

NEWPORT RUGBY CLUB

**SPONSORSHIP, HOSPITALITY
AND PARTNERSHIPS**

2026-2027 SEASON



A BRIEF HISTORY OF THE CLUB...

Newport RFC, famously known as the "Black and Ambers," was founded in 1874. Playing their home matches at the iconic Rodney Parade, they are one of Wales' most historic and revered clubs, having helped found the WRU and famously defeated major Southern Hemisphere touring nations.



KEY MILESTONES...

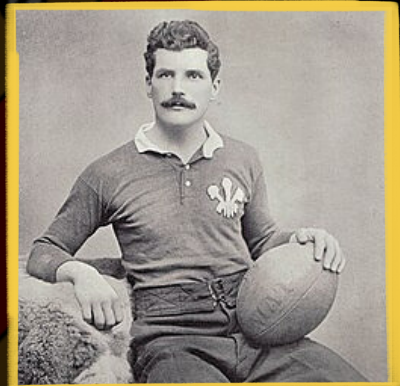
- **1874 -1878:** Club is founded with backing from the Phillips brewing family. They intended to play soccer but, lacking opponents, opted for rugby instead. The first four seasons were unbeaten.
- **1881:** Newport is one of 11 founder members of the Welsh Rugby Union, with club secretary Richard Mullock selecting the first-ever Wales national team.
- **1891/92 - Invincible season.**
- **1912:** Became the first club side to defeat the touring South Africa Springboks, earning a stuffed springbok head that still sits in the trophy room.
- **1922-1923:** Achieved another legendary "invincible" season, going completely undefeated.
- **1977 and 2001:** Newport RFC won the Welsh Cup.
- **2003:** Professional regional rugby is introduced in Wales, leading to the creation of the Newport Gwent Dragons (now simply the Dragons).
- **Present Day:** Newport RFC continues to compete as a semi-professional outfit in the Super Rugby Cymru competition, nurturing local talent while maintaining a fierce 151-year-old tradition.

NOTEABLE ACHIEVEMENTS...

Scalps: We have claimed victories over New Zealand (1963), Australia (1957), South Africa (1912/69), and Tonga (1974).



Legends: Produced over 150 Welsh internationals and 31 British & Irish Lions, including club icon Arthur "Monkey" Gould, captain of the first Welsh Triple Crown team.



Titles:

2004 - Crowned Welsh Club Champions 11 times and Welsh Premier League Champions.

2024-25 Super Rugby Cymru League Champions

2025-26 Super Rugby Cymru Cup. Winners and holder of the SRC Shield - **The first team to hold all three trophies.**



A MESSAGE FROM THE CHAIRMAN...

MARK WORKMAN



Newport RFC is a club with a proud and world renowned history, built over 151 years of tradition, passion, and achievement.

The black and amber jersey is recognised far beyond South Wales, representing not just success on the field, but a legacy of developing players and contributing to the wider game.

Today, we continue to compete in the SRC league at the highest level of the domestic game in Wales, consistently challenging at the top end of the division while providing a pathway for players into the professional arena.

Our recent success winning three trophies over the last two seasons is a testament to the commitment, quality, and ambition that runs throughout the club.

We are fortunate to be supported by an outstanding group of coaches and medical staff, whose professionalism ensures our players are able to perform at their very best. Our home fixtures at Newport Stadium, alongside our special matches at our spiritual home of Rodney Parade, allow us to connect with our loyal supporters and honour our heritage.

At our core, Newport RFC is a family club. We are driven by a dedicated team of volunteers whose passion and hard work underpin everything we do. We have faced a turbulent recent past, including the loss of our home ground through no fault of our own. However, through determination, resilience, and the unwavering support, we have rebuilt and strengthened the club to where it stands today. Now, our focus is firmly on growth and development, with the ambition of securing our own clubhouse.

Looking ahead, we have ambitious plans, including taking greater control of our facilities and developing thriving mini and junior sections to secure the next generation of black and amber players.

As we continue to grow, the support of our business partners is fundamental to our success. We are committed to building long-term, mutually beneficial relationships with our sponsors.

With a global supporter base and strong social media reach, we offer meaningful exposure and engagement opportunities.

We invite you to explore the range of sponsorship opportunities available within this brochure and if you feel your business could benefit from being part of our journey, we would be delighted to welcome you into the Black & Amber family.

Together, we can build on our proud history and shape an exciting future.

Mark Workman

SPECIFIC BUSINESS PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

Business partners and Sponsors can expect a number of benefits all of which are detailed in this brochure...plus a warm welcome in the either at Newport Stadium or Rodney Parade!



Our sponsorship opportunities are tailored to suit everyone's visions and budgets, with such a diverse and growing following, if you do not see anything that immediately catches your attention, contact us for a coffee and a chat and we are sure a bespoke package can be arranged.



SOCIAL REACH...

WE HAVE COMPILED SOME KEY STATISTICS TO HELP YOU GAUGE THE AMOUNT OF EXPOSURE YOU WILL RECEIVE FROM YOUR SPONSORSHIP.

INSTAGRAM...

TOTAL VIEWS FROM JANUARY-MAY 2026:

5,043,636

INTERACTIONS OVER A 90-DAY PERIOD:
(LIKES, COMMENTS, REPOSTS)

160,910

VIEWS FROM OUR 2025/26 SPONSOR CAMPAIGN:

68,463

HIGHEST PERFORMING MONTH THIS YEAR - FEBRAURY 26:

1.6 MIL VIEWS
95% FROM NON-FOLLOWERS
920 NEW FOLLOWERS

FACEBOOK...

TOTAL VIEWS OVER A 90-DAY PERIOD:

1,400,000

AVERAGE MONTHLY VIEWS:

361,000

TOTAL VIEWS FROM INSTAGRAM AND FACEBOOK OVER A 90-DAY PERIOD:

3,584,470

SOCIAL REACH...

WHAT DOES THIS MEAN FOR YOUR COMPANY?

WAYS YOU CAN GET EXPOSURE ON OUR SOCIALS:

PLAYING AND TRAINING KIT:

POTENTIAL FOR COMPANY NAMES TO BE VIEWED FROM TV GAMES AND PHOTOS POSTED ON SOCIAL MEDIA. FURTHERMORE, CLIPS FROM GAMES ARE REGULARLY SHARED BY COLLABORATORS, INCLUDING S4C AND THE WRU, REACHING AN ADDITIONAL AUDIENCE.

PLAYER SPONSOR NAME READ OUT DURING SUBSTITUTIONS AND TRYS:

YOUR COMPANY NAME WILL BE READ OUT WHEN A PLAYER YOU SPONSOR IS SUBSTITUTED OR WHEN A TRY IS SCORED AND CAN BE HEARD BY VIEWERS TUNING IN FOR TV GAMES. A PHOTO OF THE PLAYER WITH THE SPONSOR LOGO ON WILL ALSO BE POSTED ON TWITTER DURING THE GAME WHEN THEY SCORE...

SPONSOR CAMPAIGN:

LAST YEAR, WE INTRODUCED OUR FIRST SPONSOR CAMPAIGN WITH SOME OF OUR SPONSORS, WHERE A PLAYER SPENT A DAY IN THE LIFE OF AN EMPLOYEE AT THE COMPANY AND A VIDEO WAS FILMED. THIS YEAR, WE WILL BE LAUNCHING A NEW CAMPAIGN...

WAYS YOU CAN GET EXPOSURE OUTSIDE OF SOCIAL MEDIA:

GAME DAY BROCHURE:

YOU HAVE THE OPPORTUNITY TO DISPLAY AN ADVERT IN OUR GAME-DAY BROCHURE, ALLOWING FANS TO VIEW WHAT YOUR COMPANY MAY BE ABLE TO OFFER THROUGHOUT THE YEAR.

TANOU ANNOUNCEMENTS DURING GAMES:

YOUR COMPANY NAME WILL BE READ OUT ON THE TANOU FOR FANS TO HEAR WHEN A PLAYER YOU SPONSOR IS SUBSTITUTED OR WHEN A TRY IS SCORED.

SOCIAL EVENTS:

NEWPORT RFC HOLD VARIOUS SOCIAL EVENTS THROUGHOUT THE YEAR, ALLOWING TIMES FOR OUR SPONSORS TO NETWORK AND PROMOTE THEIR COMPANY.

PLEASE GET IN CONTACT WITH US IF YOU WOULD BE INTERESTED IN SPONSORING THE TEAM OR A PLAYER THIS SEASON, ALONGSIDE OTHER OPPORTUNITIES...

NEWPORT RFC EVENTS 26/27

CONFIRMED

**CHRISTMAS CAROL SERVICE - 7TH
DECEMBER 2026 AT ST WOOLOS
CATHEDRAL 19:30PM**

**NEWPORT RFC'S CHRISTMAS PARTY -
13TH DECEMBER 2026 AT RODNEY
PARADE**

**END OF SEASON DINNER - 22ND MAY
2027 AT RODNEY PARADE**

AWAITING CONFIRMATION

**NEWPORT RFC'S RODNEY PARADE
FIXTURES**

**PRE-SEASON EVENT AND
MEDIA DAY**

HALL OF FAME DINNER

**WE WOULD LOVE FOR YOU TO
JOIN US!**

BUSINESS PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES...

MAIN BUSINESS PARTNER/ SPONSOR:

RODNEY PARADE MATCH DAY SPONSORSHIP FROM £2,500 + VAT

PLAYING KIT SPONSORSHIP SHIRT (BACK) £14,000 + VAT

Price on application (+VAT) ★

- ★ Available for the 2 games at Rodney Parade
- ★ Ten Guests in Hospitality Box with Hot or Cold buffet food
- ★ Match day programmes provided
- ★ Pitch side electronic advertising boards
- ★ Visit from Directors and current players to your box
- ★ Coverage on match social media and programme

- ★ Logo on back of Playing Jersey
- ★ Full page advert in match day program
- ★ One large pick side advertising board
- ★ PA announcement pre game and at half time
- ★ Four x Season Tickets (Or two x VIP Ticket)
- ★ Coverage on match social media and programme
- ★ Opportunity to purchase international tickets for Wales home games.

SHIRT (SLEEVE) £3,500 + VAT

- ★ Logo on sleeve of Playing Jersey
- ★ Half page advert in match day program
- ★ PA announcement pre game and at half time
- ★ Two x Season Tickets (Or one x VIP Ticket)
- ★ Coverage on match social media and program
- ★ Opportunity to purchase international tickets for Wales home games

SHORTS (BACK) £5,000 + VAT

- ★ Logo on back of Playing Shorts
- ★ Half page advert in match day program
- ★ One large pitch side advertising board
- ★ PA announcement pre game and at half time
- ★ Two x Season Tickets (Or one. X VIP Season Ticket)
- ★ Coverage on match social media and program
- ★ Opportunity to purchase international tickets for Wales home games

BALL SPONSORSHIP £250 + VAT

- ★ Available for all home games; Four x Complimentary Tickets
- ★ Access to Premier Lounge pre and Post game
- ★ Match day Captain Photo
- ★ Mention in match day programme and match announcer
- ★ Coverage on match social media

We have a wide range of opportunities available for any size budget. Many of these are detailed above and across the next page. Bespoke packages can also be created.

BUSINESS PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES...

NEWPORT STADIUM MATCH SPONSORSHIP £500 + VAT

- ★ Available for all home games at Newport Stadium
- ★ Ten x Complimentary Tickets
- ★ Access to Premier Lounge pre and Post game
- ★ Complimentary cold buffet
- ★ Mention in match day programme and match announcer
- ★ Coverage on match social media

VICE PRESIDENTS SEASON TICKET £300 + VAT

PLAYER/COACH AND STAFF SPONSORSHIP FROM £500 + VAT

- ★ Match day players jersey presented at end of Season Dinner
- ★ Use of player for approved PR events.
- ★ One Season Ticket
- ★ Coverage on match social media and programme
- ★ Opportunity to purchase two international tickets for Wales home games

★ Entrance to ALL Newport RFC home games including Cup matches

★ Match day program

★ Entrance to Premier Lounge pre game, Newport RFC Box at Rodney Parade

★ Vice President's listed in the program

MATCH DAY PROGRAM SPONSORSHIP FROM £150 + VAT

- ★ Full page £600, half page £300 and Quarter page £150 available
- ★ Distributed at every home game
- ★ Coverage on match social media and website

PLAYER OF THE MATCH SPONSORSHIP POA + VAT

SIN BIN SPONSORSHIP POA + VAT

- ★ Every time a player is Sin Binned, you get a PA announcement

WEBSITE SPONSOR £1,000 + VAT

- ★ Company logo and link to your business on club website home page

MASCOT SPONSOR £1,000 + VAT

- ★ Name in programme and read out at every game when mascots are announced

FINAL COMMENTS...

Newport RFC has gone from strength to strength over its 152-year history.

The 2026-27 season will be a huge one for us! We have big plans, and we can't achieve them without your support. We are incredibly proud of the relationships we continue to build with local businesses and community members, whose support has helped us become the club we are today.

If you are interested in becoming a business partner or sponsor, we can't wait to welcome you to our Black and Amber family.

Email: commercial@newportrfc.co.uk

Phone Alun Williams: 07818011343

