



LONDON SKOLARS 2011

COMMERCIAL BROCHURE





LONDON SKOLARS RUGBY LEAGUE – AN INTRODUCTION

Formed in 1995 London Skolars became the first amateur Rugby League Team in 80 years to turn professional. Skolars, who play in the Co-operative Championship 1, are one of only two professional Rugby League teams in London. The club has ambitions to play in the Co-operative Championship within the next two years and, looking further forward, plan to be in a position to bid for a Super League franchise by 2015. The club has, over the past few years, become an integral part of the Haringey and wider North London community.

Skolars recognise the need for individuals, Businesses and sport to work together in order to give the youth of London a positive future. Sport is often the most effective way for businesses to help influence their local communities and also prepare teenagers for the working environment. More and more companies are turning to London Skolars to help them implement a sustainable Corporate Social Responsibility policy.

Skolars believe that they are creating something special and that there are some very exciting opportunities to join the club in helping them achieve their sporting and community goals



THE CLUB

In addition to Skolars running a professional Rugby League team we also run teams from juniors to amateur and veterans.

Every year, the Skolars reach over 10,000 children and teenagers across Haringey, Enfield, Barnet and Waltham Forest. Our programmes deliver rugby, multisport and diversionary activities focused on the inclusion of all London Communities. Various community initiatives, including an estate based derivative, "Urban Rugby" have been launched.

60% of the Skolars 2011 first team squad were developed through the London Junior Player Pathway and our aim is to increase this to at least 80% within the next 5 years.

Our Community Department is staffed by three full-time Community Rugby League Coaches. Our aim is to be the most dynamic and result led professional sports club and to run the best community programme in North East London. We aim to give local kids a positive outlook in life with the top level able to pursue a career in professional rugby league.



LONDON SKOLARS – KEY CALENDAR EVENTS

JANUARY

The Annual ETF Securities Capital Challenge - Skolars v. Harlequins RL – 21st January

In the traditional season opener the Skolars go up against their Super League neighbours in the heart of the City of London at the HAC, The Honourable Artillery Company. The match is played in one of the most unique settings for professional sport in the world.

Capital Challenge Luncheon - held at the HAC featuring 3 courses & wine - pre-match hospitality at only £750 for a table of ten. A fantastic opportunity to enjoy top hospitality and network before watching the match. A top rugby league personality will be present to entertain everyone.

FEBRUARY

Northern Rail Cup - Skolars entertain the famous Widnes Vikings and travel to France to take on Championship side Toulouse.

MARCH

Co-operative Championship 1 begins - White Hart Lane.

Carnegie Challenge Cup starts - the road to Wembley.

London Rugby League Heritage Day - a chance to celebrate the history of rugby league in London. Skolars entertain Whitehaven in a Championship 1 fixture, preceeded by a Rugby League Masters Festival. Exhibition of London Rugby League memorabilia.

JULY

July 9th - The 'Double Header' takes place at the Twickenham Stoop, when Super League giants Quins and Wigan Warriors battle it out before Skolars take on Oldham Roughyeds in a Championship 1 fixture

AUGUST

5th August - The Annual City Touch Tournament

Held at The Honourable Artillery Company in the City, a touch rugby tournament featuring teams from the City's finest companies. A great fun day out with each team being coached by a professional rugby league player from either Harlequins or Skolars. Previous participants include Bloomberg, Morgan Stanley, Credit Suisse and Thomson Reuters.

26th August - White Hart Lane - Friday Night Lights

An integral part of 'Wembley weekend'. The Skolars' final home game of the year traditionally played on the eve of the Cup Final consistently attracts record crowds and forms part of a cultural festival showing North London as its best. In 2011 Skolars will face Keighley Cougars.





COMMERCIAL OPPORTUNITIES FOR CORPORATE PARTNERS

Our unique status means that any company investing in London Skolars RL, by taking advantage of any of the various sponsorship opportunities described in this brochure, can be confident that they are benefiting the whole Club, and through the Club the local community too.

Commercial Sponsorship is very important to us as a Rugby League Club, and as such our main aim is to provide a first-class service to our sponsors at every level in the hope that both new and existing partnerships can grow and continue to flourish from season to season.

To discuss any of the commercial opportunities featured in this brochure and to explore the ways in which we can work together to maximise the impact of your brand, please email howardkramer@skolarsrl.com or call **020 8888 8488**.

Become a VIP for the day when you take up one of our FANTASTIC HOSPITALITY PACKAGES.

MATCH SPONSORSHIP

Our match sponsorship package offers companies high profile advertising combined with a memorable matchday experience. You will receive:

- Company logo on the front of the programme
- Programme editorial and advertising
- Pre-match drinks
- Post-match refreshments
- Regular PA announcements
- Presentation of a signed shirt or ball by a player
- Website hyperlink





MATCHDAY HOSPITALITY

Our matchday hospitality allows you to enjoy a family atmosphere. Our packages include the following:

- Programme
- Pre-match entertainment
- Lunch in a local restaurant
- Refreshments at full-time
- Vote for and meet the Man Of The Match
- Prices from £50 plus VAT per head

SPONSORING A PLAYER

- The player's actual shirt, signed and presented at the end of the season
- Recognition next to the player's name in the matchday programme
- Recognition on the official website
- An invitation to a special sponsors' event
- From £200 plus VAT

PERIMETER BOARDS

Advertise to hundreds of fans at every Skolars RL home fixture. There are various opportunities available, from the touchlines to elevated positions around the stadium. Prices start from £300 plus VAT (board manufacture quoted on request).

WEBSITE ADVERTISING

- www.skolarsrl.com
- Approximately 10,000 unique users per month
- Each user looks at an average of 8 pages
- Various inventory available including site sponsorship
- Article sponsorship and general site advertising
- Prices start from £100 plus VAT

PROGRAMME ADVERTISING

Advertise in our matchday programme. Around 40% of supporters purchase a programme and each programme sold is read by an average of three people. Programmes are collectible items and read by fans and collectors alike. Advertise by season, or game-by-game. Full page per game - £150 plus VAT.





COMMUNITY

The following packages are focussed on the club's work in the local community through school and after school activities as well as elite pathways for young talent to start on the road to professional rugby

The Skolars community programme aims to take the game to over 10,000 kids per annum in over 50 schools at junior and senior levels.

Naming rights on the community programme - with the opportunity for the club to apply to have the funding matched though the government's sports funding scheme.

Community Event Title Sponsorship - Schools' Tournaments, Tag/Touch, Masters, Urban Rugby.

Junior Club Sponsorship - Sponsor the Super Skolar Club, a vital part of match days at London Skolars.

CLUB PACKAGES

The Presidents Club – an exclusive membership for corporate clients and individuals who wish to show their support for the club and the work it does in the community.

Silver Membership - £250 plus VAT

- 2 x London Skolars 2011 season tickets
- An autographed and framed team photo of the London Skolars
- Invitations to London Skolars club events
- Your name/company name on the Skolars website

Gold Membership - £500 plus VAT

- 4 x London Skolars 2011 season tickets
- An autographed and framed team photo of the London Skolars
- Invitations to London Skolars club events
- Your name/company name on the Skolars website
- 2 x Corporate Hospitality for one of our Focus Games of your choice

We can tailor any package to suit the needs of your business - just call the commercial team on **020 8888 8488**.



LONDON SKOLARS RLFC

WHITE HART LANE COMMUNITY SPORTS CENTRE
WHITE HART LANE
WOOD GREEN
LONDON
N22 5QW

TEL: 020 8888 8488 **FAX:** 020 8881 8983 **EMAIL:** INFO@SKOLARSRL.COM

WWW.SKOLARSRL.COM



