

VIKINGS
GOOLE RLFC

2026 SEASON
COMMERCIAL OPPORTUNITIES

GOOLE VIKINGS RUGBY LEAGUE

BETFRED CHAMPIONSHIP



Introduction

As the first ever professional sports club in East Yorkshire and the newest franchise in European rugby league - Goole Vikings offers a unique and exciting opportunity for forward-thinking businesses to join us on our journey, as we embark on the step up to the Betfred Championship!

By becoming a founding partner, you're not just aligning your brand with a club, but with a community-driven vision that embodies all that our sport and this town stands for - as we step back into the redeveloped Victoria Pleasure Grounds for the first time.

We boost a catchment of 360,000 people living with 20km of the ground, with a professional team, amateur team and nine junior teams already established, and plans to for womens and disability participation from 2026 onwards.



I couldn't be prouder of how far we've come in such a short space of time. Our first year was about laying the foundations — earning respect, building connections, and proving what this club stands for. Now, as we look ahead to 2026, we're ready to take the next step.

We've retained a strong core of players who embody the values of hard work, togetherness, and belief, and we're adding quality to push us to new heights. The backing we've had from local businesses and supporters has been incredible, but this is just the beginning.

We want to keep building something special that our town and our partners can be proud of — and with your support, I'm confident we can make the next chapter even more memorable.

Scott Taylor

VIKINGS HEAD COACH

The Opportunity

As a new club, the potential for return on investment is significant as our fan base and presence grow. While traditional metrics like television viewership and attendances will develop over time, we can still offer immediate value in several key areas:



Community Impact: Engage a passionate local and regional audience, becoming a founding partner of a brand new movement. New club, new ground, new partners!



Digital Growth: Early sponsors benefit from maximum brand exposure as we focus on driving online engagement and growing our digital footprint - with over 150,000 website visits a year.



Brand Loyalty: As an early partner, you'll be recognised as a key supporter of the club, strengthening community ties and driving long-term loyalty for your brand.

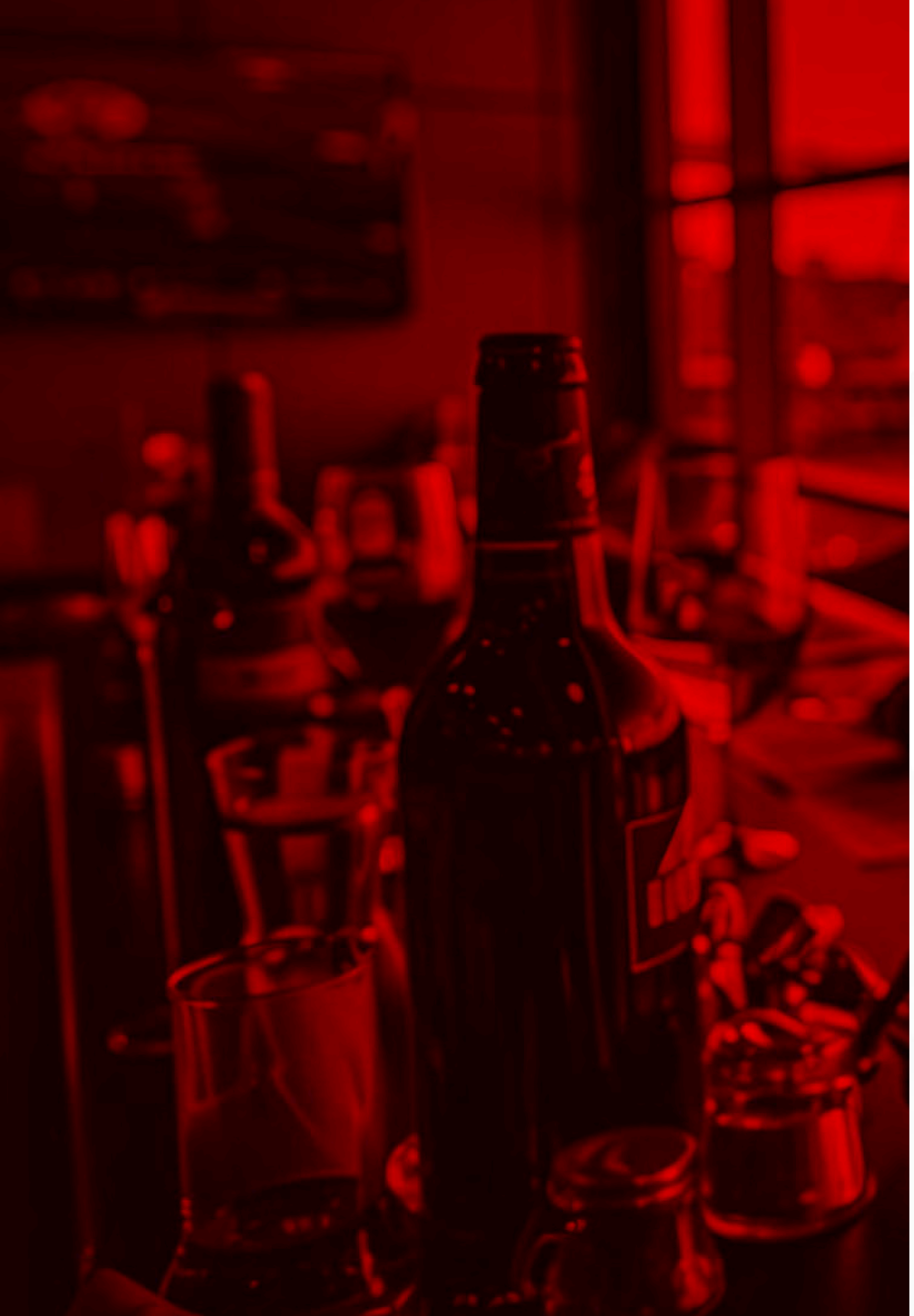
Kit Sponsorships

Our most prestigious commercial opportunity. Gain maximum exposure by featuring your brand on our home or away kits, as an official club partner. This is a prime opportunity to connect with fans and increase visibility in every match we play.



Benefits

- Your logo prominently displayed on the players' kits, increasing brand exposure across all media platforms, including any televised games.
- Coverage in press releases, official photos, and video highlights.
- Season-long partnership with branding visible in every match.
- Logo to feature on player kits and replica kits (principal partners also feature on training kit).
- Four complimentary corporate season tickets for every home league match, and a signed framed shirt.
- Two pitch side advertising boards at every home match.
- Your brand will feature on every team kit at the club including the professional team, amateur team and all junior teams - representing fantastic community value.
-
- Brand logo as an official club partner on club website, social media and club literature
- Press release and social media partnership announcement, with photo shoot.
- Exclusive 'behind the scenes' meet and greet with the players and coaches.
- An official player appearance to be used during the season.



VIP Match Day Hospitality

Immerse your friends, clients or employees in a VIP match day experience at **Goole Vikings**. Our hospitality packages include premium balcony seating, complimentary food and drink, and the chance to meet the players.

- Two-course meal served pre-match, with complimentary round of drinks.
- Private seating alongside club directors and VIP guests.
- Complimentary parking
- Pre-match interviews and photo opportunity with players and club officials.

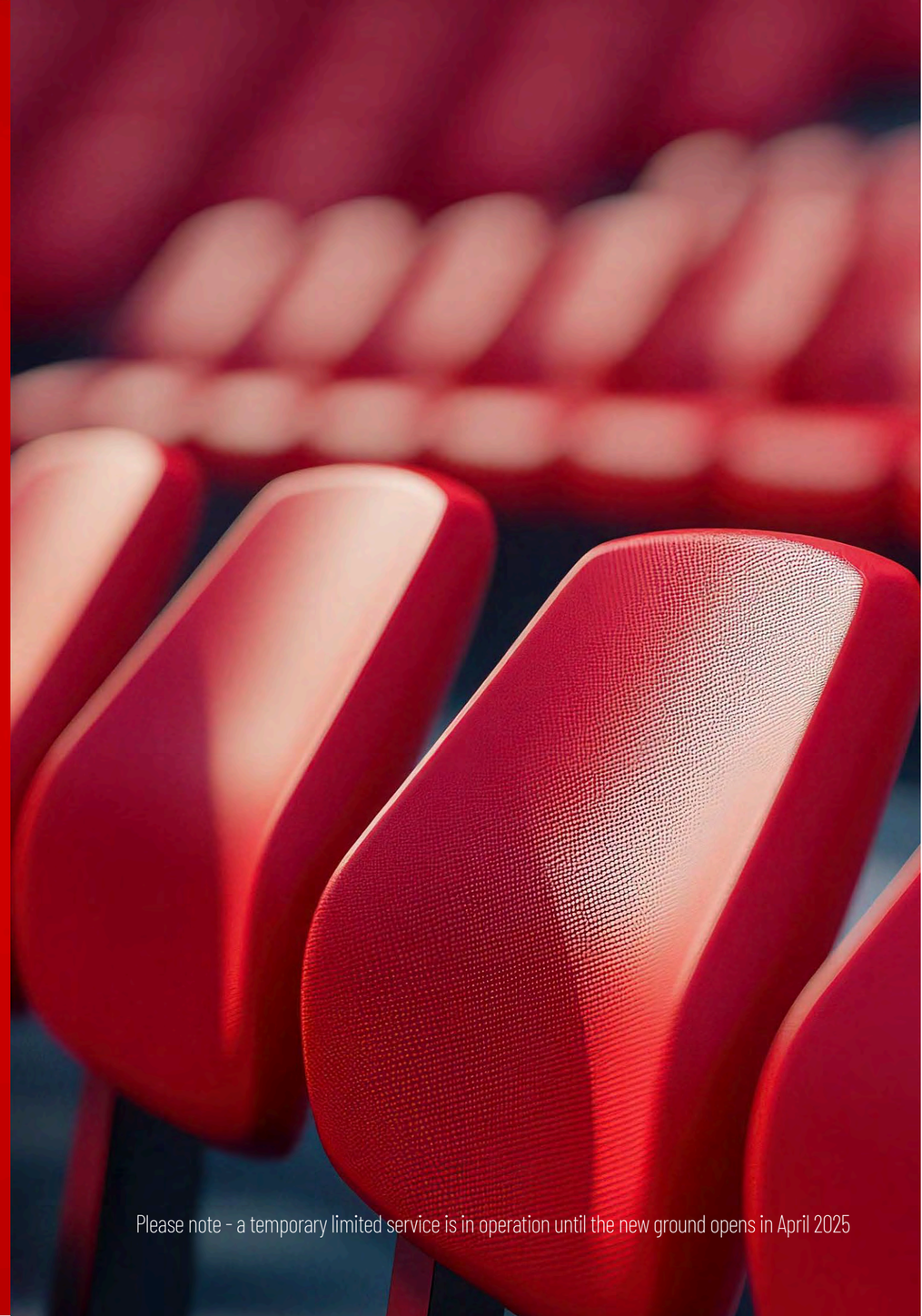
Pricing: Starting from **£50pp**, or a table of 10 for **£450** (Prices are inc vat)

Please note - a temporary limited service is in operation until the new ground opens in April 2025

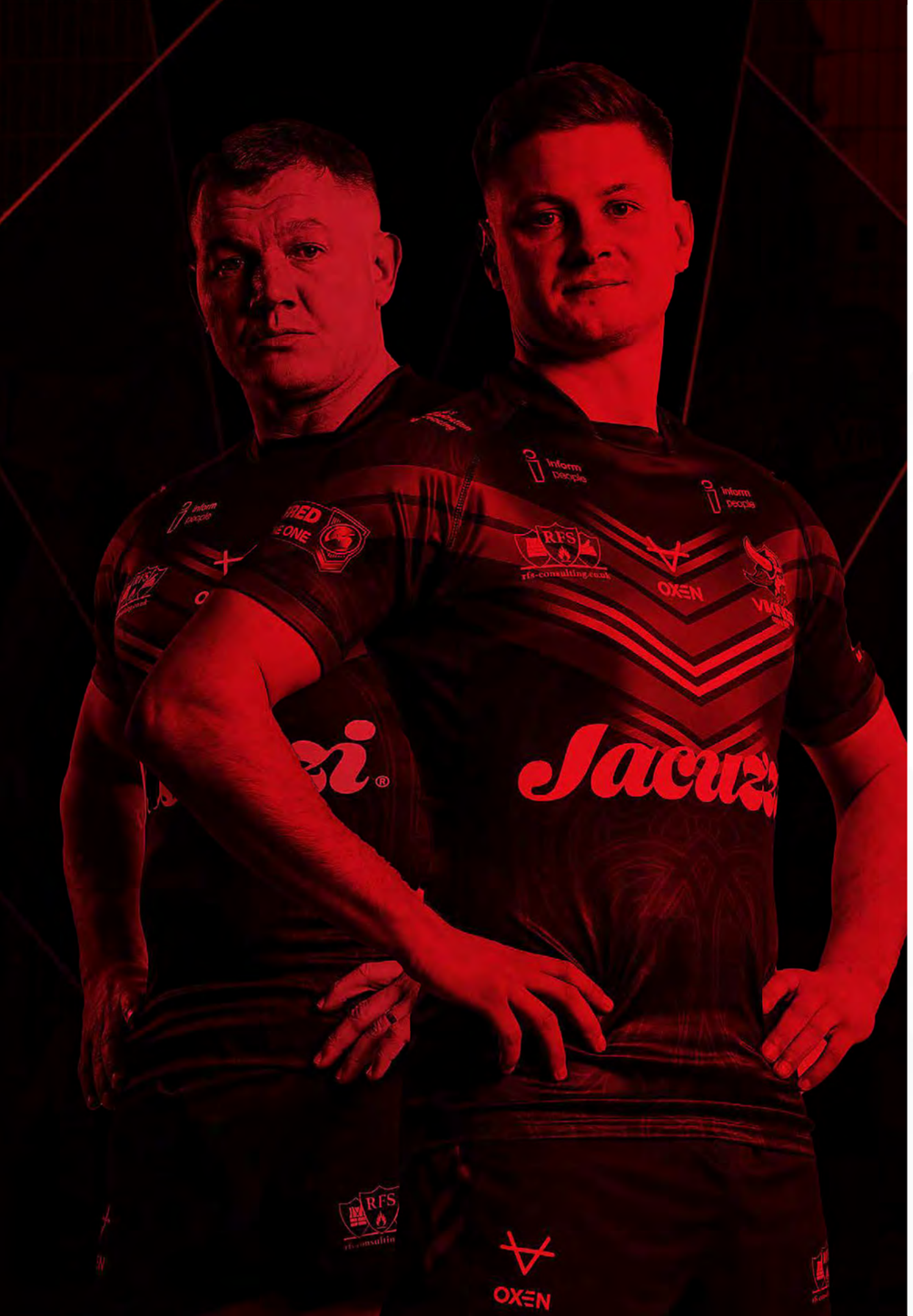
Match Sponsorships

Align your brand with a specific match and enjoy widespread promotion throughout the build up to the game, match day branding and exclusive media coverage, as well as VIP tickets and hospitality to host friends, clients and employees.

	Principal Match Sponsor	Match Ball Sponsor
Website Announcement	✓	✓
Social Media Announcement	✓	✓
PA Announcement	✓	✓
Signed shirt	✓	-
Signed ball	-	✓
Present the Player of the Match Award	✓	-
VIP Boardroom Hospitality x 10 people	✓	-
VIP Boardroom Hospitality x 5 people	-	✓
VIP Balcony Seating overlooking the pitch	✓	✓
Pitch photo with a player of choice	✓	✓
Pricing	**£525 + vat**	**£325 + vat**



Please note - a temporary limited service is in operation until the new ground opens in April 2025



Player Sponsorship

Associate your brand with the rising stars of **Goole Vikings** by sponsoring individual players. Ideal for businesses looking for a personal engagement with the club, and a great way to support the stars of The Vikings future.

Benefits:

- Your company logo featured alongside player profiles on our website, match day programmes, and social media profiles.
- Two complimentary season tickets for every home league match.
- Access to the match day corporate suite.
- Priority access to tickets for Cup and Play-Off matches.
- Match worn shirt signed by your player.
- VIP meeting with your player or promotional appearance at your business.
- Exclusive use of club mark or promotional purposes.
- Exclusive 'behind the scenes' event at a first-team training session.



Pitch Side Advertising

Take advantage of our match day footfall and visibility by displaying your brand on our pitch side and stadium advertising boards.

This is an affordable way to ensure regular, recurring exposure throughout the season, as well as seeing your brand appear on any televised games, social media coverage and match day photography. It is a positive and cost-effective way to support your local club.

Benefits:

- Pitch side visibility to fans, players, officials and media.
- Exposure to over 60,000 expected visitors every year - supporters and community users
- Minimum 15 home rugby league matches, plus semi professional football and community use.
- Exposure in official match day photography and video content.

Pricing: From £600 + vat per board per season, or two boards for £1,000 + vat

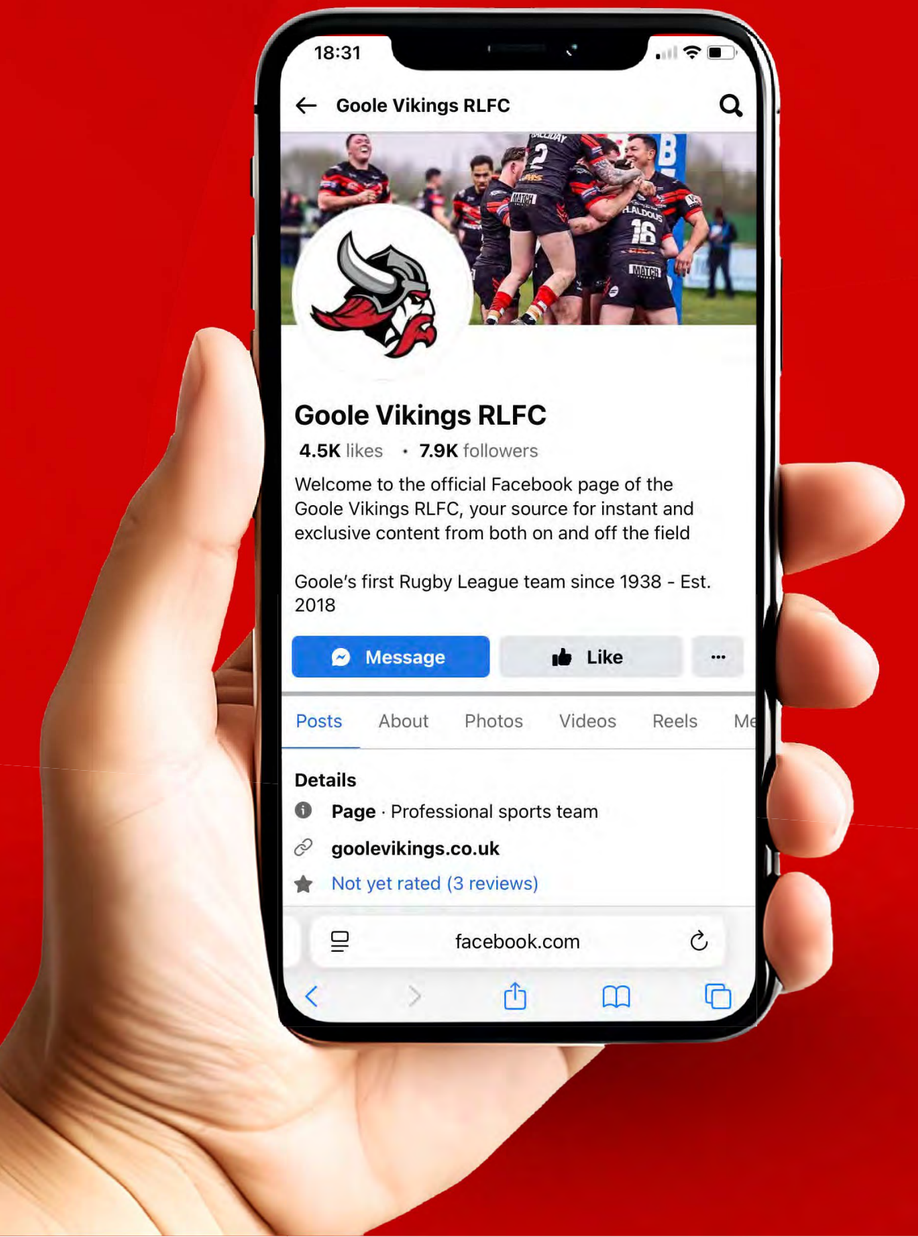
Digital Partnerships

Leverage our growing digital channels by integrating your brand into our online presence. Whether it's channel sponsorship, sponsored content, social media shout outs, or website takeovers, **Goole Vikings** can offer a platform to connect your brand with a passionate, engaged audience.

Benefits:

- Become a channel partner and sponsor our digital channels, including social media, website and emails.
- Sponsored posts on our social media accounts (Instagram, Facebook, Twitter).
- Branding on our official website with click-through to your website.
- Digital engagement packages tailored to your business goals.

Pricing: Website advert and logo from £1,000 per season, Social media campaigns from £300 per month, channel partnerships from £2,500 per season.





Fan Engagement Sponsorship

Fancy something a bit different? Why not sponsor our match day engagement activities, which includes both match day activation within the ground, and also on social media.

Match day Experience Partner:
Become our official match day partner, including sponsoring our Man of the Match award (including an online social media vote), the chance to give one lucky fan a VIP 'behind the scenes' match day experience at every home game, and our half-time game. The package includes complimentary tickets and stadium pitch boards. Match days brought to the fan base by your brand!

Try of the Month / Player of the Month Partner:
Sponsor a digital activation where fans vote for the Player of the Month and Try of the Month, with the your branding attached to all voting collateral and the winner announcement across our social media platforms, plus the chance to visit the training ground every month to present the award.

Prices and other packages are available on request.

Other Sponsorship Options

Family Zone & Future Stars

Inspire the next generation! Sponsor our Family Zone and Future Stars programme — bringing families, schools, and young players together with unforgettable match day experiences on and off the pitch.

POA

Tunnel & Ball Stand

Be part of the match day drama — your brand front and centre as the team walks out and the match ball takes pride of place on your own branded plinth before kick-off. Maximum visibility, lasting impact.

Value - £1,200

2026 Official Calendar

Stay on display all year round! Your logo on every page of our official Players Calendar — 12 months of exposure in homes, offices, and workplaces across East Yorkshire.

Value - £1,200

Half Time Draw

Add excitement to half time while supporting grassroots rugby! Your brand featured across draw sellers, social media, and PA mentions — with proceeds reinvested into local junior rugby.

Value - £750

Interchanges

Get your business name heard every time the Vikings make a substitution! A cost-effective way to build recognition with live PA mentions and brand visibility all season long.

Value - £750

Players Playlist

Turn up the volume on fan engagement! Sponsor the Players Playlist — a weekly social media feature where players pick the match day playlist and fans get involved. Fun, digital, and full of personality.

Value - £1,000

All packages include a logo on the official club website and complimentary tickets. Prices subject to VAT

Vikings Business Booster

An affordable opportunity for Goole businesses to back the Vikings and boost their own brand!

The **Vikings Business Booster** gives local SMEs the chance to show their support for the regions first professional club — while tapping into the energy, exposure, and pride surrounding one of the town's most exciting success stories.

It's a cost-effective way to be part of the journey and promote your business through the power of sport.

Official Affinity Partner Status	Display the Vikings logo and "Official Partner of Goole Vikings" branding in your shop, office, or factory.
Assets for display	Receive an official Partner Certificate and signed 2026 team shirt for display.
Website Promotion	on the official club website with link to your business, Inclusion in our online Business Directory, helping fans find and support local Viking-affiliated businesses.
E-Newsletter Promotion	Feature in the monthly "Business Booster" e-newsletter, reaching our fan base, with the option to include your own special offers.
Social Media Shout Out	Digital shout-out on Vikings social media introducing your business to our audience
Window Display	Proud to Support Goole Vikings window sticker for your premises.
Exclusive Perks	Four complimentary match tickets for your business each season, plus discounts on season tickets, hospitality, and events.
Networking	Invitations to occasional Business Club meet-ups and networking sessions with other partners.

£600 + vat for the full season or **£1,000 + vat** including a Match Sponsorship





Corporate Social Responsibility

Being a partner of **Goole Vikings** goes beyond traditional sponsorship – it's about making a tangible impact on the community we proudly represent. We provide opportunities for businesses to enhance their CSR by supporting youth development programs, community outreach initiatives, and school partnerships, including rugby league coaching and ticket giveaways, giving children the chance to watch live sport.

Benefits:

- Brand recognition in the community for supporting local grassroots sports, helping your local club grow.
- Worthwhile opportunities to sponsor or host events for disadvantaged groups, youth initiatives or groups in need
- Invitations to exclusive community events to see firsthand the impact your business is making, as well as offset business taxes.

Pricing: Custom packages available based on your CSR goals.

Why choose the Vikings?

Community-first Approach:
By partnering with us, your business will be seen as a leader in supporting local initiatives and helping a growing club succeed.

Early Adoption:
Early adopters will benefit from prominent exposure as we grow in both attendance and digital engagement, as well as our best prices.

Long-term Relationship:
As our fan base and social media presence expand, so will the visibility and ROI for your brand. You will be more than a sponsor, it will be a partnership.

Goole Vikings is not just a rugby club; we're a movement. Together, we can elevate your brand while building a successful, community-centered club that brings fans and businesses together.

THANK YOU

commercial@goolevikings.co.uk

VIKINGS
GOOLE RLFC | UTV

Copyright Goole Vikings 2024 | Goole RLFC Limited | Company No: 15687056