



**PARTNERSHIP OPPORTUNITIES
SEASON 2023 / 2024**



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 Welsh Premiership, the top tier of semi-professional rugby in Wales, with a very successful track record on and off the field. 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. In addition to Pontypridd RFC we have a vibrant Youth team and Mini & Junior section, along with strong pathway links which include Pontypridd Schools, Coleg Y Cymoedd and the University of South Wales, all of which play their home games at Sardis Road. In addition, we are continuing to build strong links with Women's rugby and Walking Rugby amongst others.

Our aim is to further develop inclusivity, irrespective 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 developing 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 and recently refurbished facilities available for hire 7 days a week for up to 150 people, adaptable to suit almost every need:

- The Clubhouse;
- The Bob Penberthy 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 epitomise 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 teams wherever and whenever they play

PARTNERSHIP OPTIONS

PONTYPRIDD RFC

Main Sponsor

- Company Logo on Centre Front (Large) of Pontypridd RFC Jerseys
- Company Logo and website link on Pontypridd RFC website
- Full Page Advert in in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase International Tickets for all Wales home matches
- 4 Complimentary 'Gold' Season Tickets with access to Grandstand Lounge and complimentary food, also access to Sponsors Lounge for complimentary beverages before & at half time, on Pontypridd RFC Match Days
- Signed Replica Jersey
- Use of players for approved PR
- PA announcements prior to Pontypridd RFC matches & at half time
- 6 Pitch-side Advertising Hoardings
- Invite to Partner Network Event



Playing and Replica Kit

Jersey Upper Front (Small) / Jerseys Back

- Company Logo on Pontypridd RFC Jerseys
- Company Logo and website link on Pontypridd RFC website
- Half Page Advert in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase International Tickets for all Wales home matches
- Signed Replica Jersey
- Use of players for approved PR
- Invite to Partner Network Event



Jersey Sleeve

- Company Logo on Pontypridd RFC Jerseys
- Company Logo and website link on Pontypridd RFC website
- Half Page Advert in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase International Tickets for all Wales home matches
- Signed Replica Jersey
- Use of players for approved PR
- Invite to Partner Network Event



Shorts (Front / Rear / Side)

- Company Logo on Pontypridd RFC Shorts
- Company Logo and website link on Pontypridd RFC website
- Company Logo in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase 2 International Tickets for all Wales home matches
- Invite to Partner Network Event

SARDIS ROAD

Ground Naming / Branding

- Company Branding on Grandstand (High Level)
- Company Logo and website link on Pontypridd RFC website
- Full Page Advert in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase International Tickets for all Wales home matches
- 4 Complimentary 'Gold' Season Tickets with access to Grandstand Lounge and complimentary food, also access to Sponsors Lounge for complimentary beverages before & at half time, on Pontypridd RFC Match Days
- Signed Replica Jersey
- Use of players for approved PR
- PA announcements prior to Pontypridd RFC matches & at half time
- 2 Pitch-side Advertising Hoardings
- Invite to Partner Network Event



Ground Advertising / Branding

Terracing (the 'Shed')

- Company Branding on Terracing
- Company Logo and website link on Pontypridd RFC website
- Half Page Advert in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase International Tickets for all Wales home matches
- Invite to Partner Network Event



Grandstand

- Company Branding on Grandstand (Low Level)
- Company Logo and website link on Pontypridd RFC website
- Half Page Advert in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase International Tickets for all Wales home matches
- Invite to Partner Network Event



Clubhouse

- Company Branding on Clubhouse
- Company Logo and website link on Pontypridd RFC website
- Half Page Advert in Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase International Tickets for all Wales home matches
- Invite to Partner Network Event



Walkway Terracing / Scoreboard

- Company Branding on Walkway Terracing / Scoreboard
- Company Logo and website link on Pontypridd RFC website
- Company Logo on Pontypridd RFC Match Day Programmes
- Regular Social Media Coverage
- Option to purchase 2 International Tickets for all Wales home matches
- Invite to Partner Network Event

Individual Large / Mid-Size / Pitch-Side Advertising Hoardings

PONTYPRIDD RFC MATCH DAY

Match Day Sponsor

- Complimentary tickets for one Match Day
- PA announcements prior to Match & at half time
- Company Logo and details in Match Day Programme
- Presentation of Match Day gift, with photo taken (shown in next Match Day programme)
- Access to Sponsors Lounge for complimentary beverages before & during the Match
- Access to Grandstand Lounge and complimentary food after the Match
- Company article / photo on Pontypridd RFC website the week following the Match

Man of the Match (Golden Bob) Sponsor

- 4 complimentary tickets for one Match Day
- PA announcements prior to Match & when Golden Bob winner announced
- Presentation of Golden Bob to winner, with photo taken (shown in next Match Day programme)
- Access to Grandstand Lounge and complimentary food after the Match

Golden Bob's provided courtesy of World of Groggs (groggs.co.uk)



Match Day Programme Advertising

- Quarter Page Advert in each Match Day programme throughout season
- Half Page Advert in each Match Day programme throughout season
- Full Page Advert in each Match Day programme throughout season

Player Sponsor

- Company / Name announced on Pontypridd RFC Match Day if player selected
- Company / Name announced on Pontypridd RFC Match Day if player scores
- Company / Name stated alongside Player details in Pontypridd RFC Match Day Programme
- Company / Name stated alongside Player details on Pontypridd RFC website
- Invite to Players Sponsors evening event

PONTYPRIDD RFC 'MATCH DAY 23' BUSINESS CLUB

The Match Day 23 (MD23) Club provides a unique way to enjoy the match at Sardis Road as well as offering great networking opportunities with other local businesses. There are 23 memberships available which include the following benefits:

- 2 Complimentary 'Gold' Season Tickets
- Access to Players / Grandstand Lounge and complimentary food, on Pontypridd RFC Match Days
- 4 Networking meetings held pre-match, with complimentary food and refreshments
- Option to purchase 2 International Tickets for a Wales home match (and other Wales matches depending on ticket availability)
- Company Logo and website link on Pontypridd RFC website
- Company Logo in Pontypridd RFC Match Day Programme

A flexible partnership package across all options can be created to suit your needs, with prices starting from just a few hundred pounds. To enquire please email club@ponty.net

PONTYPRIDD YOUTH TEAM

Main Sponsor

- Company Logo on Centre Front (Large) of Youth Jerseys
- Company Logo (small) on sleeve of Youth Training & Pre / Post Match Kit
- Company Logo and website link on Pontypridd RFC website
- Company Logo and website link on Youth Page of Pontypridd RFC website
- Regular Social Media Coverage:
 - Youth kit launch / promotional photos
 - Logo on all Youth correspondence
 - Match day mentions for all Youth matches
- Youth Replica Jersey
- Option to purchase 2 International Tickets for all Wales home matches
- 1 Pitch-side Advertising Hoarding
- 2 Complimentary 'Gold' Season Tickets with access to Grandstand Lounge and complimentary food on Pontypridd RFC Match Days

Playing Kit

Jersey Upper Front (Small) / Jersey Back

- Company Logo on Youth Jerseys
- Company Logo and link on Youth Page of Pontypridd RFC website
- Media Coverage: kit launch / promotional photos
- Youth Replica Jersey
- Option for purchasing 2 International Tickets for all Wales home matches

Jersey Sleeve:

- Company Logo on Youth Jerseys
- Company Logo and link on Youth Page of Pontypridd RFC website
- Media Coverage: kit launch / promotional photos
- Youth Replica Jersey

Playing Shorts

- Company Logo on Youth Shorts
- Company Logo and link on Youth Page of Pontypridd RFC website
- Media Coverage: kit launch / promotional photos

Training Kit & Pre / Post Match Kit

- Company Logo on item
- Company Logo and link on Youth Page of Pontypridd RFC website

PONTYPRIDD MINI & JUNIOR TEAMS



Our vision is to educate children and young adults in the core skills and values of rugby union. These include teamwork, a hard work ethic and a healthy respect for officials, coaches, opposition players, parents and team-mates. We do this by providing strong role models for the children alongside a supportive culture that positively influences behaviour on and off the field of play. We currently have over 250 registered members across 10 age groups with our volunteers providing over 4,500 hours of their time over the course of a season to ensure they have the best possible rugby and social experience. All sponsorship money raised will go directly to the Mini & Junior Section and help fund the playing kit and more.

Main Sponsor (2 year agreement)

- Company Logo on Centre Front (Large) of M&J Jerseys (approx. 250 playing kits across 10 age groups)
- Company Logo and link on Pontypridd RFC website
- Company Logo and link on M&J Page of Pontypridd RFC website
- Regular Social Media Coverage:
 - M&J kit launch / promotional photos
 - Logo on all M&J correspondence
 - Match day mentions for all M&J matches
- M&J Replica Jersey
- Option to purchase 2 International Tickets for all Wales home matches
- 1 Pitch-side Advertising Hoarding
- 2 Complimentary 'Gold' Season Tickets with access to Grandstand Lounge and complimentary food on Pontypridd RFC Match Days (note: year 1 only),

Playing Kit (2 year agreement)

Jersey Upper Front (Small) / Jersey Back

- Company Logo on M&J Jerseys (250 playing kits across 10 age groups)
- Company Logo and link on M&J Page of Pontypridd RFC Website
- Media Coverage: kit launch / promotional photos
- M&J Replica Jersey
- Option to purchase 2 International Tickets for all Wales home matches

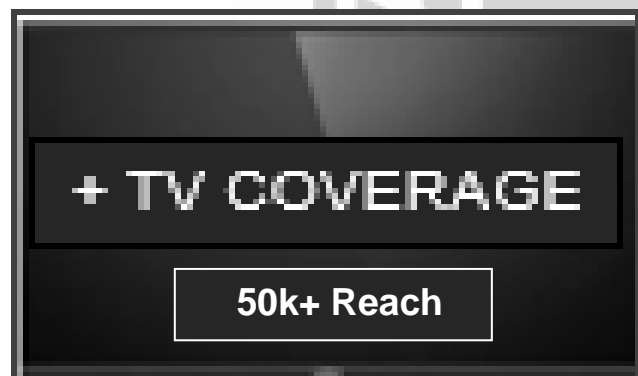
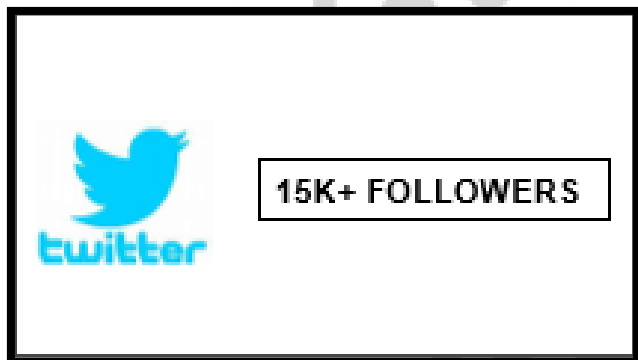
Jersey Sleeve:

- Company Logo on M&J Jerseys (250 playing kits across 10 age groups)
- Company Logo and link on M&J Page of Pontypridd RFC Website
- Media Coverage: kit launch / promotional photos
- M&J Replica Jersey

Playing Shorts

- Company Logo on M&J Shorts (250 playing kits across 10 age groups)
- Company Logo and link on M&J Page of Pontypridd RFC Website
- Media Coverage: kit launch / promotional photos

BROADCAST & SOCIAL MEDIA REACH



PONTYPRIDD RFC – OUR HISTORY

MAIN HONOURS

WELSH LEAGUE WINNERS: 1963; 1976; 1978; 1979; 1997; 2012; 2013; 2014; 2015

WELSH CUP WINNERS: 1996; 2002; 2006; 2011; 2013; 2014

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.



1897-98 Squad

THE ROAD TO SARDIS

The development of the new A470 trunk road was going to cut a slice off the ground at Ynysyngharad 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 a core part of the club's strategy.