

Pitchside Advertising

There is no better way to highlight your company than having it profiled with a pitch-side advertising board at Sandy Park Stadium. Both local and national companies benefit from having their branding on display to the supporters who attend Chiefs matches.

The 2009/2010 season will also see extended television coverage on Sky, with six of the new 12-team Championship games being televised along with the play-offs. This is in addition to the week-in-week-out coverage on local BBC and ITV news programmes, as well as in local and national newspapers and magazines.

The Chiefs will also be involved in a new British & Irish Cup competition involving Irish, Scottish and Welsh as well as English teams.

An advertising board at Sandy Park is also on display to the many visitors who utilise the Sandy Park conference and banqueting facilities throughout the year.

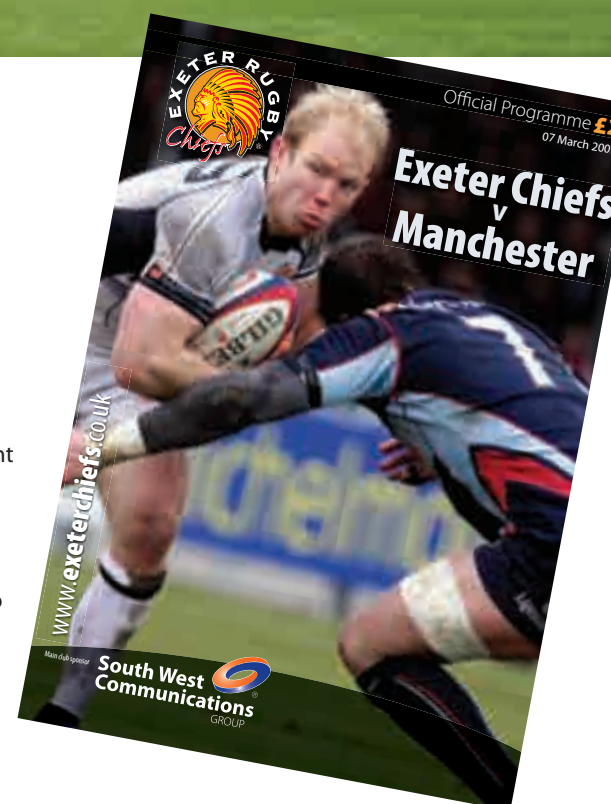


Match Programme Advertising

The Chiefs' match day programme is a 56-page full colour publication that is packed with team information, news, statistics, player interviews and behind the scenes features to provide a quality product that supporters will want to take home and read.

A strictly limited allocation of advertising is available and is positioned for maximum effect within the publication that is bought by one in three supporters in the crowd and seen by many more.

Advertisements appear in every first team league and cup match programme throughout the season, which can amount to up to 19 games.



Fixture & Information Handbook

This publication contains the fixtures for all of Exeter Rugby Football Club's teams, from the Chiefs 1st XV to the U8s, together with all other Club information. The handbook is distributed to all members, season ticket holders, Chiefs Business Gold Card Members and all the players in our youth section.

Hardworking promotion

Being associated with a successful team like Exeter Chiefs can be a very effective promotional tool, with sponsors returning season after season - here is what some of them have to say about the benefits of promoting with the Chiefs.

Thompson Jenner Chartered Accountants

— Neil Curtis, Senior Partner
 "Sponsoring Exeter Chiefs has been a great success for us. The superb hospitality and facilities on offer at Sandy Park give our clients and business associates an enjoyable and memorable day out. We also make good use of the advertising packages which are an ideal way of showcasing our services."

ROK Group — Lesley Passmore

"We've loved using the cards this season, it's been fun and provided us with many opportunities to network with other as well as the clients we've taken along."

The food is consistently brilliant and we are very much looking forward to enjoying next season again!

Gregory Distribution

— John Gregory, Chief Executive

Having become increasingly involved with the Exeter Chiefs since they moved to Sandy Park, we expect to develop this further in the 2009/2010 season.

The success of the team over the past two years, coupled with the superb facilities, has made our involvement with the club a real pleasure. Our customers and staff know that any invitation to Sandy Park will be rewarded with excellent hospitality that complements the facilities.

All we want now is for the team to progress into the Premiership and we eagerly look forward to the new season.

Exeter City Council

— Richard Ball

"Exeter Chiefs provide an excellent showcase of talent and role models for young people and tremendous entertainment for many thousands of people and makes a fantastic contribution to the image of the city and the area as one of the best places in which to live, work and study."

Clydesdale Bank — David Bird

We are proud to be sponsors and loyal supporters of Exeter Chiefs.

The Chiefs are a progressive and professionally run business with huge ambition, who have succeeded in retaining it's sense of being a family club. As such the match day atmosphere is always buzzing and provides great networking opportunities with like minded people and businesses.

It is fantastic to be able to entertain our members and guests at Sandy Park in such high quality and welcoming surroundings.

South West Communications Group — Harry Langley, Managing Director

South West Communications has been the main club sponsor of the Exeter Chiefs since 1993. It is no coincidence that since then as the Chiefs have progressed in achievement through the rugby ladder on the way to the top flight, then the success of South West Communications has matched that growth.

The brand exposure and association of South West Communications with the Chiefs enables us to target and increase awareness in our target market with great success.

Following the move to Sandy Park, the Saturday match day experience has also stepped up and enabled a 'village life' to develop where social and business relationships have merged into one. It makes for an ideal location and entertainment opportunity to bring the family, friends and business associates for a thoroughly enjoyable and accommodating day out.

The Landscape Company Ltd — Mark Lunn

"We have sponsored Exeter Chiefs for 5 years and are excited about continuing to do so next year. A match day out at Sandy Park has been a great experience for our clients allowing us to take advantage of excellent food, a private bar and the best views in a fantastic new stadium. The new league / cup structure and televised matches next year will also ensure our pitch side hoarding reaches a national audience."

Charles Stanley Stockbrokers

— Chris Harris-Deans, Senior Branch Director

The investment team in Charles Stanley's Exeter office has been involved with sponsorship of the Chiefs for five years. Over this time the club, the team and the relationship with sponsors has developed enormously and, as a result, we find our sponsorship extremely valuable, cost effective - and enjoyable. The networking opportunities with fans and the players enables us to get the name of Charles Stanley better known to a wide group of individuals and businesses.

Last year we also started supporting 'Chiefs in the Community' and this aspect of sponsorship in addition to enabling us to support the community we operate in, helps us get across our message of 'The personal investment service' linked to high quality results and a winning culture.

We are extremely proud to sponsor and be associated with the Chiefs."



Corporate Promotion & Sponsorship Opportunities



Main club sponsors

South West Communications GROUP

Main club sponsors

South West Communications GROUP

Contact Michael Churcher on 01392 890 904 or email michaelchurcher@exeterchiefs.co.uk

www.exeterchiefs.co.uk

Every effort is taken to ensure that the information in this brochure is correct at time of going to press E&OE.

Welcome

Welcome to Exeter Chiefs' new guide to all the sponsorship, advertising and corporate hospitality opportunities we are proud to offer to our loyal business supporters. I have always been honoured to have been connected to this fine, traditional rugby club and want other people to feel the same. But I also want them to know they have had value for money too by enjoying the very best facilities in this league and the South West while also feeling the business benefits.

In the past few years, Exeter Chiefs have grown as a rugby club in terms of its team performances and successes on the pitch as well as the obvious development that came with the completion of Sandy Park. These two aspects have combined to make the Chiefs the most successful rugby club in our region. We wish to pass this success and heightened exposure on to our valued clients and this brochure explains exactly how we can do that.

I hope to welcome you to Sandy Park very soon.

Tony Rowe - Chief Executive

2008/09 SEASON

The 2008/09 season proved a challenging one as the Chiefs aimed for promotion glory. Exeter ran Leeds Carnegie very close with media attention building as the season reached its conclusion. Exeter Chiefs finished the season in second place, however, again improving on its previous season's performance scoring 1,077 points in the process and accumulating the most bonus points in the league, proof of the exciting blend of rugby the Chiefs are playing.

2009/10 SEASON

The 2009/10 season is an entirely different prospect with the dawn of a new 12-team Championship and British & Irish Cup. This season will also see head coach Rob Baxter take the helm to steer the team he has been so dedicated to for so long. The Championship will include a new play-off system that sees the top eight teams vie for that all-important promotion place to the Premiership. The Cup will see Exeter play against its derby opponents Plymouth Albion and Cornish Pirates as well as the possibility of teams from Wales, Ireland and Scotland to give this competition an exciting edge. A new season, a new coaching team, and two new competitions, but still one aim... to win.

Exeter Chiefs are delighted to have an array of valued sponsors, advertisers and regular clients that enjoy their corporate experience at Sandy Park. But we are always making every effort to improve on the service we already offer to them and to welcome new businesses on board.

Our staff will make your association with Exeter Chiefs as easy and enjoyable as possible. They can tailor a corporate package to suit your needs whether it is for a one-off match or for a season-long association.

Businesses can sponsor matches or even the match ball to gain exposure in the match day programme and over the PA system while entertaining their guests in one of Sandy Park's impressive suites. Players can also be sponsored to produce a one-to-one relationship that can truly benefit your business through exposure and personal appearances. Your support can also come in the form of a simple good day out with VIP hospitality for a small group of valued guests or through an exclusive membership of the Chiefs Business Gold Card Club.

Advertising at Sandy Park is not only viewed by the Club's loyal band of supporters, but also by national and local television audiences, readers of South West newspapers and magazines and the day to day visitors to the conference centre.

If any of this interest you, please read on for more details on all our corporate opportunities, but if you have any questions at all, please call Exeter Chiefs' Match Day Sponsorship Account Executive Michael Churcher on 01392 890904 or email him at michaelchurcher@exeterchiefs.co.uk.



Corporate Hospitality

Match Sponsorship

Enjoy the prestige of being the official Exeter Chiefs Match Day Sponsor in the Chiefs' suite, which is situated on the top floor of the Grandstand, enabling your guests to enjoy a top class view of the pitch, including the pre-match preparations, whilst they enjoy a 3-course lunch prior to the match.

- Use of facilities in the Chiefs Suite with the option of exclusive use for more than 100 guests.
- 3-course, gourmet lunch with selection of fine wines*
- Reserved Grandstand seats located outside the Chiefs Suite.
- Editorial in the match programme.
- Match sponsorship announced over PA system.
- Logo on the front cover of the match programme.
- Pre-match preview by players and post-match visit by player coaches.
- Complimentary match programmes for your guests.



Match Associate

This is a more compact version of a full match sponsorship for a more intimate gathering. This package includes:

- Use of facilities in the Chiefs Suite or Estuary Suite subject to availability.
- 3-course, gourmet lunch with selection of fine wines*
- Reserved Grandstand seats.
- Editorial in the match programme.
- Associate match sponsorship announced over PA system.
- Logo on the front cover of the match programme.
- Post-match visit by player coaches.
- Complimentary match programmes for your guests.

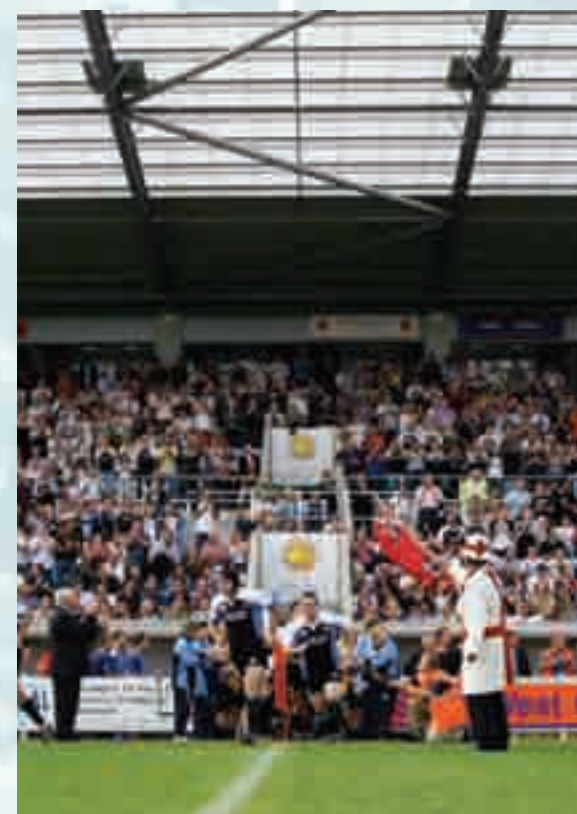
*wine not included in price.



VIP Match Day Experience

Entertain your guests, whether corporate clients or family, treat them to a fantastic day in the Exeter Chiefs impressive Gold Card Suite located on the first floor of the Grandstand. Enjoy a superb 3 course meal and match build up, with Chiefs players previewing the big kick off.

- 3 course lunch in the Gold Card (Exeter) suite located on the first floor of the Grandstand.
- Reserved Grandstand seats.
- Complimentary match programmes for your guests.



Business Gold Card Club

Chiefs Business Gold Card Sponsorship is an exclusive club with membership restricted to 200 businesses.

Membership provides fantastic business networking opportunities with other like-minded companies. You can enjoy the bar in the Gold Card Suite, located on the first floor of the Grandstand, and talk tactics with the Chiefs players dropping in for a chat.

The package includes:

- Four reserved Grandstand seats for all home Championship League matches and play-off matches (excluding semi-final and final).
- The right to enter ballot for International tickets (subject to RFU regulations).
- Use of bar facilities in the Gold Card Suite on match days.
- Opportunity to book three course pre-match meal in the Gold Card Suite (subject to availability).
- Company name in the Fixtures & Information Handbook.
- Priority booking for Championship semi-final and final matches, along with British and Irish Cup matches.

Match Ball Sponsorship

With your party of 10 to 20 guests enjoying full VIP hospitality, sponsorship of the Match Ball allows businesses to share the limelight on a Saturday afternoon by enhancing your company profile.

- Use of facilities in either the Estuary Suite or Exeter Suite dependent on numbers and availability of suites.
- 3-course, gourmet lunch with selection of fine wines*
- Reserved Grandstand seats.
- Match ball sponsorship announced over PA system.
- Editorial in the match programme.
- Match preview by player
- Your logo on the team page in the match programme.
- Complimentary match programmes for your guests.



Player Associate

Player Sponsorship is a fantastic way of combining some great marketing opportunities both on and off the pitch

The exclusive benefits include:

- Company name/logo in every home match programme, alongside your sponsored player.
- Company name/logo and link on Chiefs website along with player profile
- Company name announced every time your player scores.
- Photography of your sponsored player with company logo/name, displayed at Sandy Park Stadium.
- Personal appearance by player on two occasions over the season. (subject to availability).