



COMMERCIAL OPPORTUNITIES

2026 SEASON





OUR CORE VALUES

HONESTY
OPPORTUNITY
RESPECT
NETWORK
EXCELLENCE
TENACITY
STRENGTH



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Rochdale Hornets is a club on the rise – on and off the field. Following structural changes within the professional game, the Hornets are proud to be part of a new, attractive and compelling combined Championship competition. The Hornets continue to build momentum, with growing success across our Men's, Women's, and Wheelchair teams, each flying the flag for Rochdale and achieving new milestones.

But our ambition reaches far beyond matchdays. With the launch of our brand-new community hub at Balderstone, The Hive, the Hornets are cementing themselves at the very heart of the community, providing opportunities for young people, families, and local organisations to come together and thrive.

There has never been a better time to partner with Rochdale Hornets. By joining us for the 2026 season, you're not just supporting a rugby league club – you're investing in a proud community institution with a vision for growth, inclusion, and success at every level.

Together, we can deliver something special.

KIT SPONSORSHIP

We are delighted to have sold all playing kit sponsorships for the 2026 season.

Please get in touch early to discuss opportunities for 2027.





KIT PROPERTIES

- 01 Main Sponsor - SOLD
- 02 Chest - SOLD
- 03 Collar - SOLD
- 04 05 06 3x Sleeve - SOLD
- 07 Above Number - SOLD
- 08 Upper Back - SOLD
- 09 Lower Back - SOLD
- 10 Shorts Front - SOLD
- 11 12 2x Shorts Rear - SOLD
- 13 Shorts Splash - SOLD
- 14 Socks - SOLD



ON-FIELD STAFF SHIRT

On matchday, it's not just the players who make an impact. Our dedicated backroom staff – including the Physio, Trainer, Doctor and Water Carrier – are visible on the pitch and touchline at every Rochdale Hornets game, home and away. By sponsoring the Official Staff Shirts, your brand will be showcased in a position of trust and authority, right at the heart of the action.

Limited Spaces Available - £500

- Prime Exposure – Your logo displayed on official on-field staff shirts throughout the season.
- Home & Away Coverage – Your brand travels with the Hornets, gaining exposure at every ground during the season.

WARM-UP SHIRT

Our Warm-Up Jersey Sponsorship offers businesses the chance to showcase their logo on the jerseys worn by the Rochdale Hornets squad during every pre-match warm-up, both home and away. With players taking to the field in these striking jerseys, your brand will be in full view as anticipation builds amongst fans, cameras, and media.

Limited Spaces Available - £500

- Prime Exposure – Your logo displayed on official warm-up jerseys throughout the season.
- Matchday Visibility – Seen by supporters in the stands and across club photography, video content, and social media.





MENS SPONSORSHIP

SUPPORTER SPONSORSHIP - £ 300

- Receive players Home Shirt at the end of the season
- Mentioned alongside your player on club communications including: website, team sheet, social media graphics & scoreboard

COMMERCIAL SPONSORSHIP - £ 500

- Receive players Away Shirt at the end of the season
- Your company alongside your player on club communications including: website, team sheet, social media graphics & scoreboard
- Four VIP Hospitality & Match Tickets for a game of your choice

STAFF SPONSORSHIP - £ 200

- Mentioned alongside your staff member on club communications including website





WOMENS SPONSORSHIP

PLAYER SPONSORSHIP - £ 150

- Registration & Kit provided to chosen player
- Mentioned alongside your player on club communications including: website, team sheet, social media graphics

STAFF SPONSORSHIP - £ 100

- Mentioned alongside your staff member on club communications including website

MATCH SPONSORSHIP - £ 100

- Company announcement post on social media channels





MATCH SPONSOR

from £750

- Pre-match Street Food Main & Side for ten guests
- Presented with signed Hornets shirt
- PA announcements throughout the game
- Man of the Match selection
- Four car park passes
- Company announcement on social media
- Mentioned on matchday team sheet
- Company logo displayed on TV Screens & scoreboard

MATCHBALL SPONSOR

from £ 500

- Pre-match Street Food Main & Side for eight guests
- Presented with signed Hornets ball
- PA announcements throughout the game
- Four car park passes
- Company announcement on social media
- Mentioned on matchday team sheet
- Company logo displayed on TV Screens & scoreboard

ASSOCIATE SPONSOR

from £ 250

- Pre-match Street Food Main & Side for four guests
- Presented with signed Hornets souvenir
- PA announcements throughout the game
- Two car park passes
- Company announcement on social media
- Mentioned on matchday team sheet
- Company logo displayed on TV Screens & scoreboard

SEASONAL BOX HIRE

Boxes Available - £ 300pp (minimum 6)

- Exclusive use of privatised box for all League matches
- Priority booking for additional non-League matches
- Complimentary Tea & Coffee
- Four car park passes
- VIP Entrance and two hour early access
- Access to Buffet (£8pp) or Street Food Platter (£15pp) per game

MATCHDAY BOX HIRE

12 Boxes Available - £ 25pp (minimum 6)

- Exclusive use of privatised box for match of choice
- Complimentary Tea & Coffee
- Two car park passes
- VIP Entrance and two hour early access
- Access to Buffet (£8pp) or Street Food Platter (£15pp) per game

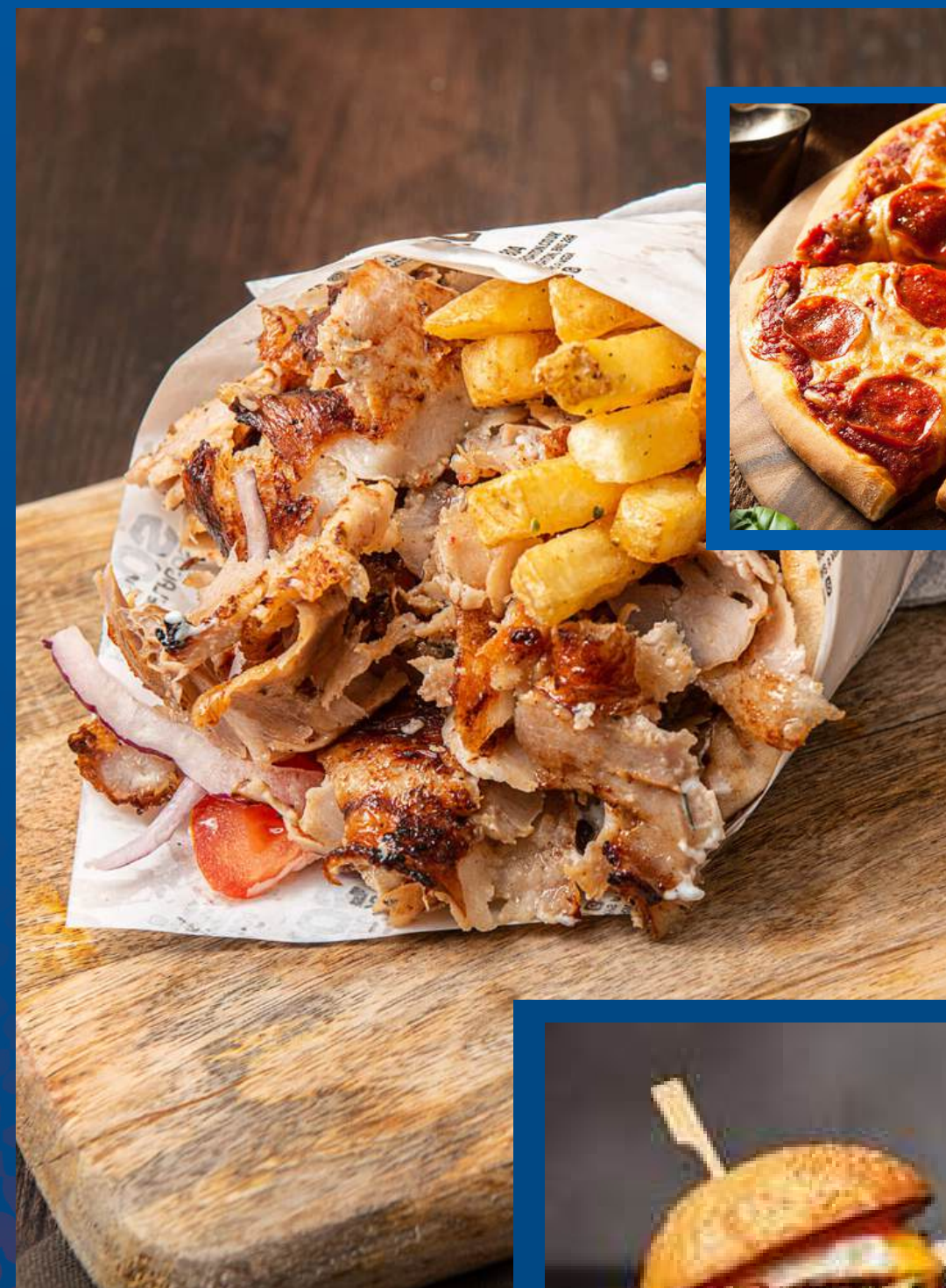
MATCHDAY HOSPITALITY

When you book hospitality at Rochdale Hornets, you won't be disappointed. We're teaming up with Scratch Catering again in 2026, for a new-look Street Food hospitality package in the newly renovated 1907 Lounge.

From Stonebaked Pizza's to Mediterranean Gyros', our revamped and modernised street food hospitality option is the perfect upgrade for your day out.

Hospitality Wristband - £ 25 per game

- Main Meal & Side of your choice
- Guaranteed seat in the 1907 Lounge
- Team sheet delivered to your table before kick off



SOCIAL MEDIA SPONSORSHIP

TIER 1 - £ 500

- Logo on all graphics

TIER 2 - £ 750

- Logo on all graphics
- Mention and tagging in caption of all half-time, full-time, squad news and team news-related posts

MINI SOCIAL MEDIA PACKAGE - £ 1,000

- Logo on half-time, full-time, squad news and team news related posts, mention and tagging in caption
- 2x monthly social media posts promoting latest business offers or activities to Rochdale Hornets' audience

PRICE FOR COMPLETE SOCIAL MEDIA SPONSORSHIP PACKAGE AVAILABLE UPON REQUEST



WRITTEN WEB & SOCIAL CONTENT

PLAYER OF THE MONTH SPONSORSHIP - £ 500

- Logo on all graphics
- Mention and tagging in social media caption and accompanying website article

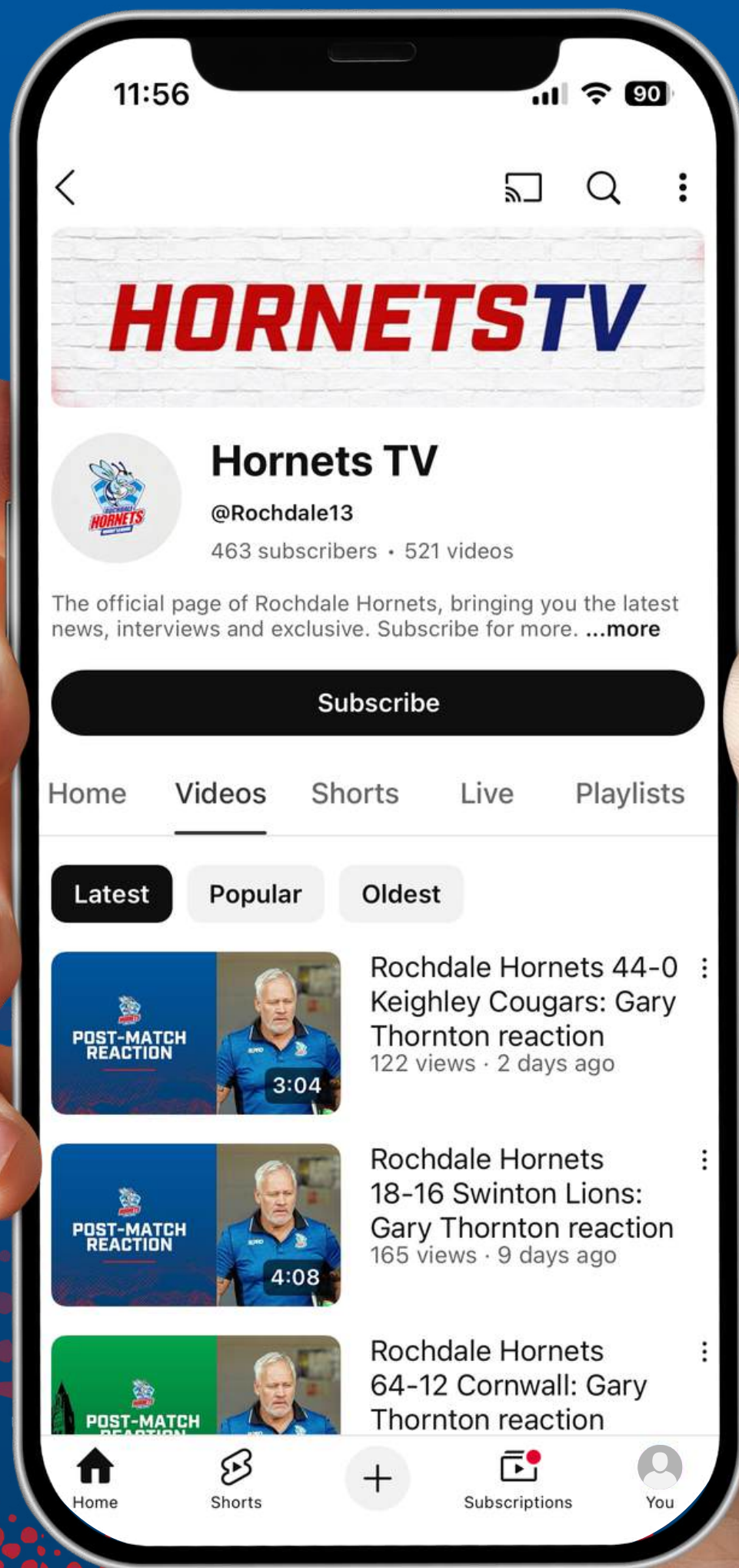
TRY OF THE MONTH SPONSORSHIP - £ 500

- Logo as a pre-roll and post-roll in the video
- Mention and tagging in social media caption and accompanying website article

WEEKLY PLAYER INTERVIEW SPONSORSHIP - £ 300

- Mention and tagging in social media caption for any weekly player interview content
- Shoutout within website article and as part of website article title EG: [Sponsor Name] Big Interview: Player Name





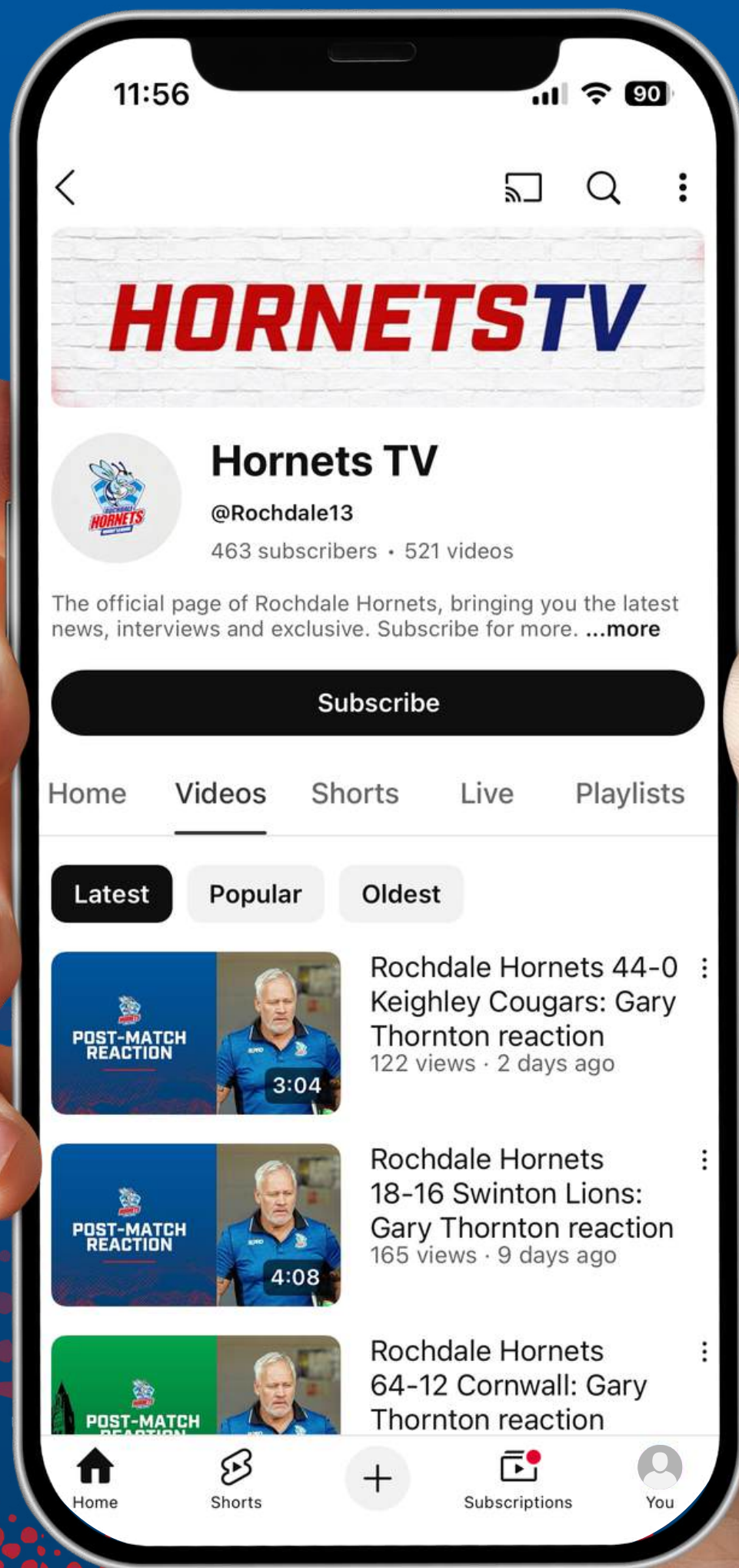
VIDEO SPONSORSHIP

SOCIAL MEDIA 'TRYLIGHTS' - £ 500

- Mention and tagging in social media caption
- Sponsor logo in the top corner of the video
- Branded video outro, to be provided by sponsor (static image or video ad up to 10 seconds long)

FULL MATCH HIGHLIGHTS - £ 750

- Mention and tagging in social media caption
- Logo on YouTube thumbnail and in the top corner of the video
- Branded video outro, to be provided by sponsor (static image or video ad up to 10 seconds long)



VIDEO SPONSORSHIP

POST-MATCH REACTION - £ 300

- Mention and tagging in social media caption
- Logo on YouTube thumbnail and in the top corner of the video
- Branded video outro, to be provided by sponsor (static or video ad up to 10 seconds long)

PRICE FOR COMPLETE VIDEO SPONSORSHIP PACKAGE AVAILABLE UPON REQUEST



EMAIL SPONSORSHIP

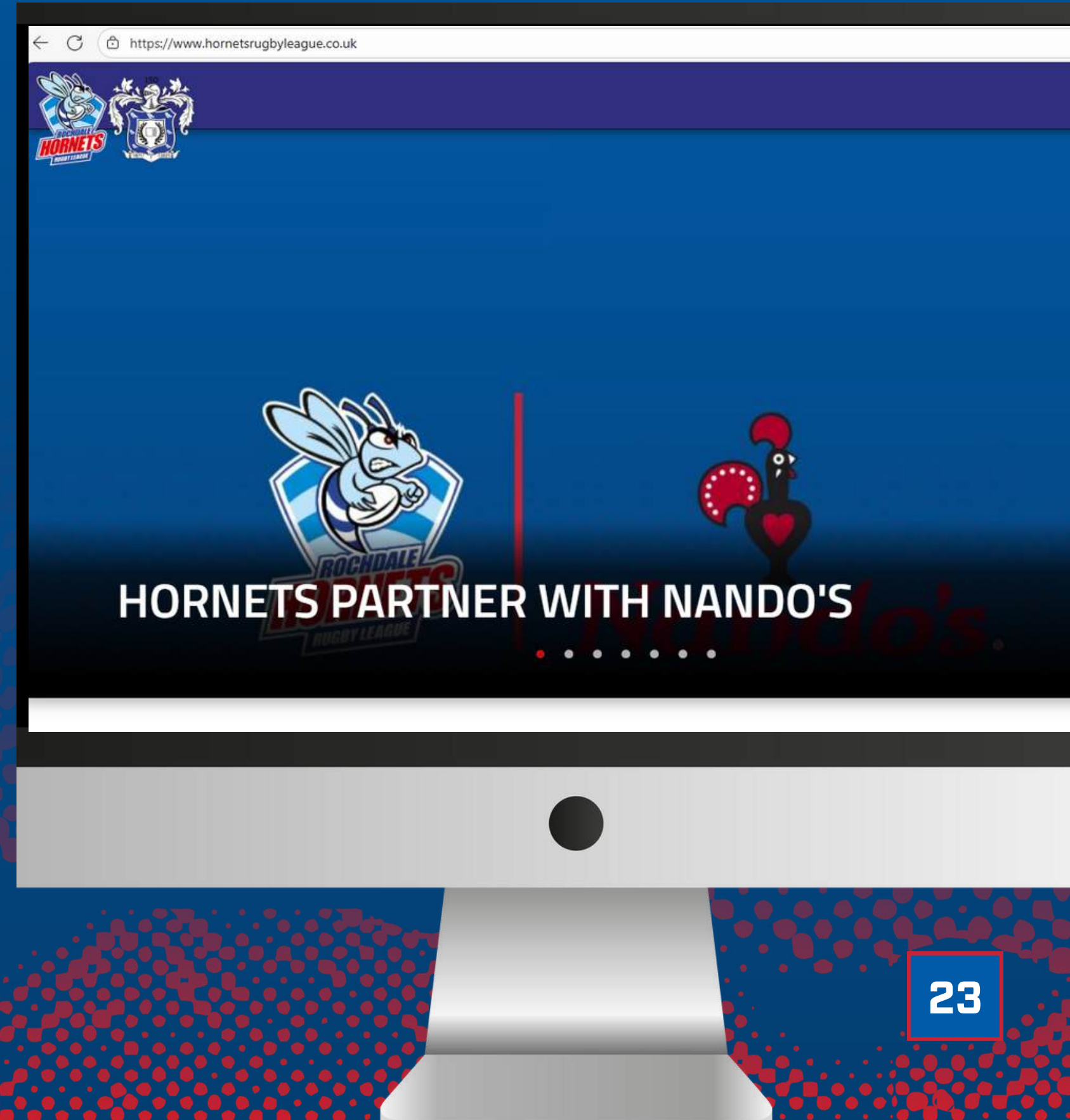
PRICE: £ 300

- Full sponsorship of weekly email newsletter
- Advertising within email newsletter e.g. banner adverts
- Bespoke email campaigns sent to fans (plus one-off social media post relating to the same campaign)

WEBSITE SPONSORSHIP

PRICE: £ 300

- Banner advertising on website and in website footer
- Bespoke page on website for sponsor





PERKS OF BEING A SPONSOR

- Increased visibility on digital platforms and Hornets website
- Increased awareness amongst local Rochdale / rugby league community
- Potential to generate new leads through Hornets channels
- Increase traffic to your own brand channels / website



STATS FROM THE 2025 SEASON



IMPRESSIONS: 6,365,214
ENGAGEMENT: 102,677
LIKES: 6,854



IMPRESSIONS: 1,142,972
ENGAGEMENT: 28,416



FACEBOOK: 257,387
TIKTOK: 344,100
YOUTUBE: 14,176



OPENS: 25,759
CLICKS: 1,765

TOTAL NUMBER OF IMPRESSIONS: 10 million+
TOTAL NUMBER OF ENGAGEMENTS: 1,433,554
TOTAL NUMBER OF FOLLOWERS: 26,366



GET IN TOUCH

CARL HALSTEAD: COMMERCIAL DIRECTOR
MATT RIGBY: GENERAL MANAGER

COMMERCIALS@HORNETSRUGBYLEAGUE.COM
01706 648004 (OFFICE)
07749 722541 (CARL)
07484 227288 (MATT)



