

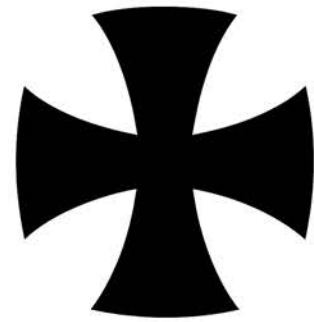


NEATH RFC

COMMERCIAL BROCHURE

2026-27

MESSAGE FROM OUR CEO



NEATH R.F.C

FOLLOWING A REMARKABLE REBUILD AND A WELSH CUP WIN IN 2025–26 NEATH RFC ENTERS A NEW ERA WITH PRIDE, PURPOSE AND THE NEATH REBELLION AT ITS HEART.

THE OLDEST CLUB IN WALES IS BACK COMPETING, BACK WINNING AND READY FOR THE NEXT CHAPTER

For over 150 years, Neath RFC has been at the heart of Welsh rugby, built on pride, ambition, and community.

Today, that story is moving forward again. After a period of rebuilding, we've reconnected with supporters, restored belief, and reignited the town's passion - highlighted by our 2025–26 Welsh Cup success.

We're also building for the future, with a young squad featuring top local talent from our district clubs.

Our ambition is clear: to create a modern, sustainable club that delivers action-packed entertainment on and off the pitch.

With your support, Neath RFC will continue to grow as a club, a venue, and a community force.

We look forward to welcoming you on board.

Matthew Young



WalesOnline



OURS IS A POWERFUL
BRAND. **SINCE 1871** WE'VE
EXCITED & INSPIRED OUR
FANS. OUR ICONIC CLUB IS
ENTERING A NEW ERA BUILT
AROUND **COMMUNITY.**
STILL VICTORIOUS.
ALWAYS AMBITIOUS. **HERE'S**
WHAT MAKES NEATH RFC
DIFFERENT:



17 Titles (equal top with Cardiff)

7 Welsh Cup Winners

72 (Inaugural year) 89, 90, 04, 08, 09, 26 (holders)

Only club to ever reach **Celtic Cup Final**

02-03

World Record Holders : Most Tries (345) and
Points (1,937) in a season

88/89

Oldest Club in Wales (Founded 1871) :

WRU founded in Neath (1881)

Welsh Honours :

221 Welsh Internationals & 6 Welsh Captains

BRITISH LIONS

RK Green

Rees Stephens

Roy John

Lewis Jones

Courtenay Meredith

Elgan Rees

Allan Bateman

Barry Williams

Shane Williams

Adam Jones

James Hook

Leigh Halfpenny

WELSH CAPTAINS

Glyn Stephens

Rees Stephens

Paul Thorburn

Kevin Phillips

Gareth Llewellyn

Duncan Jones



“Aligning Lextan with the rebirth of Neath RFC created a powerful platform for brand awareness, community connection, and long-term growth” James Hadley, Lextan



NEATH RFC

BY NUMBERS

Since taking over the club in 2023, Neath RFC has transformed both the Neath RFC brand and The Gnoll, delivering major growth across digital engagement, website traffic and attendances. The Gnoll now attracts more than 100,000 annual visitors through professional sport and major community events.

DIGITAL REACH



FACEBOOK PERFORMANCE
AVERAGE VIEWS

1.8M

TOTAL MONTHLY VIEWS



FACEBOOK PERFORMANCE

15.5k

FOLLOWERS



INSTAGRAM PERFORMANCE

6.5k

FOLLOWERS

47.1%

FROM FOLLOWERS

52.9%

FROM NON - FOLLOWERS

19k

CONTENT INTERACTIONS
PER MONTH

WEBSITE PERFORMANCE



WEBSITE VISITS (pa.)
NEATHRFC.COM

584K

+129% since 2023



UNIQUE VISITORS (pa.)
NEATHRFC.COM

353K

+231% since 2023



PAGES VIEWED
NEATHRFC.COM

1.3M

+120% since 2023



WEBSITE HITS
NEATHRFC.COM

4.8M

+425% since 2023

ATTENDANCE HIGHLIGHTS

105,000+

ANNUAL VISITORS
TO THE GNOLL
PER YEAR

5,100

BOXING DAY
ATTENDANCE

4,000

CHRISTMAS LIGHTS
SWITCH-ON
ATTENDANCE

3,500

FIREWORKS EVENT
ATTENDANCE

75,000+

ANNUAL VISITORS
TO THE GNOLL
PER YEAR



FIJI RUGBY

3,000

NEATH V FIJI
(ANNUAL EVENT)



2,500

WALES RUGBY LEAGUE
AVERAGE ATTENDANCE



A PARTNERSHIP WITH NEATH RFC IS MORE THAN TRADITIONAL RUGBY SPONSORSHIP. CLIENTS CAN CREATE BESPOKE PARTNERSHIP PACKAGES UTILISING THE FOLLOWING OPPORTUNITIES:

PR EXPOSURE

PRESTIGE BRAND ASSOCIATION

DIGITAL MARKETING CAMPAIGNS

DIGITAL PLATFORM

VIDEO CONTENT CREATION

BRANDING & ADVERTISING

MATCHDAY HOSPITALITY

COMMUNITY ENGAGEMENT

PLAYER AMBASSADORS

CORPORATE NETWORKING

EVENT ACTIVATIONS

SOCIAL MEDIA ACTIVITY

“We would like to extend our heartfelt gratitude to Neath RFC for all the incredible support we have received since our opening in Neath. Your support with advertisements and promotions on match days have been instrumental in spreading the word about our establishment.”

Stuart James, The Mine



OUR PLEDGE TO PARTNERS

AT NEATH RFC WE DON'T BELIEVE IN STANDARD SPONSORSHIP. WE BELIEVE IN CREATING UNFORGETTABLE EXPERIENCES, DISRUPTIVE CONTENT, AND COMMUNITY-DRIVEN PARTNERSHIPS THAT HELP BRANDS STAND OUT. WE WILL WORK WITH YOU TO...

- ✓ Understand your business objectives
- ✓ Create impactful marketing campaigns
- ✓ Deliver engaging digital content across our social media platforms
- ✓ Connect your brand with our passionate community and charity partners
- ✓ Communicate the Partnership
- ✓ Measure through evaluation

“What makes our partnership so valuable is the club’s energy, ambition, and commitment to supporting the local community and businesses. The major matchdays and community events create a real buzz across the town” Lee Hill, Pinnacle

STADIUM SPONSORSHIP



With prominent branding across The Gnoll, your company will be front and centre at one of Wales' most iconic rugby venues. From packed Boxing Day derbies and community events to Wales Rugby League fixtures and major matchdays, your brand will stay at the heart of the action all season.

The Family Stand and Stadium Sponsorship packages combine high-impact branding, digital exposure, and community engagement with one of Welsh rugby's most recognisable brands.

- Official stadium naming rights, with media, supporters, TV broadcasters, and newspapers referring to the venue as **"Your Company Gnoll"** throughout the season
- 6 x premium advertising boards prominently displayed within The Gnoll stadium complex
- Branding across all Neath RFC social media, e-mails, newsletters, e-tickets, and website campaigns
- Inclusion within promotional films, player content, social media campaigns, and matchday graphics

FAMILY STAND

As official Family Stand sponsor, the stand will be renamed to "Your Company Family Stand" across club communications, marketing materials, matchday announcements, and digital campaigns.

With branding positioned throughout the stand and exposure across family-focused matchday experiences, your business becomes closely associated with the next generation of Neath RFC supporters and the wider local community.

- Official Family Stand naming rights across all Neath RFC communications
- 10 x premium advertising boards displayed prominently within the Family Stand area
- Branding across e-mails, newsletters, e-tickets, social media, and website campaigns
- Inclusion within player content, promotional videos, competitions, and digital campaigns
- VIP Neath and Wales Rugby League hospitalit

FAMILY STAND SPONSOR **£6,000 + VAT**





Ben Williams - Captain, Neath RFC



UPPER COW SHED

The Cow Shed is synonymous with the atmosphere, identity, and heritage of Neath RFC, ensuring your brand remains at the heart of the matchday experience and one of the most viewed stadium areas during tries, goal kicks, and TV coverage.

KEY BENEFITS:

- Featured in official Neath RFC team photos, Wales Rugby League, Ospreys U18s, and club media content
- Exposure during all team photos including community events, Fiji international visits, and Ospreys Development
- TV exposure — the Cow Shed is in a prime broadcast location

£5,000 + VAT



SCORE BOARD

The largest single pitchside advertising board, Scoreboard Advertising provides your company with the picture-perfect opportunity, offering a premium stadium branding location promoting your brand.

KEY BENEFITS:

- Largest single pitchside advertising space at The Gnoll
- Branding will feature in post-match interviews and club media content
- Branding will feature in press photography, digital campaigns, and social media coverage

TOP BOARD (SCOREBOARD): £2,000 + VAT

BOTTOM BOARD (SCOREBOARD): £1,000 + VAT





NEATH RFC



NEX-CAR

MDM
PLANT
& Waste Removal



THE TIGERS

Castell
Howell



NEATH RFC

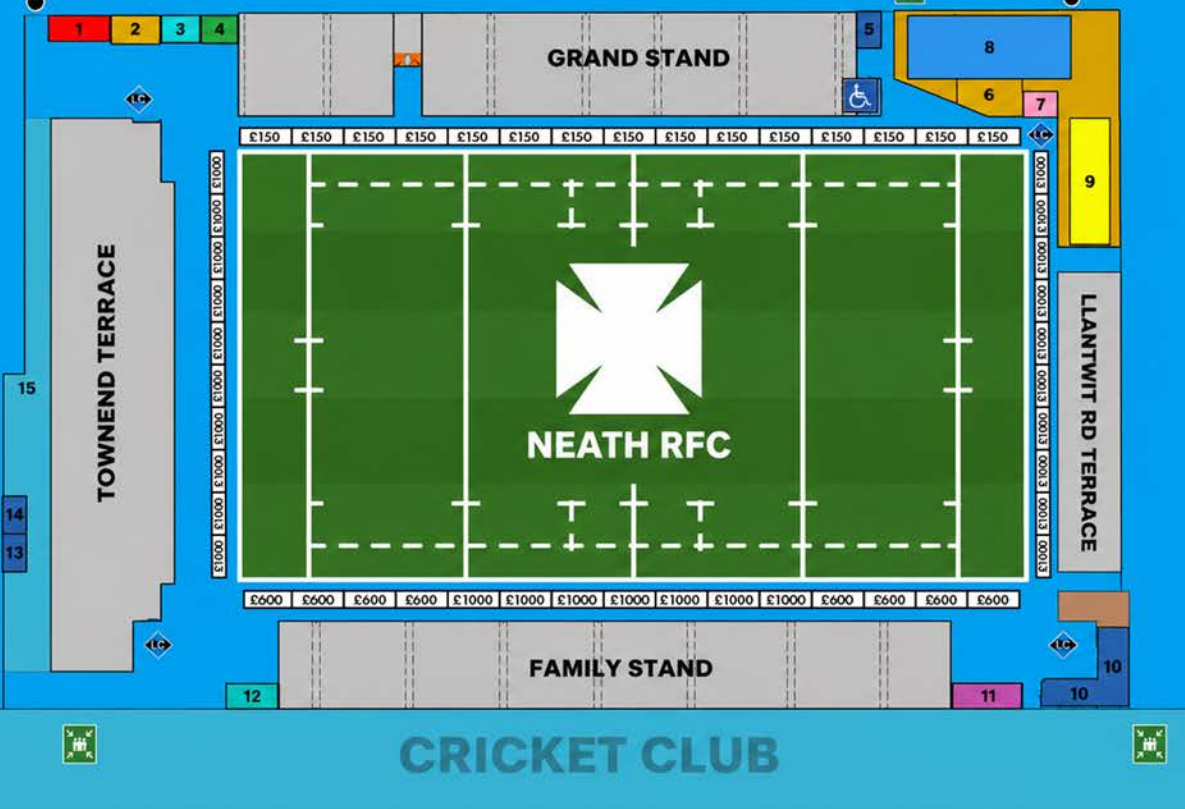


PINNACLE
SCAFFOLDING



Match Officials and Players Entrance

Hospitality Entrance



- 1 TURNSTYLES
- 2 OUTSIDE FOOD AND HOT DRINKS
- 3 PHYSIO ROOM
- 4 LEXTAN BAR
- 5 TOILETS
- 6 CLUBHOUSE
- 7 TICKET COLLECTION
- 8 HOSPITALITY SUITE
- 9 PLAYER'S LOUNGE
- 10 TOILETS
- 11 COWLEY BAR
- 12 PINNACLE BAR
- 13 MEN'S TOILETS
- 14 WOMEN'S TOILETS
- ♿ DISABLED VIEWING
- ASSEMBLY POINT

PITCHSIDE BRANDING

SMALL BANNER

Small banner advertising positioned along the fencing in front of the Cow Shed, providing affordable matchday brand visibility.

£150 + VAT

FULL 20ft PITCH BOARD

Premium full-size pitchside branding positioned in high-visibility areas around The Gnoll, featured heavily during matchdays, media coverage, and digital content.

£1,000 + VAT

HALF BOARD

Cost-effective half-size advertising boards delivering strong matchday exposure in prominent areas around the ground.

£600 + VAT

MAIN STAND BRANDING

Large-scale branding positioned on the iconic Main Stand, visible both inside and outside The Gnoll.

£2,000 + VAT





KIT SPONSOR NEATH RFC

PREMIERSHIP CUP WINNERS 2026
OUR NEATH. OUR REBELLION. OUR PARTNERS

This isn't just sponsorship
This is YOUR brand becoming part of something bigger
Neath RFC is rising again - not quietly, but boldly

World record holders. Cup winners. Built on history.
Driven by community. Fuelled by ambition

We are not just playing rugby. We're reinventing it
We're inviting brands who stand out - not blend in



MAXIMUM VISIBILITY

Your logo on a winning jersey, captured on match days, in the media and in celebration



COMMUNITY & CONNECTION

Be part of a club built for the people. A brand fans connect with



WINNING ENVIRONMENT

Cup winners. Join a club that's moving forward fast



KIT SPONSORSHIP PACKAGES 26-27

Get in touch for further information contact@neathrfc.com

FRONT OF SHIRT

THE ULTIMATE STATEMENT

£15,000 +VAT

- ✓ Main Sponsor announcement with ongoing social & PR
- ✓ Largest logo on match jersey
- ✓ 10 x Hospitality Season Tickets & Access to 50 match day tickets
- ✓ Featured across all media, campaigns & video content

FRONT CHEST

CENTRE STAGE. ALWAYS SEEN

£8,000 +VAT

- ✓ Main Sponsor announcement with ongoing social & PR
- ✓ Prime front chest placement
- ✓ 10 x Hospitality Season Tickets & 10 match day tickets
- ✓ Featured across all media, campaigns & video content

SHOULDERS & SLEEVES

HIGH IMPACT. GAME MOMENTS

£3,000 +VAT

- ✓ Main Sponsor announcement with ongoing social & PR
- ✓ Featured in Kit launch video, walk outs & marketing
- ✓ 4 x Hospitality Season Tickets & 10 match day tickets
- ✓ Featured across all media, campaigns & video content

BACK OF SHIRT

SEEN BY EVERY FAN

£4,000 +VAT

- ✓ Main Sponsor announcement with ongoing social & PR
- ✓ Prominent back of shirt branding
- ✓ 6 x Hospitality Season Tickets & 10 match day tickets
- ✓ Featured across all media, campaigns & video content



NEXCAR

Castell Howell

NEATH RFC

MIRACLE

NEATH RFC

NEATH RFC

Hutchinson Thomas

PINDERYN
215711-EBY

Den



PLAYER SPONSORSHIP

By becoming the exclusive sponsor of a Welsh All Black for the 2026–27 season, your company will be aligned with one of club rugby’s most respected role models and ambassadors

PLAYER SPONSORSHIP KEY BENEFITS:

- Logo featured on all player-related social media posts, including :-
 - Signing Announcement Video
 - Player Interviews,
 - Team Announcements,
 - Tries and Man of the Match content
- 2 x Hospitality Season Tickets with full-season hospitality access for two people
- Logo featured on the website and matchday programme

PLAYER KIT SPONSORSHIP KEY BENEFITS:

- 4 Hospitality places for 1 x home game during 26-27
- Featured within the player signing announcement video and social media write-up
- Logo featured on the website and matchday programme

PLAYER KIT SPONSORSHIP

PLAYER SPONSORSHIP	£250 + VAT
PLAYER KIT SPONSORSHIP	£150 + VAT
PLAYER & KIT SPONSORSHIP	£350 + VAT



MATCH DAY PROGRAMME

Treasured by both home and away supporters, the Neath RFC Matchday Programme (A5 format) is a professionally produced, premium-quality publication packed with engaging rugby content, celebrating the proud history and future of one of Welsh rugby's most iconic clubs.

Each edition features editorial notes from club officials, the Head Coach and team captains, alongside exclusive player interviews, match previews, supporter features and club updates - bringing fans closer to the action on and off the field.

Designed to reflect the tradition, passion and professionalism of Neath RFC, the programme is distributed directly to loyal supporters, sponsors and visiting spectators throughout the season.

KEY BENEFITS:

- Align your business with one of Wales' most historic and recognisable rugby clubs, alongside respected local and national brands.
- Your advertisement will reach loyal supporters, corporate guests and visiting fans through a premium matchday publication designed to deliver lasting impact.
- Programmes are often kept as souvenirs and shared among supporters, extending your brand visibility well beyond matchday.
- Advertisements can be updated throughout the season to keep your messaging fresh, relevant and engaging.

1/4 PAGE ADVERT

A cost-effective way to promote your business within the Neath RFC Matchday Programme, in front of passionate rugby supporters and the wider local community.

£75 + VAT

1/2 PAGE ADVERT

Share the spotlight with another high-quality local business whilst gaining strong exposure within one of Welsh rugby's most respected matchday publications.

£150 + VAT

FULL PAGE ADVERT

Put your business centre stage with a striking Full Page Advert, giving your company maximum visibility and impact throughout the season.

£250 + VAT

BACK PAGE

Make a lasting impression with the entire back page of the Neath RFC Matchday Programme dedicated exclusively to your business and brand.

£400 + VAT



MATCH SPONSOR

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Designed to reflect the tradition, passion and professionalism of Neath RFC, the programme is distributed directly to loyal supporters, sponsors and visiting spectators throughout the season.

KEY BENEFITS:

- VIP entry via the main entrance at The Gnoll
- Access to the Hospitality Suite overlooking the pitch
- Two-course meal for up to 10 guests with complimentary Matchday Programmes
- Company branding featured within the official Matchday Programme
- PA announcements throughout the match
- Recognition across Neath RFC social media channels and website
- Opportunity to meet players, coaches and club representatives

MATCH SPONSOR PACKAGE: £650 + VAT

MATCH BALL SPONSOR

With a minimum of 13 home fixtures available throughout the season, Match Ball Sponsorship provides businesses with an affordable and effective way to gain visibility at The Gnoll whilst entertaining guests in a professional sporting environment.



KEY BENEFITS:

- VIP entry via the main entrance
- Hospitality Suite access overlooking the pitch
- Two-course meal for up to 5 guests with complimentary Matchday Programmes
- Social media and website acknowledgement before and during matchday
- PA announcements throughout the fixture
- Company recognition within the Matchday Programme
- Dedicated host throughout the day to ensure a memorable experience

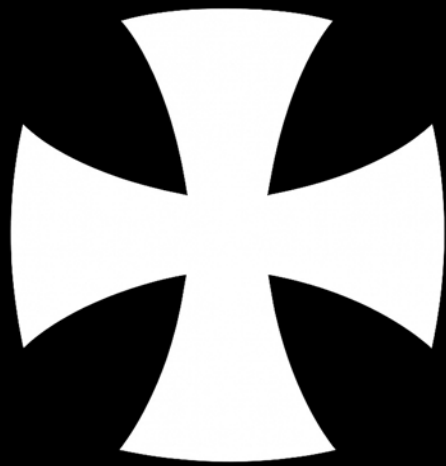
MATCH SPONSOR PACKAGE: £395 + VAT



Each edition features essential notes from club officials, PA announcements throughout the season.

Designed to reflect the tradition, passion and

PA announcements throughout the season.



NEATH R.F.C

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