

Southampton's Rugby League Club

www.southampton-spitfires.co.uk

"Spitfires' Season Takes Off"

Daily Echo



SOUTHAMPTON
SPITFIRES
RUGBY LEAGUE CLUB



Commercial Brochure 2011

“Spitfires Cleared for Take Off” Daily Echo

“Southampton Spitfires is an independent Rugby League club which is dedicated to becoming a valued community club for Southampton and the surrounding area.

Spitfires is the only Rugby League club in the city and was formed in 2007 by Glenn Tyreman, a Yorkshireman living in Southampton. In 2008 after just one season in the London Merit League, the club was promoted into the Rugby League Conference, an open-age national competition split into regional divisions known as conferences.

In 2009 the Spitfires exceeded all expectations, finishing third in the South East Conference and progressing to the divisional Grand Final. Then in 2010 the club showed great consistency by again finishing third and making the divisional play-offs for the second season running, reaching the semi final.

Along the way the club has attracted substantial coverage, from newspapers, radio, television and magazines. This ever increasing profile has gained exposure for sponsors and associates time and time again. We are constantly striving to generate the next press release or news story.

Our website visits and page views have grown exponentially over the last three years as a result of our increasing profile and we actively promote the club at community events such as Race for Life and Sport Relief, to ensure we engage with our community regularly.

Now the Spitfires are actively facilitating the development of new teams within the club by growing our own coaching team from within.

Eventually these developments will enable us to serve our community to greater effect by giving local players of all ages a positive sporting pathway to follow”.

Andy Beal (Chairman)

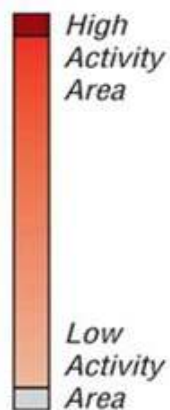


“Conference Expands Again” RL Express

The Co-operative Rugby League Conference (RLC) is played through the summer months.

There are over 100 clubs in divisions covering Scotland, Wales, the South West, the Midlands, the South East and Greater London.

Our nearest rivals include Portsmouth Navy-Seahawks Guildford Giants, Sussex Merlins and Oxford Cavaliers.



1997



2010

2009 RLC Regional Grand Finalists

Coaching Links to Super League
Harlequins RLFC

Coaching Links to the South of England &
England Lionhearts Squads



The co-operative
**RUGBY LEAGUE
CONFERENCE**

No Longer “Just a Northern Game”

Map of the UK showing the growth of Rugby League since the RLC formed in 1997.

"From Bramley to Southampton" RL World



Spitfires into regional grand final

Spitfires take off

Southampton Spitfires reached the regional grand final in their first ever season in the Southern Conference after a hard-fought 18-16 victory over a determined Exeter side in Wiltshire on Saturday. Luton forward James Carrison (10) opened the scoring and head coach Steve Linton added a second try before Tommy Gray and Tony Carter advanced the lead to 14-6 at half-time. Karis Coe, Carrison and Linton all added tries as Southampton won 18-16. Southampton Spitfires travel to Gloucestershire on Saturday (1st August) for the district final, with all 8:30pm.



SOUTHAMPTON SPITFIRES

new look playing kit for 2009 with a from the Solent Sky museum. The museum, on Albert Road South in the city housed the launch with their super-creative Spitfire Type 356 F Mk.24. F dramatic and appropriate backdrop to the club's smart new playing kit, which is sponsored by Quoy Accounting, Tip-Top-Tyres, GPM Property Maintenance.

Spitfires quickly up and running

RUGBY LEAGUE

SOUTHAMPTON Spitfires rugby league team got off to a winning start in their first ever game - against Kent Baynes.



LAST-GASP SETBACK

SOUTHAMPTON Spitfires failed to overcome an 18-point deficit and suffered an agonising last-gasp defeat at Cotswolds Rugby League Conference South leaders Gloucestershire Adrians.

Rugby Returns To Station Road

The name of Station Road returned to the Rugby League map last Saturday when Southampton Spitfires took on Oxford Cavaliers in the first game at their new home.



From Bramley to Southampton

Southampton Spitfires have moved to their new home, Station Road, in Southampton. The club has a long history, having been founded in 1974. The club has a strong following and is proud to have moved to their new home. The club has a long history and is proud to have moved to their new home.

Conference Comments

Phil Caplan

Spitfires wilt late on in Wiltshire



Southampton Spitfires were held back by a determined Exeter side in Wiltshire on Saturday. The club's new look playing kit was a highlight of the match. The club's new look playing kit was a highlight of the match.



ADY MOORE (pictured below) from Southampton Spitfires Rugby League Club told us "The Community Chest award has provided a vital source of funding for equipment to start the women's section. These small grants can make a huge difference to local clubs".

The closing date for the next round of grants is 15 November 2009.



ADY MOORE benefits from Community Chest

Southampton Spitfires have secured three new club sponsors for the forthcoming 2009 season. The club's new sponsors will be Quoy Accounting, GPM Property Maintenance and Tip-Top-Tyres. The club's new sponsors will be Quoy Accounting, GPM Property Maintenance and Tip-Top-Tyres.

Find out more

www.southampton.gov.uk/grants
01703 868334
community.chest@scs.gov.uk

Conference expands again in 2009

The Rugby League Conference has announced that it will be expanding to include more clubs in 2009. The conference will be expanding to include more clubs in 2009.



SPORTS SPOTLIGHT Rugby League side dominate



Spitfires in 15-try blast Zap pair perfect

Southampton Spitfires rugby league side dominated Cotswolds Rugby League Conference South leaders Gloucestershire Adrians in a convincing 45-10 win at Test Park.

“Spitfires in 15-Try Blast” Daily Echo

Since forming in 2007 Southampton Spitfires have actively promoted themselves through all forms of media, breaking new ground in 2009 when they were the subject of numerous BBC radio features. BBC Radio Solent interviewed head coach Glenn Tyreman before and after a home win over Greenwich Admirals.

Then when BBC Radio Solent came back for their second visit the Spitfires' home fixture against Swindon St George became the first ever live radio broadcast of a Rugby League match being played in the city.

The 42-all draw certainly kept the broadcasts interesting with the final try in the last minute, it was a great advert for all connected with the club and fantastic exposure throughout the region.

The Spitfires are regularly featured on BBC Radio London's Rugby League programme which covers the club's results for Rugby League fans in the capital and has featured live interviews with our head coach.

When Sky Sports featured rivals Greenwich Admirals for their premier Rugby League magazine show 'Boots n All'. The Spitfires were the opposition, giving us our first TV appearance and some amazing exposure for our sponsors in the prime-time eight minute segment.

The club's commercial manager also serves as the RFL's Media Officer for our division, so we are uniquely placed to provide regular results and news features directly to the Rugby League's press and online media.



A Sport With An Excellent Reputation...

RUGBY LEAGUE is arguably the last remaining 'game of the people' left in British sport, which means it is accessible, affordable, welcoming and inclusive.

Rugby League is played by all ages, by both sexes, and accommodates a wide range of ability levels through adapted forms of the game, including wheelchair and veterans formats.

The sport has an excellent reputation for being family friendly with a near 60/40 split between male and female supporters.

Since 1995 Rugby League has spread from the traditional northern clubs to Wales, France and London in the professional ranks.

There are over 100 clubs in the Summer Conference structure, 90% of which are based outside of the 'heartland' areas.

There are over 2,000 registered clubs at all levels in the UK.



50% of Viewers who watch Rugby League on Sky Sports live in Southern England

More than 25 Million TV viewers watch Rugby League every season in the UK

Challenge Cup & 4 Nations live on BBC

The BBC also cover Super League's Play-off Series & Grand Final

The Power Of Rugby League...



2,000 Registered Community Clubs ● National Schools Programme ● Regional Development ● Socially Inclusive ● Accessible to All

Contributing Major National Events...



Rugby League contributes a significant number of major events to the national sporting calendar, over two million people watched England take on Australia, New Zealand and PNG in the Gillette Four Nations this Autumn, shown live on Sky Sports and with highlights on the BBC.

The Challenge Cup is the sport's national showpiece event held at Wembley every August. This year's final attracted 85,217 fans and was screened in 100 countries world wide.

The Super League Grand Final at Old Trafford attracted 71,526 spectators.

This coverage significantly boosts grassroots participation.



That Winning Feeling...



Power... ● Passion... ● Pride..!

Spitfires Gain Representative Honours



Tom Gray, England Lionhearts v Scotland Bravehearts 2009



Oli Johnson, Harlequins RL Res' v Wigan Res' 2010



Dave Linton, Scotland 'A' v Bradford Bulls, Carnegie Floodlit 9's 2010

Our Club Opens Doors!

In 2010 Oli Johnson became the first player in Spitfires' history to be offered terms by a pro' club. After being recommended by our head coach, an extended trial with Harlequins lead to a contract offer from 'Championship 2' side London Skolars. Oli was also offered the chance to stay with Harlequins Reserves where he opted to continue his development in a Super League environment.

In similar circumstances Dave Linton worked his way through the Scotland amateur international set up to earn a spot in the Scotland 'A' squad at the prestigious Carnegie Floodlit 9's.

“Spitfires into Regional Final” Daily Echo



A shared responsibility
for the common good

“Southampton Spitfires RLFC is a community club committed to developing and promoting the sport of Rugby League, increasing participation and providing a focal point for player development. The club takes pride in representing the historic city of Southampton”. *Glenn Tyreman*



Growing Our Own: Four players complete the RFL level two coaching badge.

REPRESENTATIVE HONOURS 2007-2010

A total of 11 Spitfires Players have achieved representative honours for the following squads:

Scotland 'A', Scotland Bravehearts (Amateur), England Lionhearts (Amateur), England Students, South of England, South of England Students, South of England & London , London & South East.

Three Spitfires Players have been taken on trail with a Professional Club.

1 Player has been offered terms at a professional club.

The Historic City of Southampton...

Southampton is a modern city with a rich and diverse history.

In 1620 the Pilgrim Fathers set sail from Southampton on the Mayflower and the Speedwell, before calling in at Plymouth on their way across the Atlantic. Today Southampton is most famous for being the departure port of the ill-fated Titanic which sank after hitting an iceberg in 1912.

Southampton's port is one of the biggest in the country with a huge volume of trade entering the UK through its docks. Each year thousands of people visit the city to head off on one of the many giant cruise liners that call into Southampton.

There is a vibrant bar and restaurant culture and many excellent hotels.

The Isle of Wight, the New Forest, Bournemouth and London are all easily accessible from Southampton.

www.visit-southampton.co.uk



The Spitfire Was Born in Southampton

The Spitfire aircraft is synonymous with the city of Southampton and the surrounding area, having taken off on its first ever test flight from Eastleigh Aerodrome at what is now Southampton International Airport, in 1936.

The Spitfire test model was piloted by Captain Joseph 'Mutt' Summers, chief test pilot for Vickers Aviation Ltd and the aircraft were produced locally at various Supermarine Aviation Works sites in and around Southampton, before other sites were developed in Swindon, Farnborough, Stoke and Birmingham.

In Southampton production was carried out over 28 locations and employed approximately three thousand people.

There is a Spitfire on show at Southampton Aviation Museum in the city centre to this day.

The word 'Spitfire' dates from Elizabethan times and refers to:

"A ferocious or competitive person"

Good traits to have if you're a Rugby League player!



The Business of Grassroots Sport...

Grassroots sport wouldn't work without the support of local businesses...

Since 2008 more than twenty local companies and agencies have supported the Spitfires through sponsorship, grants, discount services, advertising, design work, printing services, media exposure, PR and pure goodwill.

Because of this diverse support we have been able to set strong foundations for the development of the club and we are beginning to realise our growth ambitions.

As a grassroots sports club we believe that there is a significant difference between being situated in a community and being an active part of that community.

We're active in our community...

...Could your business help to take us to the next level?

Make an Impact with Rugby League...

Sponsoring Southampton Spitfires or advertising through the club represents superb value. Packages are available to suit most budgets with opportunities covering all aspects of the club.

All packages are realistically and competitively priced, not just for the level of sport at which the club competes, but also compared to local alternatives. Each package comes with a number of tangible benefits.

A full rate card is available covering all sponsorship and advertising prices. To request a copy of the rate card please use the contact details on the last page of this brochure.



Main Shirt Sponsorship: *(front of shirt) available at all grades.*

Associate Team Sponsor: *Shirt Sleeves, Shirt Collar, Shirt Numbers, Shorts.*

Training Wear: *available at all grades (great street presence).*

Scoreboard: *used for every game.*

Individual Player Sponsorship.
See your player develop.

Match Sponsorship. Per Game.
Sponsor a first team fixture



“We were looking for a good way to give something back to the local community”

Gary Sammons GSPM Property Maintenance.

Advertising Opportunities...

(A) Match Programme (Colour unless stated).

Full page (A5)	Half Page (1/2 A5)	Quarter Page (1/4 A5)	Article Banner * *(Black & White)
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(B) Online Advertising

Web Site Advertising	Facebook & E-messages
<ol style="list-style-type: none"> 1. Sponsors Page & Main Pages 2. Sponsors Page Only 3. Bespoke Requests 	<p>All sponsors logos are given free space on our social networking forums. Main and associate sponsors are also given hyperlinked messages on club generated communications, on rotation.</p>

(C) Pitch-Side Advertising

1. Standard Advertising Banners (full colour) 2m x 1m
2. Large Advertising Banners (full colour) 1m x 3m
3. Sign-board Advertising Panels (full colour) sized as above
4. Goal Post Pads. Corner Flag Pads. Scoreboard.



CLUB SPONSORS **SCOREBOARD SPONSORED BY**

clearsky accounting **TIP TOP TYRES. CO.UK** **GSPM** **PROPERTY MAINTENANCE**
 Call: 02380 342531 - 07769 692 338
www.gspm.biz

ExonMobil **GSPM** **HOWDENS**

www.southampton-spitfires.co.uk

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Daily Echo 120 YEARS Daily Echo

dailyecho.co.uk

Your Club, Your Business...

“We were impressed by the level of professionalism behind Southampton Spitfires and with a business on the South Coast it was a very logical fit”

Rob Crossland, Director.

ClearSky Accounting: Main Club & Website Sponsors 2009 & 2010.

“We were looking for a way to give something back to the local community so this association is ideal”

Gary Sammons, owner of GSPM.

GSPM: Associate Shirt Sponsors 2009, 2010 & 2011.

“Tiptop-tyres.co.uk is a family owned business and we were looking for a local club to support through sponsorship”

Bob Evans, owner of Tiptop-Tyres.co.uk

Tiptop-Tyres: Associate Kit Sponsors 2009 & 2010.



	Branding on Playing Shirts	Branding on Shorts	Branding on Training Wear	Branding on Website	Programme Advert	Branding on Stationery	Pitch-side Advertising	Branding & Link on Facebook	Framed Photo	Invites to Club Events (Events TBC)	Link & Text on Website Emails
First Team Main Sponsor	☺ Logo on Front & Reverse of Shirt	x	x	☺ All Prime Web Locations & Main Pages	☺ Full Colour A5	☺ Letterheads & Promo Literature	☺ Standard size 1m x 2m Banner	☺ Profile Page & Groups	☺ Team, on Request	☺ 2 Tickets to End of Season Awards	☺ On Rotation
Other Team's Main Sponsor	☺ Logo on Front & Reverse of Shirt	x	x	☺ All Related Web Locations & Main Pages	☺ Full A5	☺ Letterheads & Promo Literature	☺ Standard size 1m x 2m Banner	☺ Profile Page & Groups	☺ Team, on Request	☺ 2 Tickets to End of Season Awards	☺ On Rotation
Collar Sponsorship (First Team only)	☺ Along Shirt Collar on Front of Shirt	x	x	☺ Selected & Sponsors Pages	☺ Half A5	☺ Letterheads & Promo Literature	☺ Standard size 1m x 2m Banner	☺ Profile Page & Groups	☺ Team, on Request	☺ 2 Tickets to End of Season Awards	☺ On Rotation
Sleeve Sponsorship (First Team only)	☺ Right and/or Left	x	x	☺ News & Sponsors Pages	☺ Half A5	☺ Letterheads & Promo Literature	☺ Standard size 1m x 2m Banner	☺ Profile Page & Groups	☺ Team, on Request	☺ 2 Tickets to End of Season Awards	☺ On Rotation
Shirt Number (First Team only)	☺ Underneath No.	x	x	☺ News & Sponsors Pages	☺ Half A5	☺ Letterheads & Promo Literature	☺ Standard size 1m x 2m Banner	☺ Profile Page & Groups	☺ Team, on Request	☺ 2 Tickets to End of Season Awards	☺ On Rotation
Shorts (First Team only)	x	☺ Sides, Front or Back	x	☺ News & Sponsors Pages	☺ Half A5	☺ Letterheads & Promo Literature	☺ Standard size 1m x 2m Banner	☺ Profile Page & Groups	☺ Team, on Request	☺ 2 Tickets to End of Season Awards	☺ On Rotation
Player Sponsorship (First Team only)	x	x	x	☺ Listing on Player Profile	☺ Listing in Programme	x	x	☺ Profile Page & Groups	☺ Player, on Request	☺ Awards Only Invited at Cost	x
Training Wear (Per Team)	x	x	☺ All	☺ News Pages	☺ Half A5	☺ Letterheads & Promo Literature	☺ Standard size 1m x 2m Banner	☺ Profile Page & Groups	☺ Team, on Request	☺ 2 Tickets to End of Season Awards	☺ On Rotation

A full price list for all advertising and sponsorship opportunities is available on request

Frontline Brand Impact with an Innovative Community Club



SPONSORSHIP & ADVERTISING

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RUGBY ENQUIRIES

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Contact Southampton Spitfires to Become Part of our Team

www.southampton-spitfires.co.uk

