



# ***PONTYPRIDD RFC***

# ***PARTNERSHIP OPPORTUNITIES***

## ***2022 / 2023***



# WHO WE ARE

## More than a Club – a Community!

Welsh rugby is the strongest brand in Wales, supporting and developing a family of over 300 clubs, with rugby being the No. 1 sport played across Wales by all demographics.

At our core is Pontypridd RFC who currently play in the Indigo Welsh Premiership, the top tier of semi-professional rugby in Wales, and over recent times have a very successful track record. However, we are more than just a rugby club.

Rugby reinforces the identity of a community, and at Pontypridd we see it as our responsibility to build our rugby family further. We currently have:

- a strong Mini and Junior section;
- a re-established Youth team;
- strong links with local schools, colleges and the regional pathway;
- strong links with Women's rugby.

We are also developing stronger links other activities such as walking rugby.

Our aim is to develop inclusivity, no matter of age or gender or any other aspect, to bring our community together.

## 3G Pitch and Other Facilities

Beyond the rugby side, we are also creating Sardis Road as the hub of our community with thousands of people using our facilities each year.

Our 3G Pitch is available for hire all year round. This is currently used by various local and national clubs and centres, encompassing a wide range of activities.

We also have a wide range of redeveloped facilities available for hire 7 days a week for up to 150 people, adaptable to suit almost every need:

- The Clubhouse;
- The Egan Lounge;
- The Grandstand;
- The Presidents Lounge.

Drop down screens, projectors, free wi-fi, and catering are also available.

## Our People

We are indebted to a number of people who volunteer on a day to day basis across all aspects, and these people sum up what it means to be part of our community.

Of course, we also have to mention our loyal band of passionate supporters who are known far and wide, travelling to cheer on our rugby team wherever and whenever they play.



# PONTY RUGBY SHOW PODCAST



Podcasts



Instagram

2.5K+ FOLLOWERS



[www.ponty.net](http://www.ponty.net)

934K VIEWS  
OVER 12  
MONTHS WITH  
122k USERS



12K+ FOLLOWERS

+ TV COVERAGE



## BROADCAST & SOCIAL MEDIA REACH



15K+ FOLLOWERS

#olé

#weareponty

# PARTNERSHIP OPTIONS

## Main Club Sponsor

- Company Logo on Front of Jersey
- Main Company Logo and link on Club Website
- Main Company Logo on Match Day Programme
- Regular Social Media Coverage
- PA announcements prior to game & at half time
- Signed Replica Shirt
- Access to Home International Tickets
- 8 Pitch-side Advertising Hoardings
- Complimentary 'Gold' Season Tickets with access to Grandstand Lounge and complimentary food on Match Days

## Playing and Replica Kit

### Back of Jersey

- Company Logo on Jersey
- Company Logo and link on Website
- Company Logo in Match Day Programme
- Regular Social Media Coverage
- Signed Replica Shirt
- Access to Home International Tickets

### Jersey Sleeve:

- Company Logo on Jersey
- Company Logo and link on Website
- Company Logo in Match Day Programme
- Regular Social Media Coverage
- Signed Replica Shirt
- Access to Home International Tickets

### Shorts

- Company Logo on Shorts
- Company Logo and link on Website
- Company Logo in Match Day Programme
- Regular Social Media Coverage
- Access to Home International Tickets



# PARTNERSHIP OPTIONS

## Ground Naming

- Company Name & Logo on Grandstand (High Level)
- Main Company Logo and link on Club Website
- Main Company Logo on Match Day Programme
- Regular Social Media Coverage
- Match Day Sponsorship
- PA announcements prior to game & at half time
- Access to Home International Tickets
- 4 Pitch-side Advertising Hoardings
- Complimentary 'Gold' Season Tickets with access to Grandstand Lounge and complimentary food on Match Days



## Ground Advertising

### Grandstand (Low Level) Branding

- Company Logo on Grandstand (Low Level)
- Company Logo and link on Website
- Company Logo in Match Day Programme
- Regular social media coverage
- Access to Home International Tickets
- Match Day Sponsorship

### Terracing Branding

- Company Logo on Terracing
- Company Logo and link on Website
- Company Logo in Match Day Programme
- Regular social media coverage
- Access to Home International Tickets
- Match Day Sponsorship

### Clubhouse Branding

- Company Logo on Clubhouse
- Company Logo and link on Website
- Company Logo in Match Day Programme
- Regular social media coverage
- Access to Home International Tickets
- Match Day Sponsorship

### Scoreboard Branding

- Company Logo on Scoreboard
- Company Logo and link on Website
- Company Logo in Match Day Programme
- Regular social media coverage

### Large Advertising Hoardings

### Pitch-side Advertising Hoardings

# PARTNERSHIP OPTIONS

## Match Day Sponsor

- 10 complimentary Match Day tickets
- PA announcements prior to game & at half time
- Company Logo in Match Day Programme
- Access to Sponsors Lounge for complimentary beverages before & during the game, with access to Grandstand Lounge post game for complimentary food
- Advert in Match Day Programme



## Man of the Match (Golden Bob) Sponsor

- 4 complimentary Match Day tickets
- PA announcements prior to game & when winner announced
- Photo taken presenting award to winner
- Access to Grandstand Lounge and complimentary food on Match Day
- Advert in next Match Day Programme



## Player Sponsor

- Name announced on match day if player selected
- Name announced on match day if player scores
- Name stated alongside Player Photo in Match Day Programme
- Players Sponsors evening event



## Match Day Programme Advertising

- Quarter Page Advert
- Half Page Advert
- Full Page Advert

## 'Gold Card' Season Tickets

- Reserved seat in Grandstand,
- Access to Home International Tickets
- Access to Grandstand Lounge and complimentary food on Match Days

## Youth Team Sponsor

- Company Logo on Front of Youth Team Jersey
- Main Company Logo and link on Club Website
- Regular Social Media Coverage
- Signed Replica Shirt
- Access to Home International Tickets
- 4 Pitch-side Advertising Hoardings

***All sponsorship packages are flexible and can be created in line with your company's needs. Prices start from just £100 (+vat).***

***To enquire please email [club@ponty.net](mailto:club@ponty.net)***

# CLUB HISTORY



## **In the Beginning**

In 1876 a group of young men met in the Butchers Arms in Pontypridd to form a rugby club in the town. Four years later Pontypridd RFC was one of nine clubs that met at the Tenby Hotel, Swansea, to discuss the formation of a national union. In its early years the Club had a peripatetic existence, playing at various times at Ynysangharad and Trallwn Fields, the People's Park in Mill Street, and at the famous Taff Vale Park, before settling at Ynysangharad Park in 1908 where the Club stayed for 66 years.

## **The Road to Sardis**

The development of the new A470 trunk road was going to cut a slice off the ground at Ynysangharad Park, the Club would have to move and a new ground was developed at Sardis Road Pwllgwaun. It was in September 1974 that the Club played their first game on the new pitch, soon to be known to all the rugby world as 'The House of Pain.'

## **The First Golden Era**

The 1975-81 period in the Club's history was a golden era. The Club won the Western Mail championship three times, and the Merit Table competition once. In six seasons the Club played 326 games, winning 263 of them and drawing seven. The Club played its first final of the Welsh Cup in 1978/9, narrowly losing an exciting game to Bridgend. The Australian touring team played at Sardis Road in December 1981, the Aussies shading the game by six points to three. Bob Penberthy made the last of his 877 appearances on 11th December 1985 and he represents the spirit of Pontypridd RFC better than anyone else who has ever worn the black-and-white jersey.

## **More Golden Days**

The decision was made in 1988 to set up a league system to start in 1990/1 season. The eighteen 'first class' clubs were to be divided up into two divisions, with the Club in the top flight. The 1990s was the most successful period for the Club since the 1970s. In this ten-year period the Club won the league in 1996/7, came second once, and third three times. The success was due to the quality of its players, most of whom came through the Club's own development programme or from local junior clubs. The Club got to the Welsh Cup final in 1995/6, playing Neath, and it turned out to be one of the best finals ever with the Club winning by 29-22. The Club played the South African national side on 22nd November 1994 losing 9-3. When the first European club competition started in the 1995/6 season, the Club gained qualification to the prestigious tournament for its first six seasons, the only club side to do so. There were momentous wins to savour over the likes of Bath, Leicester and Munster – and there was also the 'Battle of Brive.'

## **A Phoenix from the Ashes**

With the advent of Regional rugby, the 2003/4 season saw the Club in the new semi-professional Welsh Premier Division. The Club consolidated its position in this league, and had several cup runs including a 26-25 win over Neath in the 2006/7 final. The period between 2010 and 2016 was yet another golden age with the Club topping the league in every one of these seasons. In the Cup the Club reached the semi-finals in each of the six seasons, and the final five times, carrying off the cup in three of them. The Club also took part in The British and Irish Cup, pitting ourselves against the Irish Regional A teams, English Championship teams and Scottish teams. The club played 35 games in the five seasons that we carried the Blues regional flag in the competition, winning 23 and drawing two, also reaching the quarter-finals four times and semi-finals twice including a heart breaking loss to Leinster A on try count after extra time.

## **Player Development**

Over the years the club has developed many Wales and International stars: Russel Robins, Tommy David, Neil Jenkins, Paul John, Martyn Williams, Gareth Wyatt, Geraint Lewis, Michael Owen, Richard Parks, Robert Sidoli, Gethin Jenkins and Ceri Sweeney to name but a few. More recently this has continued with Dillon Lewis, Cory Hill, Jarrod Evans and Tomos Williams being capped for Wales. Our commitment to ensuring that local talent is developed continues to remain at the forefront of the clubs ethics.