



COMMERCIAL

PARTNERSHIPS

CASTLEFORD TIGERS 2025



CASTLEFORD TIGERS PARTNERSHIPS

JOIN US ON OUR JOURNEY TO SUCCESS

Rugby league is evolving, and so is Castleford Tigers. As we enter an exciting new era of the sport under IMG's transformation of the Super League, our ambition is clear: to compete at the highest level, grow our club sustainably, and create outstanding value for our commercial partners.

Castleford Tigers is more than just a club; we are a community, a legacy, and a brand with a deep connection to our passionate fanbase. By partnering with us, you will not only gain incredible exposure through our extensive reach in-stadium, on television, and across digital platforms, but you will also become part of a movement—driving growth, success, and excellence both on and off the field.

We believe in collaboration and innovation. Our partnerships are designed to be mutually beneficial, helping brands connect with engaged audiences while supporting the Tigers in our pursuit of excellence. Whether you are looking for brand visibility, hospitality, digital engagement, or a deeper involvement in one of rugby league's most storied clubs, we have a package tailored for you.

Now is the time to stand with us, as we embrace the future with ambition, passion, and an unrelenting drive to succeed. Together, we can create something truly special.



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A LEGACY OF RUGBY LEAGUE EXCELLENCE

Established 1926 – A Century of Passion and Pride

In 2026, Castleford Tigers will celebrate 100 years of rugby league history. As a four-time cup-winning club, Castleford Tigers stands as one of the most established and respected teams in European rugby league. Based at Wheldon Road, our club has cultivated a passionate fanbase, creating an electric matchday atmosphere that is second to none.

From the historic 1935 showdown against Hunslet, where a record-breaking 25,449 fans packed the terraces, to modern-day clashes, our legacy continues to grow. Now, we invite commercial partners to become a part of our incredible journey.



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UNPARALLELED FAN ENGAGEMENT

Castleford is a thriving town in West Yorkshire, with a growing population of over 47,000. On matchdays, an average of 7,500 fans, from families to lifelong supporters, bring Wheldon Road to life. The stadium's intimate design ensures fans are close to the action, creating an unrivaled atmosphere that maximizes brand visibility. For businesses looking to make a local and national impact, there is no better way to engage with a passionate, engaged audience.





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NATIONAL AND GLOBAL EXPOSURE

All Super League fixtures in 2025 will be aired live on SKY Sports and BBC, ensuring maximum exposure for our club and its partners. Additionally, rugby league's most prestigious competition, the Challenge Cup, is broadcasted across major free-to-air channels such as BBC1 and BBC2.

Castleford Tigers' average live TV audience in 2024 exceeded 2.4 million viewers, making sponsorship opportunities with the club an exceptional marketing investment.



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DIGITAL & SOCIAL MEDIA REACH

Castleford Tigers boast a strong and ever-growing digital presence across multiple platforms:



FACEBOOK

77,000+ followers



INSTAGRAM

38,700+ followers



X

61,000+ followers



LINKEDIN

4,000+ connections

Our commercial partners can leverage these platforms to amplify their brand messaging and engage with our dynamic fanbase through tailored content and promotional campaigns.



COMMERCIAL OPPORTUNITIES

STADIUM BRANDING

YOUR BUSINESS IN THE HEART OF THE ACTION

Looking for high-impact local exposure?
Our branding and advertising opportunities at Wheldon Road ensure strong visibility during every home fixture.

**FROM £2,000 +
VAT PER SEASON**

Non-TV facing advertising

**PACKAGES AVAILABLE
FROM £1,500 TO £20,000**

TV-facing LED advertising



MATCH SPONSORSHIPS

A PREMIER BUSINESS EXPERIENCE

Our match sponsorship packages provide a perfect blend of brand promotion and exclusive hospitality:

EXECUTIVE SPONSOR

£1,500 + VAT (10 available per season)

ASSOCIATE SPONSOR

£1,250 + VAT (10 available per season)

MATCHBALL SPONSOR

£1,000 + VAT (8 available per season)

Each package includes:

- Premium hospitality in the Chairman's Lounge or Signs & Designs Restaurant
- LED and big-screen advertising
- Extensive social media coverage
- A framed, signed 2025 Tigers shirt featuring your company branding



PREMIUM HOSPITALITY

ELEVATE YOUR MATCHDAY EXPERIENCE

Enjoy a world-class hospitality experience with fine dining, networking, and exclusive insights from players and coaches.

- 3 or 4-course dining
- Pre- and post-match Q&A with head coaches and players
- Packages from £85pp + VAT





KIT SPONSORSHIP

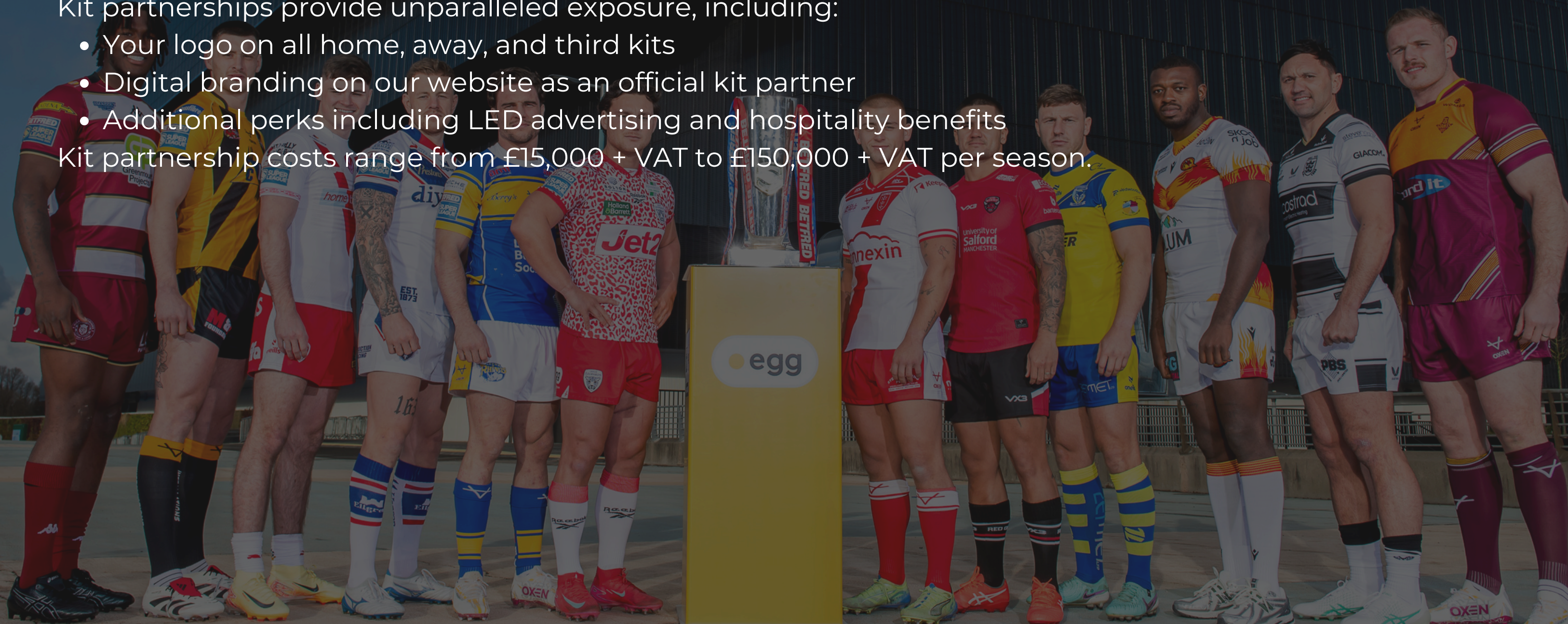
YOUR BRAND ON THE FRONTLINE

Our playing and replica kits are worn with pride by both players and fans. In 2024, over 8,000 replica shirts were sold to our loyal supporters.

Kit partnerships provide unparalleled exposure, including:

- Your logo on all home, away, and third kits
- Digital branding on our website as an official kit partner
- Additional perks including LED advertising and hospitality benefits

Kit partnership costs range from £15,000 + VAT to £150,000 + VAT per season.





LED ADVERTISING

THE FUTURE OF SPORTS MARKETING

New to Castleford Tigers in 2025, LED advertising offers dynamic brand exposure both in-stadium and via televised broadcasts.

- Packages available from £1,500 to £20,000
- Customizable options to suit your budget and brand objectives



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JOIN THE TIGERS

Partnering with Castleford Tigers is more than a sponsorship; it's a chance to align your brand with one of rugby league's most passionate and historic clubs. With exceptional fan engagement, national TV exposure, and cutting-edge marketing opportunities, now is the time to become a valued part of our journey.

For all partnership inquiries, contact:

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