



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% grass 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



#### RECORD BREAKERS!

The class of 1982 celebrate their Yorkshire Cup win, going on to retain it three years in a row.

The team were arguably the best the club ever saw. In twelve months they won the Championship, Challenge Cup, John Player Trophy and the Yorkshire Cup.

They were coached by the legendary Arthur Bunting who still watches the club today.

Bunting coached the world record breaking team of 1978-79, who won all their 26 league games, an achievement never done before or since.

## 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](http://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.

Get ready for happy  
Finance made simple



i10 S 1.0  
£153 per month\*  
Initial payment £153

i20 Classic 1.2  
£184 per month\*  
Initial payment £184

i30 Classic  
£242 per month\*  
Initial payment £184

Take stunning looks, loads of features and the reassurance of our 5 Year Unlimited Mileage Warranty<sup>1</sup> and you've got one big bundle of happy. Pop in for a test drive today.

HYUNDAI NEW THINGS NEW POSSIBILITIES

Minstergate™

Minstergate Hyundai 01482 333330  
Livingstone Road, Clive Sullivan Way, Hessle HU13 0AB www.minstergatehyundai.co.uk

### PRIME POSITION!

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.

# ADAM PEARSON



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

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

brave decision to call which is a real shame. He is an excellent character around the club and have had no hesitation alternative career path capacity. He has a wide the experience of pro

### MEDIA SPOTLIGHT!

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.

Digital 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

By Hull Daily Mail | Posted: August 30, 2014

By James Smiles



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

Comments (1)

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 Stadium.

0 9  
5+ 1 Share  
9 128



# 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



This picture is taken from our 2014 home shirt launch which took place in front of thousands of fans and shoppers at St. Stephen's Shopping Centre in Hull. The launch also featured local X Factor contestant, Ryan Mathie.

## KICK OFF 2015 IN STYLE!

The club's shirt launch in 2015 kicked off our birthday year in style, with 150 home shirts scattered across town in notable locations and with famous faces!

The campaign delivered a 210% increase in social media engagement and over 465,000 twitter interactions in just one day!

It set new website visitor records, featured on local, regional and national media, and starred former players, famous presenters and even an Olympic gold medalist!

The away shirt proved just as popular, featuring the legend Steve Prescott, with the second launch trending nationally on twitter!

Both shirts went on to set unprecedented early sales records and delivered great exposure for our partners!



## THE MASCOTS!

Airlie Bird made a new friend in 2014 - The Girlie Bird!

Twice the fun, twice the exposure! The club's mascots have been touring schools, clubs and events carrying the the main sponsor brand all year, engaging with over 40,000 people across a season!

## 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" Us' Family Area.

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.

Date	Comp	Match	Venue	Score	Attendance	TV Viewing Figures
JAN 26TH	FR	HULL KR	HOME	20 -12	9,983	
FEB 14TH	SL	CATALANS	HOME	36 -34	10,178	272.6
FEB 21ST	SL	ST.HELENS	AWAY	22 -34	13,448	
MAR 2ND	SL	WARRINGTON	AWAY	16 -18	10,276	
MAR 7TH	SL	BRADFORD	HOME	44 -16	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
APR 21ST	SL	LONDON	HOME	40 - 4	9,538	
MAY 4TH	SL	WAKEFIELD	HOME	16 -23	10,088	
MAY 9TH	SL	WIGAN	HOME	16 -44	10,539	
MAY 17TH	SL	HULL KR	AWAY	24 -38	36,339	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
AUG 1ST	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	LEEDS	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



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  
Traditional and digital copies  
Includes logo and advert



CRM

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.



MAJOR DEMOGRAPHIC (17%) OF FANS...  
o married couples  
o Live in terraced houses which they own  
o Likely to be white British  
o Full time employment

SECOND LARGEST GROUP (10%) OF PASS HOLDERS...  
o Live in detached house which they own  
o Married with children  
o UK - Caucasian  
o Aged 25-64



Mascots: Airile Bird & Cirle Bird  
**40,000**  
I VISIT THIS MANY PEOPLE EVERY YEAR





Working in partnership with Hull FC