



Sponsorship Opportunities

FOUNDATION DAY 2024

Premiership match

Weekend of 29-31 March



NORTHAMPTON
SAINTS

VS



SARACENS

About Northampton Saints Foundation

[Click here to view](#)

Sam, a Northampton Saints Foundation student.

Sam's name & voice have been changed to protect their identity.

To find out more, visit northamptonstaintsfoundation.org



WHO WE ARE

Northampton Saints Foundation, a charity dedicated to inspiring, supporting, and educating individuals, is gearing up for their most significant fundraising event of the year, as we celebrate our fourth Foundation Day.

Taking place at one of Northampton Saints biggest games of the season against Saracens, in the Gallagher Premiership, with up to 15,000 fans at cinch Stadium at Franklin's Gardens.

The day will involve a host of fundraising activities, supported by Northampton Saints players, to raise vital funds so the Foundation can continue to grow and help more disadvantaged and vulnerable people in need through our education and social inclusion programs.

To ensure the event's success and maximise its impact, we are actively seeking the support of businesses who share our vision, wanting to give back to their community and create a legacy of positive change.

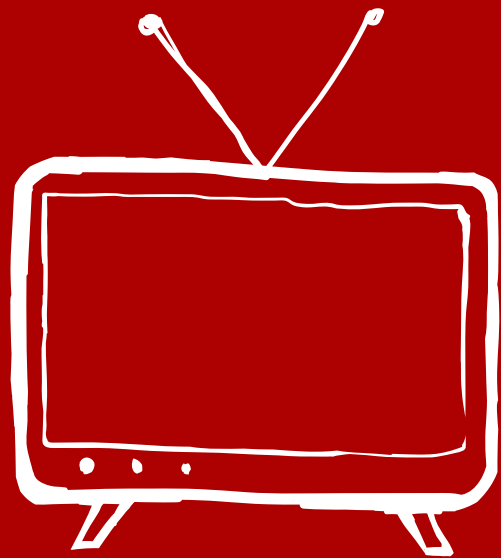
Make a substantial contribution and meaningful impact, with opportunities to:

- Align your business with an important cause
- Enhance your brands visibility and exposure
- Fulfil your businesses corporate social responsibility strategy by showcasing your commitment and give back to social causes/community
- Open the doors to potential partnerships, collaborations and new business opportunities
- Pay less Corporation Tax deducting the value of the donations from your total business profits before you pay tax



Foundation Day

EXPOSURE OPPORTUNITIES



TV Viewers:
376,000+

Streaming

29,000+ viewers

Social Media
Followers: 7,816



Reach through Saints

Facebook 2M

Instagram 1.1M

Twitter 100k

SAINTS FOLLOWERS:
450k



Website users:
70,000

Combined Saints and Foundation Email

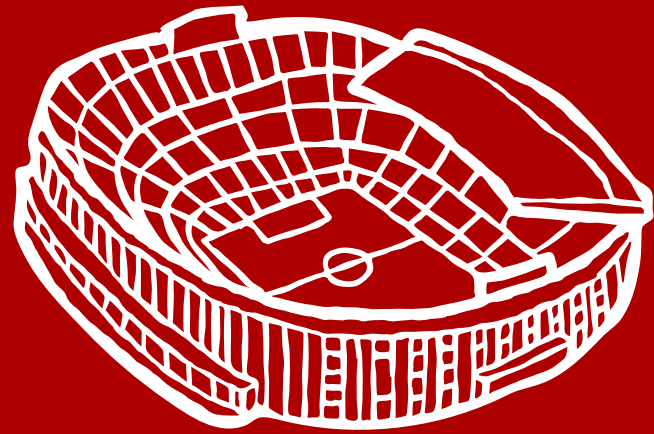
60,000 reach

*SOCIAL MEDIA AND WEBSITE NUMBERS ARE BASED ON FD 2023

*TV VIEWING IS BASED ON SARACENS FIXTURE LAST SEASON

Exposure Opportunities

FOUNDATION DAY



STADIUM CAPACITY:
15,000+

PR IN LOCAL MEDIA



i.e. BBC Northampton Saints show



UK RUGBY FANS
10M+

PLATINUM

£25,000

Only one available

1. Your company logo front and on shoulders of player warm up shirts plus 330 other volunteers, ballboys, mascots
2. Table for 10 in Michael Jones Jeweller Champions Suite.
3. Supporter Village Activation* (access to 70% of matchday attendees)
4. Watch final training session before the game, meet the players and coaching staff*
5. Media to include prominent position on pre match, on the day and post match social media, a press release and video
6. Your company logo on the front, plus double page feature within matchday program.
7. Your company logo on 'on the day' Foundation Day assets e.g. banners, posters, hospitality materials
8. Your logo on Big Screen at times during the match (up to 15,000 matchday attendees)
9. Meet your company Corporate Social Responsibility strategy
10. Volunteer opportunities for your staff on the day

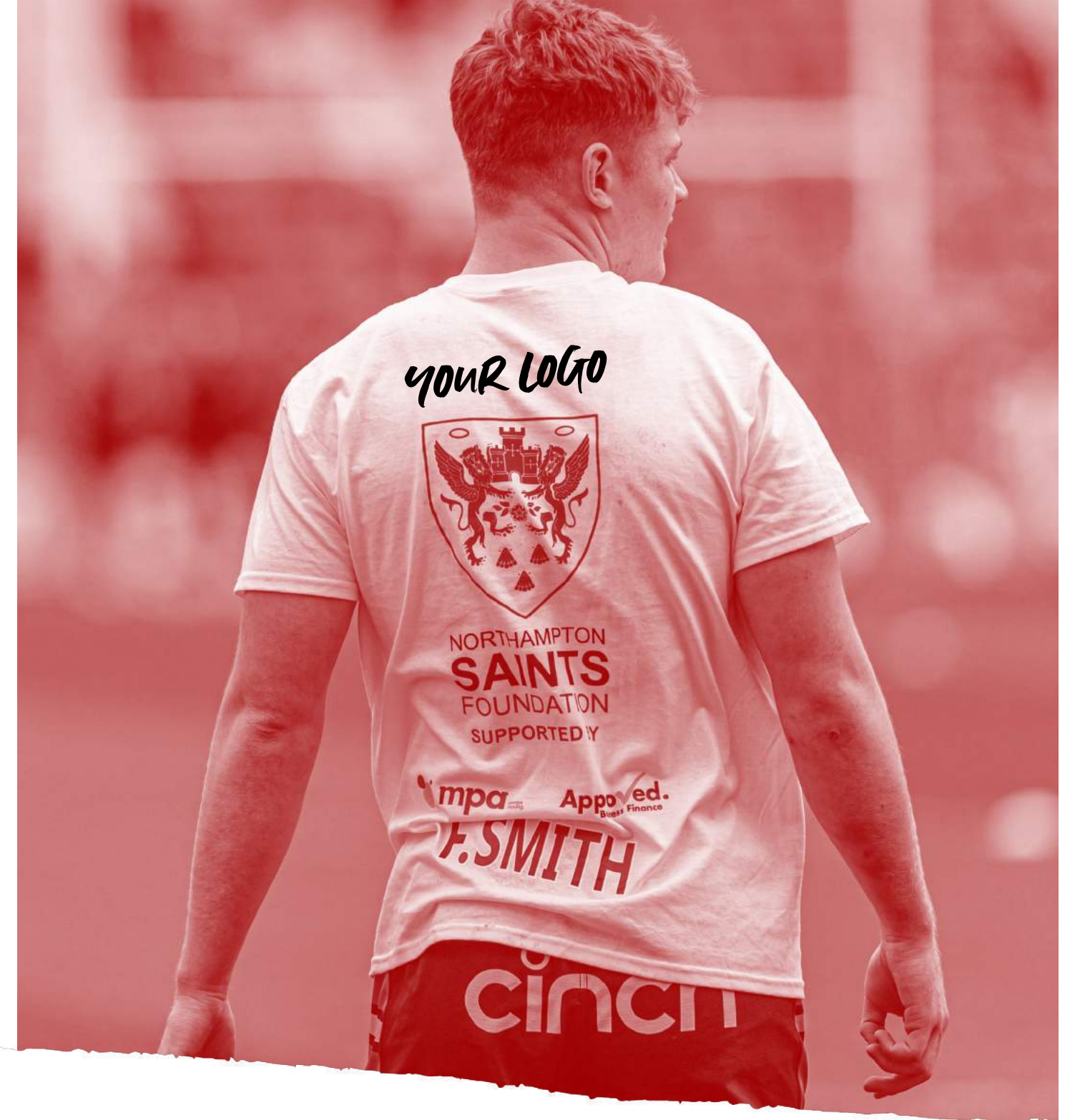


Gold

£10,000

Only two available

1. Your company logo on the back of player warm up shirts plus 330 other volunteers
2. Main sponsor of half-time competition/activation
3. 10 tickets for the match, to watch alongside our Ambassador and Saints legend, Tom Wood*
4. Your company logo on other 'on the day' Foundation Day assets e.g. banners, posters, hospitality materials
5. Minimum of five social media posts across our networks in build up or on the day.
6. Meet your company Corporate Social Responsibility strategy
7. Volunteer opportunities for your staff on the day



Silver

£5,000

Only two available

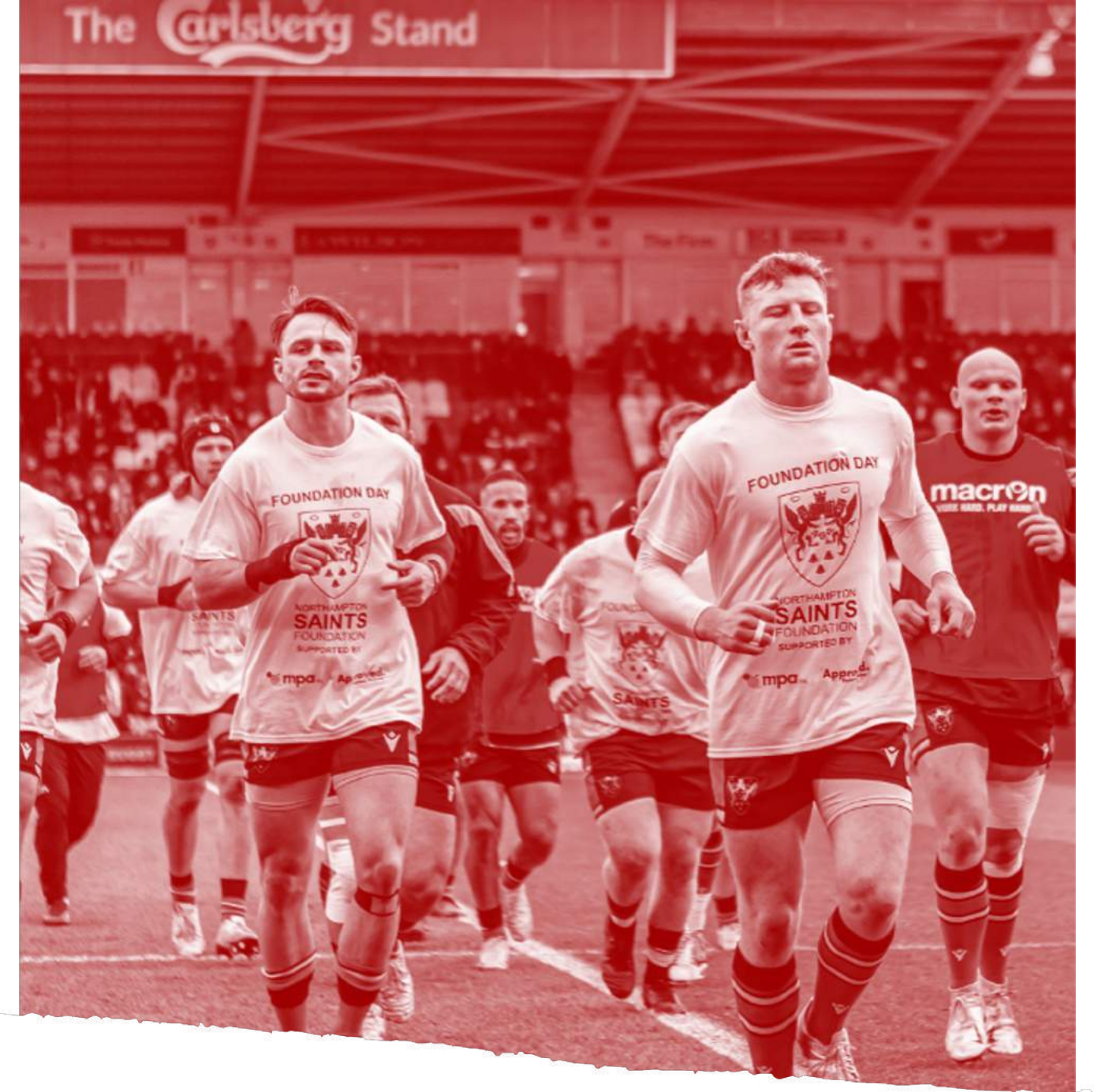
1. Your company logo on sleeve of player warm up shirts (plus 330 other volunteers)
2. Three pairs of tickets for the match
3. Your company logo on other 'on the day' Foundation Day assets e.g. banners, posters, hospitality materials
4. Minimum of five social media posts including your company logo
5. Meet your company Corporate Social Responsibility strategy
6. Volunteer opportunities for your staff on the day



BRONZE

'in kind' opportunities

1. T-shirts, caps, beanies, banners, leaflets, printed materials, ~~hand held flags~~ (sold)
2. Acknowledgement of your companies support on items provided, plus social media coverage
3. Connect your brand with the biggest sporting brand in Northamptonshire
4. Meet your company Corporate Social Responsibility strategy
5. Volunteer opportunities for your staff on the day



Be Part of
Something
Extraordinary

FOUNDATION DAY



Contact Gemma for more information

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