

CAMBRIDGESHIRE CATS AMERICAN FOOTBALL CLUB

2027 SEASON - SPONSORSHIP DOCUMENT

WHY SPONSOR THE CAMBRIDGESHIRE CATS?

- WE ARE EAST ANGLIA'S ONLY PREMIERSHIP AMERICAN FOOTBALL CLUB, COMPETING IN THE HIGHEST TIER OF BRITISH AMERICAN FOOTBALL

- WE HAVE A LARGE AUDIENCE REACH THROUGH CAMBRIDGESHIRE AND THE EAST OF ENGLAND, WITH INTERNATIONAL COVERAGE THOUGH LIVESTREAMS AND NATIONAL EVENTS

- LOCAL INVESTMENTS THAT WORK FOR BOTH YOU AND US. YOU GET HIGHER REACH TO A CAPTIVE LOCAL AUDIENCE, WE GET VITAL RESOURCES THAT HELP OUR CLUB GROW AND COMPETE AT THE HIGHEST LEVEL

- WE ARE A LOCALLY RUN, COMMUNITY AND PLAYER FUNDED SPORTS CLUB THAT EXISTS TO PROVIDE OPPORTUNITIES FOR MEMBERS OF THE COMMUNITY TO PARTICIPATE IN A SAFE AND INCLUSIVE ENVIRONMENT.



SPONSORSHIP PACKAGES

MVP SPONSOR PACKAGE

HOME/AWAY JERSEY SPONSOR PACKAGE

GAME PANTS SPONSOR PACKAGE

HELMET SPONSOR PACKAGE

TRAINING/CASUAL WEAR SPONSOR PACKAGE

PLAYER SPONSORSHIPS

GAME DAY SPONSORSHIPS



MVP SPONSOR PACKAGE

A SPONSORSHIP RESERVED FOR SUPERSTARS - £15,000

WHAT IS INCLUDED?

- PRINCIPAL HOME & AWAY KIT SPONSORS (JERSEYS AND GAME PANTS)
- TRAINING-WEAR / GYM WEAR PRINCIPAL SPONSOR
- YOUR LOGO ON ALL 2027 (AND BEYOND) GAME BALLS
- PRINCIPAL 2027 (AND BEYOND) CAMBRIDGESHIRE CATS SEASON SPONSOR
- SPONSORED POSTS WITH TEAM AND GAME-DAY SHOUTOUTS
- LIVE-STREAM PROMOTIONS AND ADVERTISEMENT READS DURING GAMES (VIA TDUK)
- FRAMED AND SIGNED GAMEDAY SQUAD PHOTO



JERSEY SPONSOR PACKAGE

RED OR WHITE? YOU CHOOSE. - £6,000 (+)

WHAT IS INCLUDED?

- PRINCIPAL HOME (AND) OR AWAY JERSEY SPONSOR
- YOUR LOGO ON ALL 2027 GAME BALLS
- SPONSORED POSTS WITH TEAM AND GAME-DAY SHOUTOUTS
- LIVE-STREAM PROMOTIONS AND ADVERTISEMENT READS DURING GAMES (VIA TDUK)
- FRAMED AND SIGNED GAMEDAY SQUAD PHOTO
- LOGOS AND PROMOTION VIDEOS SHOWN IN AND AROUND SHELFORD RFC BAR AND CLUBHOUSE SCREENS









GAME PANTS SPONSOR PACKAGE

KICKING BUTTS AND COVERING OURS TOO - £2,000

WHAT IS INCLUDED?

- PRINCIPAL HOME OR AWAY GAME PANTS SPONSOR

- SPONSORED POSTS WITH TEAM AND GAME-DAY SHOUTOUTS

- LIVE-STREAM PROMOTIONS AND ADVERTISEMENT READS DURING GAMES (VIA TDUK)

- FRAMED AND SIGNED GAMEDAY SQUAD PHOTO

- LOGOS AND PROMOTION VIDEOS SHOWN IN AND AROUND SHELFORD RFC BAR AND CLUBHOUSE SCREENS



HELMET SPONSOR PACKAGE

GET AHEAD WITH CEREBRAL ADVERTISING - £2,000

WHAT IS INCLUDED?

- PRINCIPAL HELMET SPONSOR

- SPONSORED POSTS WITH TEAM AND GAME-DAY SHOUTOUTS

- LIVE-STREAM PROMOTIONS AND ADVERTISEMENT READS DURING GAMES (VIA TDUK)

- FRAMED AND SIGNED GAMEDAY SQUAD PHOTO

- LOGOS AND PROMOTION VIDEOS SHOWN IN AND AROUND SHELFORD RFC BAR AND CLUBHOUSE SCREENS



GYM WEAR SPONSOR PACKAGE

WE TRAIN AS HARD AS WE PLAY - £1,500

WHAT IS INCLUDED?

- *EACH PLAYER, COACH AND STAFF MEMBER RECEIVES A GYM WEAR BUNDLE*
- PRINCIPAL GYM WEAR SPONSOR
- SPONSORED POSTS WITH TEAM AND GAME-DAY SHOUTOUTS
- LIVE-STREAM PROMOTIONS AND ADVERTISEMENT READS DURING GAMES (VIA TDUK)
- FRAMED AND SIGNED GAMEDAY SQUAD PHOTO
- LOGOS AND PROMOTION VIDEOS SHOWN IN AND AROUND SHELFORD RFC BAR AND CLUBHOUSE SCREENS









PLAYER SPONSORSHIP

PUT YOUR NAME TO OUR STARS ON AND OFF THE FIELD

SINGLE PLAYER SPONSORSHIP - £350

SPONSOR A PLAYER FOR THE SEASON

WHAT IS INCLUDED?

- SOCIAL MEDIA SHOUT-OUTS
- FRAMED AND SIGNED PLAYER PHOTO
- LIVE-STREAM PROMOTIONS (VIA TDUK)

MULTI-PLAYER SPONSORSHIP - £350+

SPONSOR MULTIPLE PLAYERS/ POSITION GROUPS FOR THE SEASON

WHAT IS INCLUDED?

- SOCIAL MEDIA SHOUT-OUTS
- FRAMED AND SIGNED PLAYER/TEAM PHOTO(S)
- LIVE-STREAM PROMOTIONS (VIA TDUK)



GAME-DAY SPONSORSHIP PACKAGES

PUT YOUR NAME TO A NATIONAL TITLE

SEASON SPONSOR - £750

- EVERY GAME SPONSORED
- GAME DAY POSTS
- LIVE-STREAM SHOUT-OUTS (VIA TDUK)
- FRAMED GAME DAY TEAM PHOTO
- STADIUM TV'S WITH LOGO/ADVERTISING

HOMECOMING SPONSOR - £400

- HOMECOMING EVENT SPONSORSHIP
- GAME DAY POST
- LIVE-STREAM SHOUT-OUTS (VIA TDUK)
- FRAMED GAME DAY TEAM PHOTO
- STADIUM TV'S WITH LOGO/ADVERTISING



GAME-DAY SPONSORSHIP PACKAGES

PUT YOUR NAME TO A NATIONAL TITLE

SINGLE GAME SPONSORSHIP - £200

- SINGLE GAME SPONSORSHIP
- GAME-DAY POST
- LIVE-STREAM SHOUTOUTS (VIA TDUK)
- FRAMED GAME-DAY TEAM PHOTO
- STADIUM TV'S WITH LOGO/ADVERTISING

TOUCHDOWN SPONSOR - £200

- GAME-DAY POSTS/STORIES
- LIVE-STREAM SHOUTOUTS (VIA TDUK)
- FRAMED GAME-DAY TEAM PHOTO



MORE INFORMATION

FOR MORE INFORMATION OR TO BECOME A PARTNER, PLEASE CONTACT US VIA EMAIL OR DIRECT MESSAGE ON OUR SOCIAL MEDIA PLATFORMS.

: SPONSORSHIP@CAMBRIDGESHIRECATS.COM
: INSTAGRAM.COM/CAMBRIDGESHIRECATS
: FACEBOOK.COM/CAMBRIDGESHIRECATS
: YOUTUBE.COM/CAMBRIDGESHIRECATS
: CAMBRIDGESHIRECATS.COM

#CATSPRIDE



