



HUDDERSFIELD GIANTS

COMMERCIAL OPPORTUNITIES 2024



COMMERCIAL OPPORTUNITIES

Huddersfield Giants are delighted to present to you our Commercial Opportunities for 2024.

The support of our commercial partners is vital for the long-term commercial growth and sustainability of the club and together we can achieve success both on and off the pitch.

Partnering with our club allows you to engage with our passionate and loyal fanbase, demonstrates your commitment to the community and grow awareness of your brand as well as a valuable and personal relationship with a network of contacts.

Businesses gain huge exposure through local, national & live media, television highlights and by directly advertising their brand every match day.

There are a variety of opportunities, whatever your goals or budget, we want to bring incredible value to your investment.

The 2024 season is a new start for Huddersfield Giants, and we would love for you to join our journey and make it a success.



SPONSORSHIP OPPORTUNITIES



KIT SPONSORSHIP

Kit sponsorship offers a unique opportunity to build awareness of your brand through our kit and club apparel worn by players and staff.

There is the opportunity of becoming a sponsor on our principle and alternate playing kit, training wear and warm up gear.

Kit sponsorship ensures fantastic exposure for your brand. It would be seen on print, online and TV across the local and national media. It would also include visibility through supporters who purchase the replica kit.

Women's, Academy and Reserve kit sponsorship is also available.



PLAYER SPONSORSHIP

Support a player and promote your business at the same time with our player sponsorship package.

Player sponsorship is the perfect way to show your support for a Huddersfield Giants team player or team coach, whilst advertising your business to our supporters at the same time.

Your company name or logo will appear alongside the chosen player profile on our main website, home gameday signage and much more.

Women's player sponsorship is also available.



Player Sponsorship including:

- Recognition on the Huddersfield Giants main website
- Social media post in relation to the player sponsorship
- Player Sponsorship recognition on 'Big Screen' when team is announced
- Tannoy announcements when your team player scores
- Player Sponsorship recognition on bar panel signage in hospitality areas
- Match-worn official signed shirt from your chosen player at the end of the season
- Players Lounge passes *post-match
- Player appearances (subject to player availability and sufficient notification)
- Family Stand Tickets to the first home game of the season
- 2 x Places to the Players Sponsors Lunch

MATCH SPONSORSHIP

Match Sponsorship is a great way to enjoy top-class hospitality with the ultimate match day experience, whilst promoting your business in several ways whilst entertaining friends, family or clients.

Our Match sponsors receive excellent coverage throughout the day, ensuring that your business reaches every supporter in the stadium and beyond.



Match Day Hospitality for 10 people including:

- Delicious 3 course meal served with your choice of wine or beer with half-time refreshments
- Pre-Match Pitch Interview with the Assistant Coach
- Viewing from the executive padded seating area in the Directors Box
- Post-Match Pitch Presentation with a Signed Principal Shirt
- Tannoy announcement of your company name by our match day presenter
- Recognition on our 'Big Screen'
- Social media post in relation to the Match Sponsorship
- Opportunity to pick the Man of the Match to be presented post-match
- Players Lounge access *post-match
- Match Day Parking

From £1750 +VAT

MATCH BALL SPONSORSHIP

Match Ball Sponsorship is a great way to enjoy top-class hospitality with the ultimate match day experience, whilst promoting your business in several ways whilst entertaining friends, family or clients.

Our Match Ball sponsors receive excellent coverage throughout the day, ensuring that your business reaches every supporter in the stadium and beyond.



Match Day Hospitality for 10 people including:

- Delicious 3 course meal served with your choice of wine or beer with half-time refreshments
- Pre-Match Pitch Interview with the Assistant Coach
- Viewing from the executive padded seating area in the Directors Box
- Post-Match Pitch Presentation with a Signed Match Ball
- Tannoy announcement of your company name by our match day presenter
- Recognition on our 'Big Screen'
- Social media post in relation to the Match Ball Sponsorship
- Players Lounge access *post-match
- Match Day Parking

From £1450 +VAT

OTHER SPONSORSHIP OPPORTUNITIES

TEAM SHEETS

Your business can advertise on the official team sheets for every home match game.

With an A4 advert covering the back of the sheet and a smaller sized advert on the front with your logo or artwork.

The team sheets are circulated to all members of the press, match officials and guests in all forms of hospitality areas including the directors.

FIXTURE POSTER

Your business can advertise on the official fixture poster which is one of the very first advertising opportunities ahead of the season.

Set on an A3 fixture poster, you can have one of ten advertisement opportunities to input your logo or artwork.

Fixture posters are distributed to all partners, sponsors, supporters and local businesses and can be used by all throughout the whole season to mark down match scores.

FIXTURE CARDS

Your business can advertise on the official fixture cards which is one of the most popular first advertising opportunities ahead of the season.

Fixtures cards are a wallet sized foldable card where you can have your logo or artwork on the back of the card.

They are given out ahead of the season to all partners, sponsors, supporters and local businesses and are an essential item to store away with their season cards.



STADIUM ADVERTISEMENT



★ FANTASTIC

★ FANTASTIC

PERIMETER BOARD ADVERTISEMENT

Perimeter boards are one of the most familiar & successful advertising options when it comes to exposing your business. Perimeter advertising opportunities provide unbeatable value all around the ground and are a unique advertising outlet.

There are three different sized boards available (10ft, 20ft, 40ft) and we will source and produce the signage with one of our own suppliers at a competitive price unless you choose to use an alternative provider.

Perimeter boards are also available at our training complex, Laund Hill.

10ft from £1250 +VAT

20ft from £1500 +VAT

40ft from £3000 +VAT



DIGITAL LED ADVERTISEMENT

With LED being one of the most eye-catching ways of advertising, you can now advertise your business on the TV facing LED boards or mid-tier LED boards at The John Smiths Stadium.

Our LED boards are directly in view of broadcast TV cameras, providing your business with a truly unique opportunity to deliver key brand messaging to an audience both within the stadium or viewers at home.

From £1650 +VAT per minute



BIG SCREEN ADVERTISEMENT

A large colour LED 16x9 Screen, situated in front of the Magic Rock Brewing stand, can promote your company and get your business seen by thousands of supporters.

Whether you choose static, animated graphics or video, you are guaranteed a minimum of six slots up to 15 seconds long, starting one hour prior to kick-off, continuing throughout the game.

As well as advertising, the 'Big Screen' is ideal for displaying pictures of supporters for use with birthday and other celebratory messages.

Static from £600 +VAT

Video from £800 +VAT



DUG OUT SPONSORSHIP HOME & AWAY

A key area in which supporters often keep an eye on for substitutions, added time and managerial activities, the dugouts are one of the most watched places in the ground.

Both home and away dugouts can be sponsored with your company branding, covering the front, back and sides, making it very visible and easy to see in person and on camera.





HOSPITALITY PACKAGES



EXECUTIVE HOSPITALITY BOXES

Executive Hospitality Boxes offer an exclusive private setting in which to enjoy the ultimate match day experience, entertaining friends, family or clients.

Our comfortable and spacious surroundings offer a relaxed private space in which to socialise with your party, to our external balcony seating providing an impressive viewpoint to get involved and watch the action unfold.

- Executive Boxes can cater from up to 10 or 20 guests
- Exclusive private use of the box for you and your party
- Waitress service
- Dining Packages available as extra
- Players Lounge access *post-match
- Matchday Parking



Individual from £650 +VAT

Seasonal from £6000 +VAT

1895 DINING LOUNGE

Our 1895 Dining Lounge is our main hospitality room which offers a fantastic atmosphere and newly renovated space to enjoy the ultimate match day experience.

Dining guests can enjoy a premium 3 course meal and pre match entertainment before watching the action unfold viewing from the executive padded seating area in the Directors Box.



Individual Adult £95 +VAT

Individual Junior £45 +VAT

Seasonal Adult £1200 +VAT

Seasonal Junior £550 +VAT

- Premium 3 course meal
- Half time refreshments
- Viewing from the executive padded seating area in the Directors Box
- Pre match entertainment
- Players Lounge access *post-match
- Matchday Parking

BUSINESS CLUB

BRONZE

- 2 x Tickets for exclusive use of the box
- Discount on additional tickets
- Recognition on our 'Big Screen'
- Recognition on our Website
- Sandwich Platters served in the box *pre-match
- Waitress service
- Matchday Parking

From £300 +VAT

SILVER

- 8 x Tickets for exclusive use of the box
- Discount on additional tickets
- Recognition on our 'Big Screen'
- Recognition on our Website
- Sandwich Platters served in the box *pre-match
- Waitress service
- Matchday Parking
- 2 x Places to the Players Sponsors Lunch

From £700 +VAT

GOLD

- 10 x Tickets for exclusive use of the box
- 20ft Perimeter Board advertisement
- Discount on additional tickets
- Recognition on our 'Big Screen'
- Recognition on our Website
- Sandwich Platters served in the box *pre-match
- Waitress service
- Matchday Parking
- 2 x Places to the Players Sponsors Lunch

From £1600 +VAT



**COMMERCIAL
EVENTS**



GIANTS WOMEN IN BUSINESS

Huddersfield Giants saw that over 30% of their fanbase were women, which led them to launching 'Giants Women In Business' in late 2017 with the very first event taking place in 2018.

Huddersfield Giants Women in Business offers great opportunities and networking for business-driven women to provide insightful and helpful information to grow.

Holding three events each year, the theme of each event is Inspiring Women in Business, with a speaker telling their own success journey, often from humble beginnings, and a second speaker with a real business take away lesson.

We have expanded our Giants Women in Business to LinkedIn and Facebook, to create a community hub for attendees and local business women to connect outside of our events and a place to seek help and advice with any business-related queries that may arise.

We are actively seeking new partners to get involved with our events to benefit from advertisement on-site and through social media.

Giants Women in Business over the years has proudly partnered with NatWest, Kirklees College, Mid Yorkshire Chamber of Commerce, West Yorkshire Combined Authority, Kirklees Apprenticeships for All, Huddersfield Business School & Kirklees Council, Rybrook Jaguar Land Rover, alongside our Huddersfield Giants Community Trust.



GIANTS SPONSORS LUNCH

Your business can be the proud sponsor of our annual Giants sponsors lunch which is held at the beginning of the season with all first team players, coaching staff and sponsors in attendance.

Enjoy a table of 10 as well as your business logo on all event material such as menus, flyers & screens.

You will also feature on our social media channels in the running up to, during and after the event.



GIANTS AWARDS DINNER

Your business can be the proud sponsor of our annual Giants awards dinner which is held at the end of the season with all first team players and coaching staff in attendance.

Enjoy a table of 10 as well your business logo on all event material such as menus, flyers & screens.

You will also feature on our social media channels in the running up to, during and after the event.

There are also opportunities to sponsor our annual awards including;

- Supporters Player of the Year
- Players Player of the Year
- Try of the Season
- Outstanding Achievement Award



GIANTS GOLF DAY

Each year, supporters and sponsors can join us for our Giants Golf Day, usually taking place between July & August.

The event is open to all, you will be joined by directors, players and the commercial team for a great day out and it can also be an opportunity to network and socialise.

There are numerous ways you can support and get involved with our Golf Day.

- Golf Day Sponsorship
- Purchase a team of 4
- Hole Sponsorship
- Prize Sponsorship
- Award Sponsorship





MEDIA OPPORTUNITIES

SOCIAL MEDIA

With an ever growing following across Facebook, Instagram, Twitter, TikTok, YouTube & LinkedIn as well as our premium content channel, GiantsTV. Huddersfield Giants social media platforms will get your business and branding to both supporters and other businesses throughout the region and across the nation.



GiantsTV Sponsorship

TikTok Sponsorship

YouTube Sponsorship

Player Interview Sponsorship

Squad Announcement Sponsorship

Try Sponsorship

Conversion Sponsorship

Website Sponsorship

900K

Average Twitter
impressions per month

9.3M

Reach last season
on Facebook

28.5K

Average views on
YouTube per month

18.2K

Followers on Instagram

300+

GiantsTV members

1.1M

Annual website visits to
giantsrl.com

3000+

LinkedIn Connections

45K

Followers on Twitter

3200+

Followers on TikTok



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