

Working in partnership with Hull FC





You know the name, but how about a few interesting facts!

A state-of-the-art 25,586 seat stadium in Kingston Upon Hull.

The ground was built in 2002 for the cost of £44 million.

The stadium boasts 2,000 square feet of conference space and has also hosted concerts for the likes of Elton John and Bon Jovi.

The pitch has under soil heating and irrigation and is made of 97% arass and 3% fibre.

That might not seem a lot, but stitch all those fibres together and they would circumnavigate the world!

WELCOME TO HULL FC

Thank you for your interest in supporting Hull FC. It is invaluable.

Our club title sponsors are important relationships for us and something we take great pride in, particularly when it comes to our work in the local community.

We pride ourselves on being a forward thinking, ever-developing sports organisation with a focus and passion to succeed on and off the field and position ourselves as *THE* club of Hull.

We do this through building on our foundations which are forged on a strong 'one club' mentality where everybody across the organisation plays their part and we look forward to growing that family.

As we move through 2015, our 150th anniversary year as one of the oldest sports clubs in Europe, we're looking forward to embracing our past to help drive our future goals and ambitions and to taking a new and exciting Super League competition head on.

The new competition structure offers more drama and excitement than ever before, which in turn will bring more value for sponsorship through increased TV viewing figures, shirt sales and awareness for the sport on the whole.

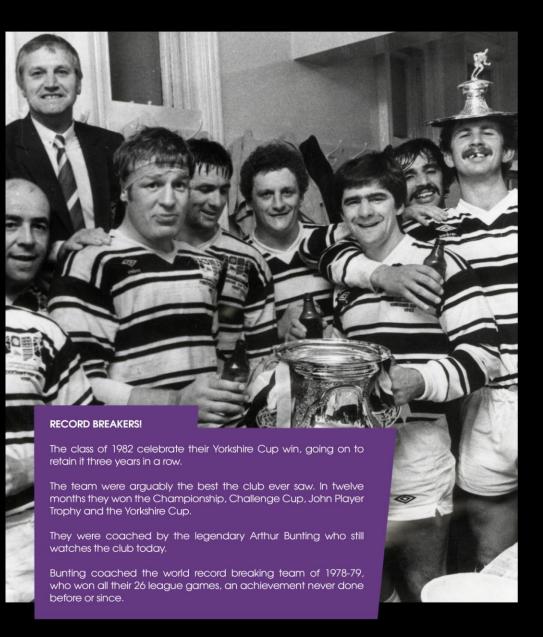
This is a fantastic opportunity in sport for a partner to forge a leading and long-lasting relationship with us.

We look forward to discussing it further.

All the best,

Adam

Adam Pearson Chairman and Owner



A BIT ABOUT US

Hull FC is one of the oldest clubs in professional sport, celebrating our 150th anniversary in 2015.

Currently operating as one of the leading clubs in Super League – the sport's elite competition in this country – Hull FC play their home games at the unrivalled KC Stadium and are nicknamed the Black and Whites after the traditional colours on their playing strips.

As well as enjoying a long and fruitful heritage with success on the field, Hull FC are also recognised as one of the sport's strongest clubs off the pitch and were twice awarded the coveted A grade by the game's governing body in previous comparisons between the club and its Super League rivals.

The grading, the highest the Rugby Football League could bestow, took into account every aspect of the club behind the scenes including facilities, media and marketing, retail, financial well-being and Hull FC's commercial and community operations.

To this day, the Black and Whites take great pride in continuing to lead the way off the field – as is reflected in our innovative and exciting partnership packages.

As well as offering what is quite simply the best match day entertainment in Super League at the KC Stadium, including first-class food and service, we also lead from the front when it comes to our communication output and once again in 2014 we remained one of the sport's leading clubs, offering unrivalled television, online, social and traditional media content, ranking as one of the top 50 clubs for media content in a recent survey.

We are also recognised as one of the leading community sport charities in the country and we will ensure that we meet the requirements of our club partner by building an inventory of opportunities covering all aspects of the club, including branding, our match day hospitality and the work of our community foundation.

We at Hull FC understand the importance of being an ambassador for our partner and building a long-term relationship, as was proven by the club setting a new Super League milestone in commercial partnerships that span more than eight years.















THE PACKAGE

We would love to see your brand across everything at Hull FC in 2016.

Below is just a snapshot of what you will receive as the club's main partner, offering fantastic value for money.

Just look around the pictures in this brochure or our club website and media channels. Anywhere you see Minstergate Hyundai, Bartercard or The Steve Prescott Foundation - that could all be you!

- Logo sponsorship across the chest of all home, away and Magic Weekend shirts, including playing shirts and replicas
- TV Arc pitch side advertising boards
- Full page advertisement in the 18th Man, Official Match Day Programme and other relevant print publications including brochures and team sheets
- Big screen advertising at every match
- Four Directors Box and Boardroom Passes, plus places at our annual events such as our Player of the Year Awards.
- Access to club communication channels and data bases for marketing purposes
- Player appearance during the 2016 season
- Full branding and official logo on www.hullfc.com, club stationery and commercial backdrop, plus any other relevant media channels.
- Named status as the club's 'Main Club Partner'
- Full press coverage to announce the partnership
- Access to signed, framed replica shirts for giveaways and charity work etc.
- The opportunity to promote products and services via unique promotions with the club, their players and their fans.



GOOD EVENING AND WELCOME TO THE KC STADIUM FOR TONIGHT'S MATCH AGAINST ST. HELENS AS WE CELEBRATE THE LIFE OF STEVE PRESCOTT.

He is an excellent cha

around the club and

have had no hesitati

the experience of pro

Both sides will be playing for the Steve Prescott Cup this evening, a fitting tribute to a great man who has left an undeniable legacy on this sport. As a player and a person he was unrivalled and it is pleasing to see that his spirit lives on through the fans of rugby league and the fantastic work of the Steve Prescott Foundation. I would like

MEDIA SPOTLIGHT! brave decision to ca which is a real shame

The Hull FC is exposed to local, national and international media coverage, which in turn guarantees your brand prominent awareness.

Club websites, local and regional newspapers feature the club on a daily basis, with wider coverage through print and broadcast media, including BBC and Sky Sports.

Dialtal also carries a strong presence, with Hull FC regularly trending nationally and recently trended internationally on Twitter after the signing of Gareth Ellis (2012) and the away shirt launch (2014)

MULTIMEDIA **EXPOSURE**

Hull FC 28 Hull KR 0 derby match report: Radford's boys save best till last



ONE WAY TRAFFIC: Tom Lineham and Fetuli Talanoa celebrate against a backdrop of dejected Rovers players.

Hull FC prevented Hull KR from claiming a clean sweep of the derby bragging rights for the first time in 27 years with a convincing 28-0 victory at the KC <u>Stadium</u> .*.







The position of the main sponsor programme page is ideally situated placed to the left of Adam Pearson's programme notes which is in the top three most read articles within The 18th Man Match Day Programme.



RETAIL EXPOSURE

- Consistently 10,000 + shirts sold for the last nine years. 12,000 shirts sold in 2014.
 2013 Armed Forces and Magic shirts sold Over 1,700
- Two club shops delivering a turnover of £1,000,000 with 70,000 transactions per annum
- The 2013 off field range sales were so impressive that the 2014 and 2015 ranges were expanded considerably
- Footfall into the KC Stadium store considerably increased year on year due to the club selling season passes through the store, this location is also used for season pass collection with circa 8,000 passes sold
- Our 2015 shirt launch set all new club records. In a take over of Hull with over 150 shirts hidden across the city, we delivered the following impressive stats:
 - 1000% increase in social media interaction in one day
 - 465,000 interactions on twitter alone
 - 206,200 impressions on facebook
 - 11,000 video views in one day
 - Highest website traffic of the year
 - Coverage on national and local radio, local press and online
 - Celebrity endorsement from the world of sport and entertainment
 - 200% increase in shirt sales and on track to break club record











A FAMILY CLUB

Hull FC prides itself on being a family club. From our match day mascots to the work of the Hull FC Foundation, we cross all aspects of the family demographic, not just the kids, but mum, dad and the grandparents too!

In 2014, we became the first club to form a partnership with global toy superstore 'Toys "R" Us, to launch the club's official 'Toys "R"

We also host a number of family days and

activities, which have also included our special match day challenge 'Boot It'', where fans have to kick a ball into a car.

The kids love having a go, even the big ones!

We also partner over 60 schools and clubs through our Fanbassadors scheme, which rewards them for getting involved with rugby league, plus cheerleaders and live singers.

Match Attendance TV Viewing Figures Date Comp Venue Score JAN 26TH FR **HULL KR** HOME 20 -12 9.983 FEB 14TH SL CATALANS HOME 36 -34 10.178 272.6 SL ST.HELENS AWAY 22 -34 13,448 FEB 21ST MAR 2ND SL WARRINGTON AWAY 16 -18 10,276 BRADFORD HOME 44 -16 MAR 7TH SL 11.307 MAR 16TH SL **CASTLEFORD** AWAY 16 -19 9,867 MAR 23RD SL WIDNES HOME 0 -7 10,286 MAR 28TH SL SALFORD HOME 30 - 8 9.821 APR 3RDT CC SALFORD HOME 36 -37 5.453 APR 10TH SL HUDDERSFIELD HOME 30 -6 9.515 209.8 APR 17TH SL **HULL KR** AWAY 20 -21 10,197 374.0 SL LONDON HOME 40-4 9.538 APR 21ST MAY 4TH SL WAKEFIELD HOME 16 -23 10,088 MAY 9TH SL WIGAN HOME 16 -44 10.539 SL AWAY 24 - 38 36,339 **MAY 17TH HULL KR** 164.7 MAY 23RD SL LEEDS **AWAY** 6-20 15.247 MAY 31ST SL LONDON **AWAY** 50 -12 1.135 JUN 13TH SL WIDNES **AWAY** 56-6 5.014 JUN 21ST SL CATALAN **AWAY** 16 -20 5,168 142.9 JUN 29TH SL WAKEFIELD AWAY 20 - 20 3.421 JUL 4TH SL WARRINGTON HOME 18 -24 12,328 JUL 12TH SL SALFORD AWAY 22 -35 9.959 JUL 18TH SL WIGAN **AWAY** 10 -56 12,493 JUL 24TH SL **CASTLEFORD** HOME 18 -18 9.959 159.2 **AUGIST** SL ST. HELENS HOME 19 -12 10,214 AUG 17TH SL **BRADFORD AWAY** 28 -34 6.337 AUG 29TH SL **HULL KR** HOME 28-0 18,104 SEPT 7TH SL HUDDERSFIELD AWAY 28 - 38 6.370 SEPT 12TH SL HOME 24 -19 11,964

THE FIGURES



WWW.HULLFC.COM

Over 1.4 million visits per year

Average 430,000 unique users 320,000 impressions per month

Arguably heaviest traffic in Super League Target 4-5 new stories per day



MERCHANDISE

10,000 + shirts sold every year

record 15,000 sold in 2013

over £1.2mil turnover per year

4 retail outlets and a box office

WWW.HULLFCLIVE.TV

First Super League club to launch online TV 314,000 video views in 2014

> New look service for 2015 Branding opportunities included



CRM

MATCH DAY AUDIENCE

Hull FC have an average attendance of 12,000. Our SKY Sports viewing figures average

292,000 per game

MATCH DAY PROGRAMME 12,000 programmes sold a year



Oly

Tradtional and digital copies Includes logo and advert



60,000 active contacts

Over 100,000 emails per week High density of key data





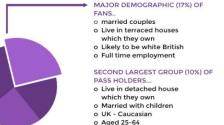
MATCH DAY HOSPITALITY

We offer 1,000 hospitality places at every game, spread across nine suites and 27 executive boxes.











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