



**COMMERCIAL PARTNERSHIP
OPPORTUNITIES
2026-27**

#TeamIronmen

#BePartOfOurTeam





OUR VISION, MISSION, VALUES AND GOALS

YOUR COMMUNITY CLUB

Our Mission

To promote the sport of rugby, developing players to their highest potential in a positive environment while encouraging discipline, commitment, integrity and honour both on and off the pitch.

Our Vision

To provide the best possible rugby experience, giving each player, whether age-group or adult, the opportunity to reach their full individual potential. We strive to ensure that each player will be able to have fun, make new friends, experience the unique culture of rugby and learn about participating positively in a demanding team sport

Our Core Values are Teamwork, Respect, Discipline, Sportsmanship & Enjoyment

We aspire...

- To encourage each player to experience and enjoy the culture of rugby, and to **have FUN in playing the sport.**
- To foster an environment of **teamwork, camaraderie, dedication, discipline and respect;**
- To develop a framework for **achieving excellence**, for both our players and coaching staff; and
- To aspire to the very **highest standards** of play.

Our Goals

- To build, from the ground up, an inclusive rugby club that sponsors all levels of play including Mini, Junior, Youth, Girls, and Senior Men's teams;
- To encourage the development of a rugby family ethos, providing the warmest welcome to new players and providing mentoring support for all;
- To highly value volunteers, fostering positive growth of the game and providing support of every club member both on and off the field;
- To dedicate ourselves to the creation of a professionally run rugby organisation with the highest quality coaching staff, who are passionate, to engage players and supporters who will support its growth; and
- To welcome and to provide a home Club for all, as players, as coaches, as volunteers and as supporters.





MATCHDAY AND MATCH BALL SPONSORSHIP

Be Part Of The Game

Matchday Sponsorship. £450.00

Ten tickets to an Admiral Community Premiership game of your choice, with a reserved table in our main function room with views of the ground. Sponsor recognition in the build up to the game on Social Media. Sponsor recognition on the front cover of the matchday programme, and on the stadium PA system. A photo of you and your party at the sponsored fixture, including a chance to network post match with the playing squad. A fifty-pint drinks package and a post-match meal or buffet for you and your guests.

Match ball Sponsorship. £75.00

Two tickets to your sponsored Admiral Community Premiership game. Sponsor recognition in the build up to the game on Social Media. Sponsor recognition on the front cover of the matchday programme, and on the stadium PA system.

Additional packages and personalisation available on request.



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SPONSORSHIP AND ADVERTISING

Be Part Of The Game

Player Sponsorship. £250.00

Two tickets to an Admiral Community Premiership game of your choice. Sponsor recognition in the matchday programme (team page) and on the club website. Sponsor name announced over the stadium PA on matchday, to include when the sponsored player scores.

Matchday Programme Advert. From £150.00

Half page advertisement (for the season – circa twelve games). **£150.00**

Full page advertisement (for the season – circa twelve games). **£300.00**

Pitch-side Hoarding Advertising. From £500.00

Pitch-side Hoarding Board (Half Board). **£500.00**

Pitch-side Hoarding Board (Full Board). **£1,000.00**

(Price includes consulted design, printing and installation. Branding included on our club website).



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KIT SPONSORSHIP

DRESSED TO IMPRESS

PACKAGES ARE NEGOTIABLE

Merthyr RFC #TheIronmen offer fantastic opportunities for businesses, both local and nationwide, to gain brand exposure by becoming a kit or training wear sponsor.

This sees a host of differing companies proudly displaying their brand on the #Ironmen official home and away playing kits and our official training range.

Showing your brand on #Ironmen products is a brilliant way to showcase your business, as it is worn by our supporter base as well as our playing and coaching squad. You will also gain exposure from social media and website imagery.

Kit and training wear sponsorship is perfect for brands who are looking to raise their profile, and also benefit from our loyal supporters who back the businesses that back #TheIronmen.

We have a range of shirt positioning options i.e. front (chest and midriff), back (between the shoulders or lower back) and arm sleeves. Likewise on the shorts, including the seat and legs).



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GROUND SPONSORSHIP TAKE TO THE FIELD IN STYLE

CUSTOMISED POST AND FLAG PROTECTORS, INCLUDING MOON FLAGS - FROM £2,750.00

With all eyes and cameras on the #matchday pitch, why not decorate our field in your colours, your company logo and contact details!

Package consists of 4x Post Pads, 14x Corner & Pitch Flag Pole Pads, and 14x Moon Flags.

- Full digital print with unlimited design capabilities – any colour and unlimited sponsorship opportunities.
- Personalised design service and print set-up costs included.
- Digitally printed.
- Company details also included in the matchday programme and the club website.

**A one-off opportunity for 2026-27, so
Act early to avoid disappointment!**

* 8-week lead times so commitment required by no later than w/c July 13th 2026.



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SOCIAL MEDIA STATISTICS

ATTRACT THE EYE OF THE SELECTOR

Merthyr RFC is a very successful Admiral Community Premiership Rugby Club that proudly represents our hometown and surrounding communities.

We strive to work in partnership with local and national businesses, working to ensure we collaborate in our delivery, maximising the potential of joint success. In addition to the many competitive fixtures played at the Wern Sports Park, including the First Fifteen and our Mini & Junior Teams, all of which generate healthy spectator attendance, we have a strong online presence.

All these channels would be available to you as a club partner to promote your partnership and also to inform our supporters and the wider public.



8.9k Friends



8.7k Followers



6k Unique users



25k visitors to the ground per season



Minimum of 12 home games per season



A VENUE FOR ALL OCCASIONS

CELEBRATE, ENJOY, REMEMBER

With seating for more than 90 in our lounge and 180 in our main function room, flexible layout, entertainment and catering options, our function rooms at Merthyr RFC aspires to be the perfect venue for your next event.

Our main function room offers a blank canvas, not typical of other sport clubhouses, this light and airy room, boasts views of the playing field and benefits from an outdoor veranda running the length of the building. The function room also benefits from a state-of-the-art heating and air conditioning system, ensuring perfect conditions for you and your guests. Ample car parking and excellent accessibility facilities complete the package.

If you are organising a corporate event, conference, office or christmas party, christening, wedding or funeral we would love to hear from you. We would equally like to hear from local groups looking for a great location to host your more regular meetings.

