



NEXTGENXV

# SPONSORSHIP PROPOSAL

NextGenXV is the Global Home of School Rugby with a mission to bring school sport to the big screen via live streams.



# NEXTGENXV.COM

Leaders in live sports production. We live for live.

NextGenXV is the Global Home of School Rugby with a mission to bring school sport to the big screen via live streams.

Games are hosted on our YouTube channel where over 10,000 die hard Rugby fans subscribe waiting for notifications of live games. We simulcast the games on our social media channels increasing the world wide reach.

Our production crew are a blend of experienced industry professionals and up and coming stars from community programmes which specialise in giving opportunities to those who might otherwise be missed.



## Worldwide Reach:

	Facebook	6,230	Followers and growing
	Twitter	12,308	Followers and growing
	Youtube	9,449	Subscribers and growing
	Instagram	10,000	Followers and growing

Out of sight, out of mind - featuring on our streams keeps you at the forefront of the conversation, whether that be weekly previews and roundups, or across our media platforms.



# HOW MUCH WOULD IT COST YOUR TO GET YOUR NAME IN FRONT OF THIS MANY VIEWERS?



## People are looking at us!

YouTube views    **1.1 million** so far this season  
Facebook views    **81,500** monthly

## Making an impression on us!

Youtube impressions    **10.1 Million** this season to date  
Instagram impressions    **279,000** per week  
Twitter impressions    **310,000** per week

## Hello world!

Games have been viewed around the world, a total of 4,440,002 watched minutes

## Over 77 countries are watching us!

We are the United Nations of schoolboy Rugby, 6 out of 7 continents are covered and we are working on Antarctica!

## Countries with over 5,000 watched minutes:

South Africa, GB, New Zealand, Australia, USA, Ireland, Canada, France, USA, Namibia, Netherlands, Germany, Spain, Argentina, Zimbabwe, Italy, Kenya, Fiji, Singapore.

## Girls are catching up, we have their attention?

30% of our audience is female in a male dominated market.

## Who loves you? We do!

30,000 Likes on Youtube alone.

## We are ENGAGED with our fans and viewers!

We have received over 30,000 likes and 4,000 comments on YouTube and 6,107 likes on Facebook.



# WE'RE BRINGING YOU THE MAGIC OF NEXTGENXV!

Your company brand is in safe hands with us!

We don't just point and shoot!

We engage with the audience, we build the audience

Anyone can stream but can they get you the engagement that leads to views?

[www.NextGenXV.com](http://www.NextGenXV.com)

When we stream we are also busy on [www.nextgenxv.com](http://www.nextgenxv.com):

Previewing the game | Commenting on social media | Engaging with comments

Writing up the game | Creating highlights | Driving the conversation before, during and after.

Over 88,000 users

Over 300,000 page views

(Pretty Impressive considering there has been no rugby!)

YouTube likes us!

63% of our impressions come recommended by YouTube

People are looking for us!

67% of our YouTube impressions come from viewers looking for NextGenXV content

We stand out!

17% of our audience comes from YouTube searches.

Viewers like us!

17% of our videos are suggested by others.



You look familiar!

47% of our views come from browsing - people recognise our videos.






**NEXTGENXV**

## People are Looking at Us!

	Facebook Views	138,395
	YouTube views	81,500

## Making an impression on us!

	Facebook Impressions	1,513,478	Over 6 Months
	YouTube Impressions	112,100	Per week
	Twitter Impressions	136,400	Per month

\*Stats correct as of April 2021



# SPONSORSHIP OPPORTUNITIES

Score Bug Sponsor

Clock Sponsor

Lower Third Advert

Replay Swipe

Stream Sponsor

## Rates

Pricing Options as a whole or individually.

Stream Sponsor/Replay Swipe	£250	Includes Commercial
Clock Sponsor	£150	Includes Commercial
Score Bug Sponsor	£150	Includes Commercial
Lower 3 <sup>rd</sup> (3 Companies per game)	£300	£100 per company
Total	£850	

**Other sponsorship opportunities include:**

**Man of the Match Award:**

Name on Screen During Interview with player and mentioned during game.

**Sponsored Half-Time Takeover**

**Ball Sponsor:** Sponsor the match ball



## **GOLD PACKAGE: £600/month**

**Header Articles Placement:** your logo will be displayed on the headers of all articles released on the website.

We release a minimum of 10 articles per month with the average page views per article being 5,000 views.

Therefore you are guaranteed a minimum of **50,000 impressions**.

**YouTube Opener:** your logo will be displayed at the beginning of all YouTube videos. Our YouTube channel averages 100,000 views a month.

## **SILVER PACKAGE: £400/month**

**Footer Articles Placement:** Your logo will be displayed at the end of all articles on the website.

**YouTube Lower Third:** your logo will be displayed half way into the video in the lower third section.

Based on our data we believe that this will result in 40,000 – 60,000 impressions per month.

## **BRONZE PACKAGE: £300/month**

**Prime Posts:** Your logo displayed in our prime posting area and displayed across all articles and pages on the website.

**Group Grid:** Your logo displayed in a grid gallery with other bronze package sponsors shown at the end of our videos

## **WEBSITE ONLY**

### **PRIME POSTS: £150/month**

Your logo displayed in our prime posting area and displayed across all articles and pages on the website **BANNER: £100/month**

Your logo displayed as a banner on our home page



# NEXTGENXV



# OUR CORE AUDIENCE

Key Audience Groups:

Pupils

Ex-Pupils/Alumni

Parents

Coaches/Teachers

40% of our audience  
are 18-24 year-olds



**NEXTGENXV**

Near to 100% ABC1 audience

22% are 35-54 year-olds  
(alumni / parents)

62% of our audience hail from households  
earning between  
£120,000 - £300,000\* annually.

Most of our audience are recent leavers from independent  
schools tuning in to watch their school friends play

\*The typical salaries of households with children attending independent schools



# THE POWER OF STREAM



52% of marketing professionals worldwide name video as the type of content with the best rate of interaction YouTube reports mobile video consumption rises 100% every year

30% of people who watch a live stream of an event will attend the same event in person the following year (source: Digitell)

Enjoyment of recorded video increases purchase intent by 97% and brand association by 139% (source: Unruly)

People spend three times longer watching a live social video compared to one that has been pre-recorded (source: Social Media Today)

On mobile, YouTube reaches more 18-49 year-olds than any broadcast or cable network

Mobile ads on YouTube are 84% more likely than TV ads to hold a user's attention



# CONTACTS



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Any questions, feel free to contact us any time!

