



DONCASTER
KNIGHTS
1875-2025
150 YEARS

SPONSORSHIP & HOSPITALITY

2024-25





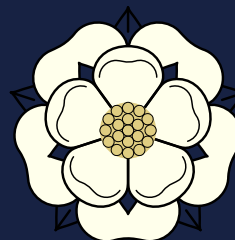
WHERE HISTORY IS MADE

DONCASTER KNIGHTS WERE OFFICIALLY FORMED IN 1875 AS
DONCASTER RUGBY FOOTBALL CLUB.

WE'VE CONTINUED TO GROW EVER SINCE, SHAPED BY A PURSUIT OF GLORY, BY LEGENDARY
PLAYERS AND COACHES AND OF COURSE, BY THE PASSION AND WILL OF OUR MAGNIFICENT
SUPPORTERS & SPONSORS.

WE ARE PROUD OF OUR SUCCESS AND AS THE ONLY CLUB ELIGIBLE FOR PREMIERSHIP
RUGBY WE LOOK FORWARD TO WHAT THE FUTURE HOLDS.

WE ARE THE ONLY PROFESSIONAL RUGBY
UNION CLUB IN YORKSHIRE



CROWDS AT CASTLE PARK



2022-23



2023-24

74%
INCREASE

1062

1851





DIGITAL FOOTPRINT



2022-23



2023-24



**WE ARE THE MOST FOLLOWED CLUB ON
SOCIAL MEDIA IN THE RFU CHAMPIONSHIP**



HOME FIXTURE LIST FOR 2024/25 SEASON

Ampthill

21/09/24

Nottingham

28/09/24

London Scottish

12/10/24

Sale Sharks

01/11/24

Cambridge

30/11/24

Caldy

14/12/24

Hartpury RFC

29/12/24

Newcastle Falcons

01/02/25

Caldy

15/02/25

Ealing Trailfinders

22/3/25

Bedford Blues

5/4/25

Chinnor

19/4/25

Coventry

10/5/25

Cornish Pirates

24/5/25

150TH ANNIVERSARY PACKAGES

1 X CORPORATE HOSPITALITY TABLE (10 GUESTS PER TABLE)

DELICIOUS 2 COURSE MEAL

2 BOTTLE OF WINE OR 2 BUCKETS OF BEER

HALF TIME REFRESHMENTS

PRIVATE BAR

PRE-MATCH Q&A WITH A PLAYER

PADDED MATCH DAY SEAT

MATCH DAY PROGRAMMES & TEAMSHEETS

2 X CAR PARKING SPACES

4 X SEATED SEASON TICKETS

1 X PITCHSIDE PERIMETER BOARD OR DRIVEWAY BOARD

1 X MATCH BALL OR MATCH DAY SPONSORSHIP (OF YOUR CHOICE)

SOCIAL MEDIA POST TO LAUNCH PARTNERSHIP

COMPANY LOGO ON THE KNIGHTS WEBSITE PARTNERS BANNER

FRAMED SIGNED 150TH ANNIVERSARY KNIGHTS SHIRT

£1999 + VAT

(FOR MATCH BALL SPONSORSHIP)

£2199 + VAT

(FOR MATCH DAY SPONSORSHIP)



**Be part of a
growing
network of over
400 hospitality
guests!**



HOSPITALITY & ADVERTISING PACKAGES

1 X PITCHSIDE PERIMETER BOARD & MATCHDAY HOSPITALITY

£999 + VAT

1 X DRIVEWAY BOARD & MATCHDAY HOSPITALITY

£799 + VAT

MATCHDAY HOSPITALITY INCLUDES:

TABLE FOR UP TO 10 GUESTS

DELICIOUS 2 COURSE MEAL

SWEET TREAT OR CHEESEBOARD TO FOLLOW

2 BOTTLES OF WINE OR BUCKET OF BEERS

PRE-MATCH INTERVIEW WITH PLAYER OR COACH

HALF TIME TEA & COFFEE

PRIVATE BAR & LOUNGE

PADDED SEAT MATCH TICKETS

DIGITAL MATCHDAY PROGRAMME

MATCHDAY TEAMSHEET

3 X CAR PARKING SPACES

Be part of a
growing
network of over
400 hospitality
guests!

MATCHDAY SPONSORSHIP

MATCH DAY HOSPITALITY - TABLE OF 10 GUESTS

PRE-MATCH SOCIAL MEDIA ANNOUNCEMENT

COMPANY LOGO ON SCOREBOARD THROUGHOUT THE GAME

SEVERAL STADIUM ANNOUNCEMENTS TO ACKNOWLEDGE YOUR BUSINESS AS MATCH DAY SPONSOR

COMPANY LOGO IN DIGITAL MATCH DAY PROGRAMME
WITH CLICK THROUGH TO YOUR WEBSITE

COMPANY LOGO ON MATCH DAY HOSPITALITY MENU

COMPANY LOGO ON MATCH DAY TEAM SHEET

YOU SELECT THE MAN OF THE MATCH

FRAMED SIGNED SHIRT PRESENTATION

MAN OF THE MATCH PRESENTATION IN THE HOSPITALITY LOUNGE

£1200 + VAT





MATCHBALL SPONSORSHIP

MATCHDAY HOSPITALITY - TABLE OF 10 GUESTS

PRE-MATCH SOCIAL MEDIA ANNOUNCEMENT

SEVERAL STADIUM ANNOUNCEMENTS TO ACKNOWLEDGE YOUR
BUSINESS AS MATCHBALL SPONSOR

COMPANY LOGO IN DIGITAL MATCHDAY PROGRAMME WITH CLICK
THROUGH TO YOUR WEBSITE

COMPANY LOGO ON MATCHDAY HOSPITALITY MENU

COMPANY LOGO ON MATCHDAY TEAMSHEET

FRAMED SIGNED MATCH BALL

MATCH BALL SPONSOR PRESENTATION IN THE HOSPITALITY LOUNGE

£950 + VAT

ADVERTISING AT DONCASTER KNIGHTS

WE HAVE OVER 100 GAMES PER SEASON AT CASTLE PARK,
COUPLED WITH OUR INCREASING CROWDS AND DIGITAL
FOOTPRINT MAKES IT THE PERFECT TIME TO GIVE YOUR
BUSINESS THE EXPOSURE IT DESERVES

CASTLE PARK DRIVEWAY BOARD

1 YEAR = £400 + VAT

2 YEARS = £700 + VAT

3 YEARS = £900 + VAT

PITCHSIDE PERIMETER BOARD

1 YEAR = £700 + VAT

2 YEARS = £1200 + VAT

3 YEARS = £1500 + VAT

LARGE TERRACE BANNER

£999 + VAT





SOUTH STAND SPONSORSHIP

STAND NAMING RIGHTS - YOUR COMPANY NAME STAND

STAND STEPS ADVERTISING

NAMING RIGHTS INCLUDED IN MATCHDAY TICKETING, SEASON TICKET
PROMO & EVENTS

CROWD FACING

FULL LENGTH SIGNAGE ADVERTISING ACROSS THE FULL STAND



SPONSORS LOUNGE NAMING RIGHTS

SIGNAGE ABOVE THE LOUNGE ENTRANCE DOORS

RENAMING THE LOUNGE - THE 'YOUR BUSINESS' LOUNGE'

PROMOTED WHEN ADVERTISING AND SELLING HOSPITALITY

LOGO ON THE HOSPITALITY LOUNGE MENU

YOUR COMPANY BRANDED TABLE NUMBERS





EXECUTIVE BOXES

LIMITED AVAILABILITY



SAT 21ST SEPT
AMPTHILL



SAT 28TH SEPT
NOTTINGHAM



SAT 12TH OCT
SCOTTISH



FRI 1ST NOV
SALE (CUP)



SAT 30TH NOV
CAMBRIDGE



SAT 14TH DEC
CALDY



SUN 29TH DEC
HARTPURY



SAT 1ST FEB
NEWCASTLE (CUP)



SAT 15TH FEB
CALDY (CUP)



SAT 22ND MAR
EALING



SAT 5TH APR
BEDFORD



SAT 19TH APR
CHINNOR



SAT 10TH MAY
COVENTRY



SAT 24TH MAY
CORNISH



DONCASTER
KNIGHTS
150 YEARS

SPONSORSHIP & HOSPITALITY

2024-25

TOM FOY

HEAD OF COMMERCIAL

07432239617

TOMFOY@CASTLE-PARK.CO.UK

TRACEY OWEN

COMMERCIAL & PARTNERSHIPS EXECUTIVE

07720 160626

TOWEN@CASTLE-PARK.CO.UK

