitch facing turnstile frame within tv arc (6m x 0.9m)
- 5 seats in hospitality at 1 x Super Series / Sprint Series game
- Signed home shirt
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media

CLUB SPONSOR (TV GANTRY) £2,500* PER ANNUM

*Excl production fee

- TV gantry branding (2-sides @ 2.5m x 3.5m, 2-sides @ 2m x 1.8m)
- 5 seats in hospitality at 1 x Super Series / Sprint Series game
- Signed home shirt
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media

SCORE BOARD BRANDING £2,500* PER ANNUM

*Excl production fee

- 5 seats in hospitality at 1 x Super Series / Sprint Series game
- Signed home shirt
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media

TV ARC BOARDS (4M X 1M) £1,500* PER ANNUM

- 1 x Tv arc board
 - 5 spaces in hospitality at 1 x Super Series / Sprint Series game
- *Excluding production fee (£200)

NON TV ARC BOARDS (4M X 1M) £750* PER ANNUM

- 1 x Tv arc board
- *Excluding production fee

OTHER SPONSORSHIP OPPORTUNITIES

HOSPITALITY

From £50pp

Come and enjoy pre-match hospitality with a delicious meal, a ticket for the game and other activities around the event. Network with other businesses and enjoy bar access throughout the day, pre/during/post match. Includes a half page advert in the match programme. Table of 10.

* All prices are excluding VAT

“The University of Stirling are a proud and committed partner of Stirling Wolves for the Super Series venture. As Scotland’s University for Sporting Excellence sport is embedded within the DNA of the institution, which shares many of the same values as Stirling County Rugby Club. The partnership has so far been a catalyst for attracting performance players to Stirling in order to pursue a dual-career. Strengthening the collaboration and continuing to share resources and align structures will only further enhance this in the future. The University of Stirling are excited to continue along the journey towards excellence with Stirling Wolves in order to make the Super Series programme the ‘hottest ticket in town.’”

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SPORT



We have the ability to offer bespoke packages around your company needs. If you would like to discuss the potential of what this might look like, please email Jack McIlroy Reid at StirlingWolvesGM@stirlingcounty-rfc.co.uk or call 07791015706.

STIRLING WOLVES SPONSORS



**Douglas
Park**



jmarchitects

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CULLROSS



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**STIRLING
WOLVES**

**THANK YOU TO BRYAN ROBERTSON PHOTOGRAPHY
FOR USE OF HIS IMAGES.**

