



AMT HEADINGLEY RUGBY STADIUM, LEEDS

17 November 2024 - 3PM

RUGBY UNION & RUGBY LEAGUE LEGENDS CROSS CODE

THE 745 GAME



'FOR FRIENDSHIP, HOPE AND THE FIGHT TO END MND'

The 745 isn't just a name; it's a symbol of unity and tribute. Each number reflects the jersey worn by these three inspiring men: Rob Burrow (#7), Ed Slater (#4), and Doddie Weir (#5). Their strength, courage, and dedication are woven into every moment of this game, reminding us all of the fight they're leading and Rob's "hope for the future: to live in a world where Motor Neurone Disease (MND) no longer exists".

The 745 Game has been established to raise funds and awareness for Motor Neurone Disease (MND), uniting the rugby community in the fight against this disease. It promises to be a special day as we come together to support this important cause watch some of the legends of both Rugby Union and Rugby League in action.



HOW IT BEGAN

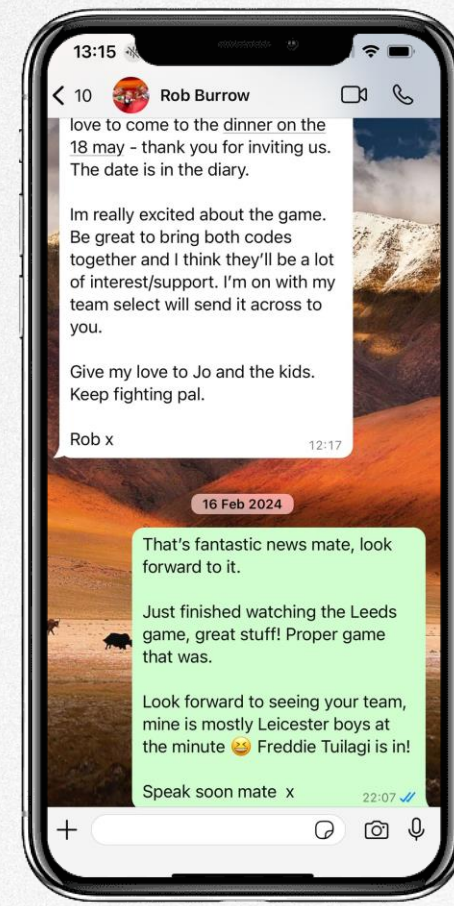


In the world of rugby, the bond between Rugby Union and Rugby League is strong, but now it's united in an even greater cause. The **745** was born out of a heartfelt WhatsApp conversation between Rob Burrow and Ed Slater, two friends facing the same battle MND.

As the idea took shape, it became more than just a game—it became a tribute to their strength and determination. It also became clear that another name had to be included: Doddie Weir, the trailblazer who first shone a light on MND and inspired so many to continue the fight.

This match is about more than rugby. It's about uniting two rugby families—Union and League—who have been profoundly touched by MND. It's a chance to stand beside Rob, Ed, and Doddie, to honour their strength.

All funds raised from The **745** will be split three ways, directly supporting the MND community. These funds will help further research into treatments and potential cures, and also provide critical support to families living with MND. From funding extensive research to offering monetary grants for essential equipment & supporting smaller MND charities, this game aims to change lives.



WHAT IS MND?

MND

is a fatal disease

Typically, MND progresses rapidly.

ONE THIRD

of people with MND die within a year of diagnosis and more than half within two years.

Approximately

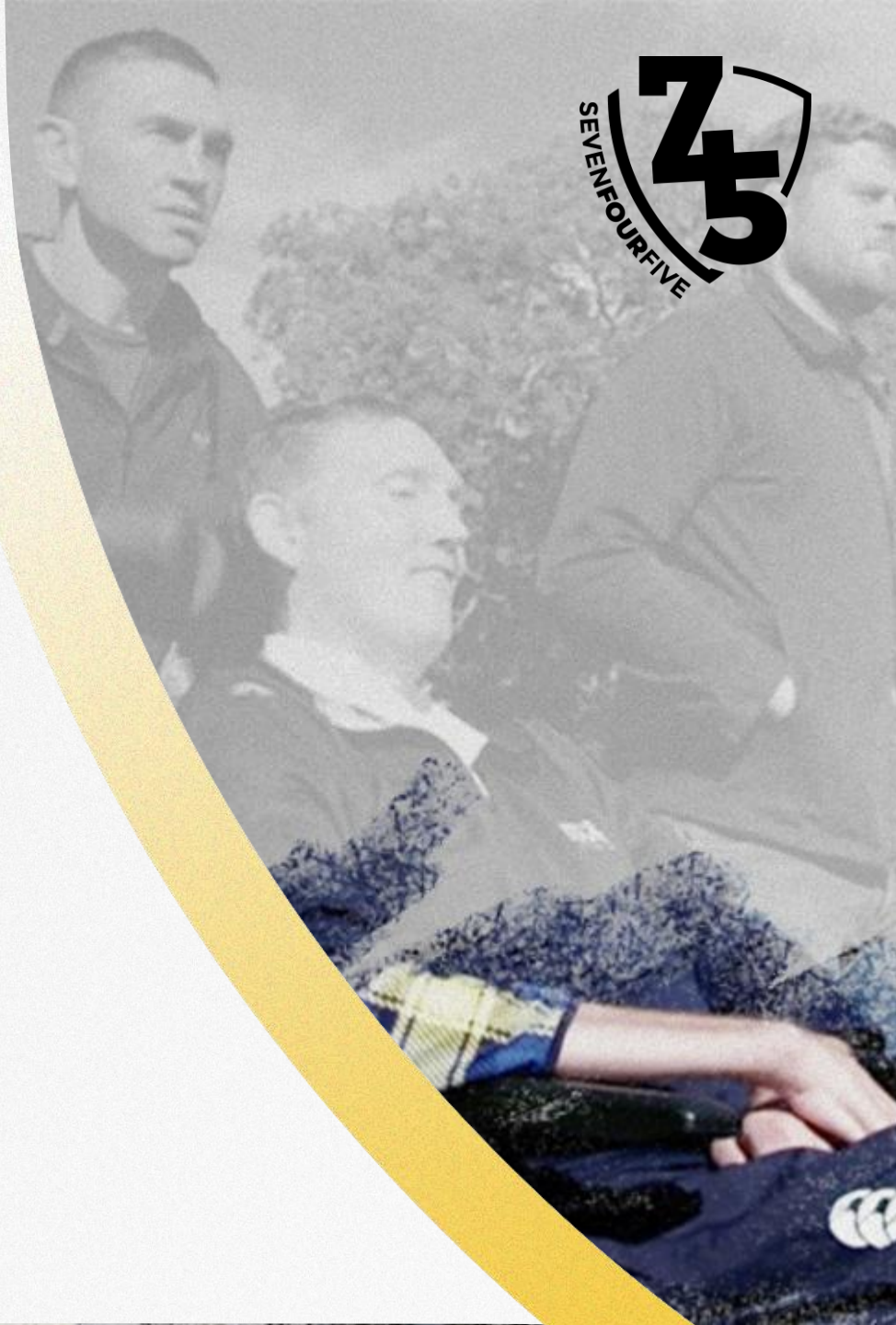
5000 PEOPLE

in the UK are living with MND right now

The lifetime risk of developing MND is approximately

1 IN 300

it costs, on average, **£14,500** a year to live with MND



CONFIRMED LEGENDS



DANNY CIPRIANI



RICHARD HIBBARD



KYLIE LEULUAI



BARRIE MCDERMOTT



DANNY MCGUIRE



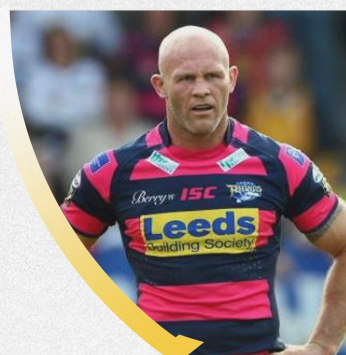
ADRIAN MORLEY



GEORDAN MURPHY



KEITH SENIOR



KEVIN SINFIELD



JONNY WILKINSON



TOM YOUNGS



ENGAGEMENT & EXPOSURE



Partnering with the event will give you an instant route to talk to a large, rugby focused audience, an audience that is switched on to the cause of MND with a wide geographical spread across the countries.

The collaboration of the three charities and support of the founders' clubs will see a huge reach across the digital space, with discussions ongoing with BBC and Sky Sports to feature the match, as well as a comprehensive PR and marketing campaign will be rolled out.



560K

Most Followers in
Rugby League



355K

Total Followers



600K

Across all socials



120K

Total Followers

70% 30%



1.5M

Page Views

55K

Users



750K

Celebrity
Ambassadors



+1M

Players &
Supporters

37%

Affluent
Achievers

33%

Comfortable
Communities



50-60%

Open Rate

190K

Subscribers across
both clubs.



34M

Sky Sports Social
Media



1.1M

Average per day.
Peak 1.5 Million
(Outside of major events).

15%

Financially
Stretched



15K

Members across both clubs.

OPPORTUNITIES



NAMING RIGHTS



Naming rights to The 745 Game

KIT BRANDING



Kit brand/logo opportunities.

DIGITAL ENGAGEMENT



Logo and content on website and in ticket app. Inclusion in announcement and all communication around the match. Opportunity to be included in a solus email to the Leeds/Gloucester database.

STADIUM ACTIVITY



LED pitch boards
Big screen advertisement
In programme advert.

CLIENT ENTERTAINMENT



Hospitality places
Match tickets
Pre/post match drinks.

IN GAME ACTIVATION



Half time entertainment
Pre/post match activations in stadium.

THE TEAM KITS



ROB SELECT KIT



ED SELECT KIT



REFEREE AND OFFICIALS KIT



Both playing sets of kit are adaptations of designs created by Rob and Ed's children.

With the officials wearing Doddie's famous tartan, providing a presence and tribute to all three charities.

KIT BRANDING OPPORTUNITIES



As a sponsor, all the playing kits will contain opportunity for branding and naming on the kit. See possible placements with MNDF examples.



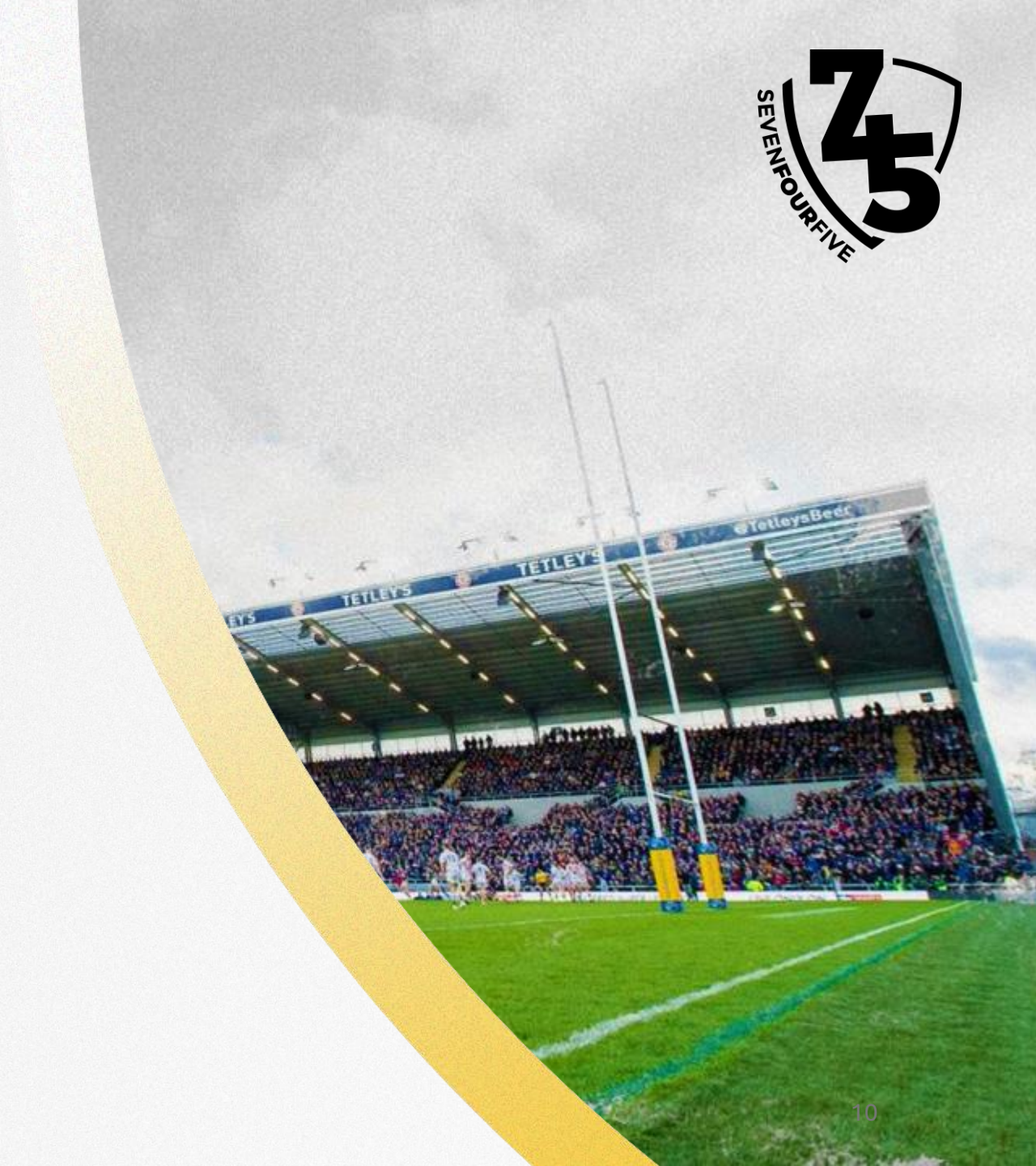
SPONSORSHIP OPPORTUNITIES

The 745 Game provides a rare and exciting opportunity for brands to immerse themselves in a high-profile rugby sponsorship whilst at the core of it, helping to raise money for the ongoing support of our charities and their families.

Sponsorship opportunities are available in the following categories:

• Principle Partner	£225K
• Gold Partner	£100K
• Silver Partner	£50K
• Bronze Partner	£25K
• Match Sponsor	£10K
• Advertisement Package	£5K
• Howard Suite Hospitality	£240 per person

NB: All pricing exclusive of VAT



PRINCIPLE PARTNER

£225k

DESIGNATION

- Official designation
- Naming rights
- The 745 Game proudly bought to you by XXX / The 745 Game supported by XXX
- Use of The 745 Game marks and IP

TICKETS & HOSPITALITY

- 20 x hospitality places
- 50 x FOC tickets to the match and RTB additional tickets at face value
- All FOC tickets in prime positions
- Right to utilise tickets in marketing and promotional programmes
- Invitations to the pre-game – Saturday drinks & dinner

BRAND EXPOSURE

- Main logo on kit (each team)
- Logo on ticket app
- Content to be within the app
- Exclusive behind the scenes content opportunities
- LED pitch boards 6 Mins
- Match day programme
- Logo inclusion on digital assets (e.g. game day graphic)
- Big screen logo inclusion:
 - Pre-game – 30 seconds
 - Half time – 30 seconds & duration of Luke Litler Engagement
 - Post game – 30 seconds
- Logo on the player handbook explaining the rules to players – opportunity to have some content on this when players receive them to be videoed

FAN ENGAGEMENT

- Behind the scenes match day stadium tour x20
- Volunteering opportunities at the game

ADDITIONAL RIGHTS

- 4 x Signed match day shirts from all kits
- 1 x match day ball (only 12 exist)



GOLD PARTNER

£100k

DESIGNATION

- Official designation
- Use of The 745 Game marks and IP

TICKETS & HOSPITALITY

- 20 x hospitality places
- 25 x FOC tickets to the match and RTB additional tickets at face value
- Right to utilise tickets in marketing and promotional programmes
- Invitations to the pre-game – Saturday drinks & dinner

BRAND EXPOSURE

- Top Back of Shirt and Bottom Back of Shirt available per team
- Content to be within the app
- Exclusive behind the scenes content opportunities
- LED pitch boards 4 Mins
- Match day programme
- Logo inclusion on digital assets (e.g. game day graphic)
- Big screen logo inclusion:
 - Pre-game – 30 seconds
 - Half time – 30 seconds
 - Post game – 30 seconds
- Logo on the player handbook explaining the rules to players – opportunity to have some content on this when players receive them to be videoed

FAN ENGAGEMENT

- Behind the scenes match day stadium tour x20
- Volunteering opportunities at the game

ADDITIONAL RIGHTS

- 3 x Signed match day shirts from all kits



SILVER PARTNER

£50k

DESIGNATION

- Official designation
- Use of The 745 Game marks and IP

TICKETS & HOSPITALITY

- 10 x hospitality places
- 20 x FOC tickets to the match and RTB additional tickets at face value
- Right to utilise tickets in marketing and promotional programmes
- Invitations to the pre-game – Saturday drinks & dinner

BRAND EXPOSURE

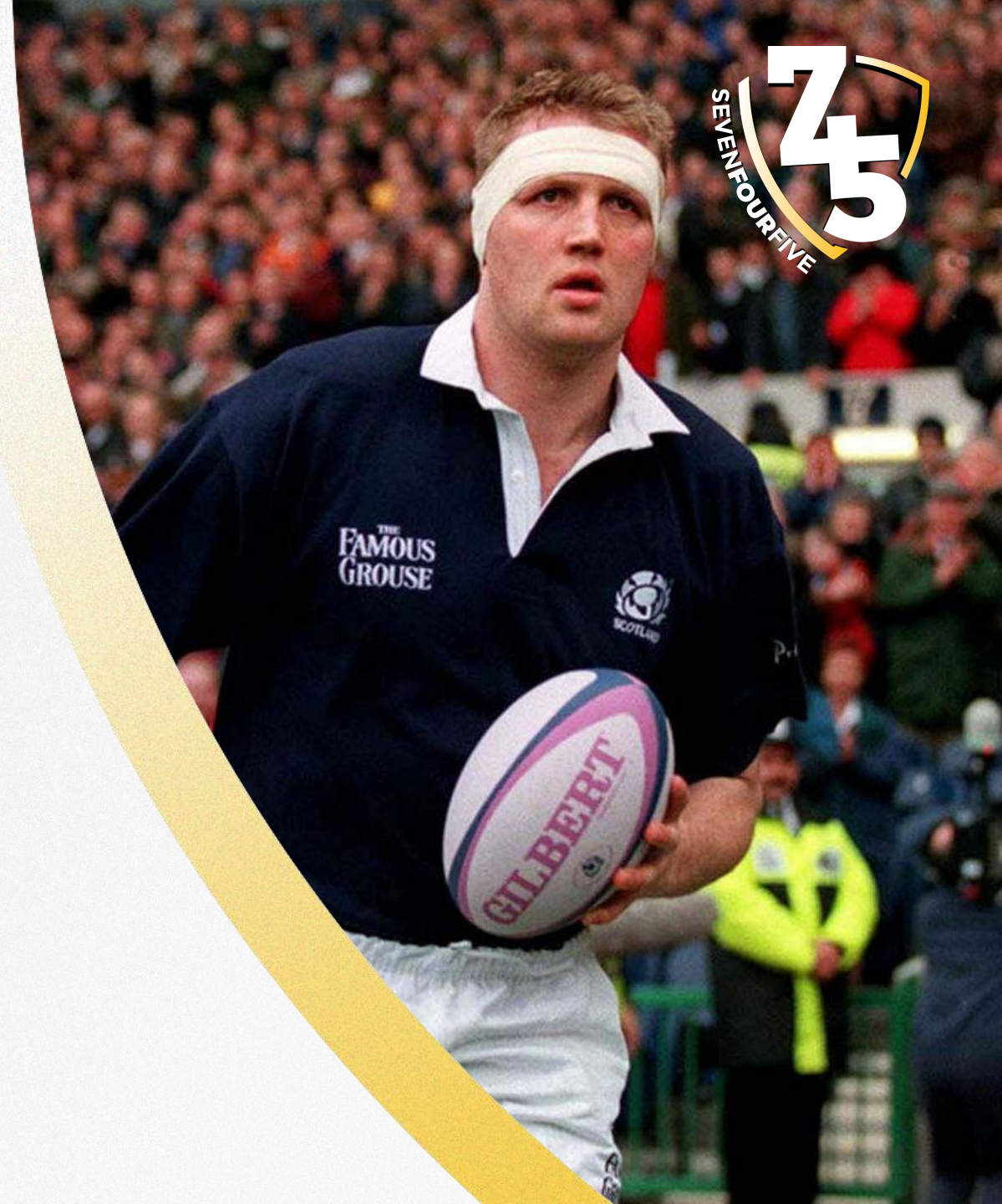
- Logo on shorts or logo on sleeve available per team
- LED pitch boards 2 mins
- Match day programme
- Logo inclusion on digital assets (e.g. game day graphic)
- Big screen logo inclusion:
 - Pre-game – 30 seconds
 - Post game – 30 seconds

FAN ENGAGEMENT

- Volunteering opportunities at the game

ADDITIONAL RIGHTS

- 2 x Signed match day shirts from all kits



BRONZE PARTNER

£25k

DESIGNATION

- Official designation
- Use of The 745 Game marks and IP

TICKETS & HOSPITALITY

- 10 x hospitality places
- 10 x FOC tickets to the match and RTB additional tickets at face value
- Right to utilise tickets in marketing and promotional programmes
- Invitations to the pre-game – Saturday drinks & dinner

BRAND EXPOSURE

- Logo on socks (TBD)
- LED pitch boards 1 mins
- Match day programme
- Big screen logo inclusion:
Pre-game – 30 seconds

FAN ENGAGEMENT

- Volunteering opportunities at the game

ADDITIONAL RIGHTS

- 1 x Signed match day shirts from all kits



MATCH SPONSOR £10k

DESIGNATION

- Official designation
- Use of The 745 Game marks and IP

TICKETS & HOSPITALITY

- 10 x hospitality places
- 10 x FOC tickets to the match and RTB additional tickets at face value
- Invitations to the pre-game – Saturday drinks & dinner

BRAND EXPOSURE

- Match day programme

FAN ENGAGEMENT

- Volunteering opportunities at the game

ADDITIONAL RIGHTS

- 1 x Signed match day shirt



ADVERTISEMENT PACKAGE

£5k

BRAND EXPOSURE

- LED pitch boards 1 mins
- Match day programme – full advertorial page
- Big screen logo inclusion



HOWARD SUITE HOSPITALITY

£240
PER PERSON

- Three-course dining
- Welcome drink on arrival
- Iconic glass-fronted pitch view suite with an amazing atmosphere
- Cushioned central seats directly outside the facility
- Half time refreshments
- Full time cheese and biscuits and the famous Wilson's pork pies!
- Player interviews and celebrity guests
- Entry via our dedicated Slingsby gin corporate gate

To book and for more information

Email - sales@therhinos.co.uk

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FOR MORE INFORMATION PLEASE CONTACT:



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