



In-Game Sponsorship with Director of Rugby

DOR is now the world's number one rugby manager game, and is growing by over 1,000 new users a month. On average each user plays for an hour per week, making multiple visits and generating well over 20 page views each time they login. We are projecting 24 million page views in our first year.

DOR delivers a well defined audience. Predominantly male, ABC1, mainly 15 – 34, interested in sport and mad about rugby. In-game sponsorship is a unique way to engage with our audience by becoming an integral part of the game they love to play.

It also represents great value, providing targeted marketing at very low cost.

Event Sponsorship

Event sponsorship is available for the English Premiership and Celtic League as well as various European and UK cup competitions. By reference to the real world equivalents, event sponsorship confers prestige and achieves a strong brand presence on high traffic pages throughout the game, as shown in the examples below:

Tables and Awards Page

This page is the gateway page into all of the league and cup event tables and player award tables. Here, you get event naming and prominently displayed logo.

The screenshot shows a navigation bar with three sections: 'Club' (Saracens, Scenario 446 Season 1 Week 4, Director of Rugby: Ian Spokes), 'Next Game' (Asics English Premiership, 31-10-2009, Sale Sharks (H)), and 'Other Info' (£1,906,128). Below this is a 'Tables and awards' section with two columns: 'League table' (Asics English Premiership) and 'Player awards' (DOR Player Award, DOR MOM Award, DOR Points Award, DOR Tries Award).

League Table Page

This is a dedicated page for your event and clearly a must-see page for all users. You get event naming and logo as before but additionally the header includes your own copy and a link here to your own website.

Note that both the copy and link are fed by our CMS system so you can have frequent changes to your offer or message and create deep links into the relevant part of your website.

The screenshot shows a navigation bar similar to the previous one, but with a different 'Other Info' value (£1,906,128). Below is the 'Asics English Premiership' section with a paragraph: 'The winning team in the Asics English Premiership receives prize money of £200,000 at the end of the season - finishing positions are determined by play-offs. Asics innovation extends to rugby footwear, tops and legwear. more ...'. Below this is a league table:

Sponsor	Club	Team	Pld	Won	Drawn	Lost	For	Against	PD	TB	LB	Points
		Leicester Tigers	2	2	0	0	35	18	17	0	0	8
		Worcester	2	2	0	0	34	23	11	0	0	8
		London Wasps	2	1	0	1	25	15	10	0	1	5

Fixtures and Results Page

This page displays fixtures or results depending on the date criteria chosen by the user. You get event naming and logo on your event for either display option

The screenshot shows the 'Fixtures & Results' page for Saracens. At the top, there are navigation tabs for 'Club', 'Next Game', and 'Other Info'. The 'Club' tab is active, showing Saracens' details: Scenario 446 Season 1 Week 4, Director of Rugby: Ian Spokes. The 'Next Game' tab shows the Asics English Premiership match on 31-10-2009 against Sale Sharks (H). The 'Other Info' tab shows a value of £1,906,128 and a 'Help' link. Below the navigation is the 'Fixtures & Results' section, which includes the Asics logo and the text 'Asics English Premiership'. The date is 'Saturday, 31 October 2009'. A table lists fixtures for Saracens, including matches against Sale Sharks, Leeds Carnegie, London Wasps, Worcester, and Leicester Tigers.

Match Facts Page

This page displays detailed match statistics including the result, scorers, match venue and attendance, weather conditions, injuries, starting line-ups, subs (and whether they were used) the performance ratings for all players, man of the match and team managers. The page will shortly be redesigned and further developed to include "Opta type" statistics and the game plan that was selected for both teams.

The screenshot shows the 'Match Facts' page for Saracens. It features the same navigation tabs as the previous page. The 'Next Game' tab is active, showing the Asics English Premiership match on 31-10-2009 against Sale Sharks (H). Below the navigation is the 'Match Facts' section, which includes the Asics logo and the text 'Asics English Premiership'. The date is 'Saturday, 31 October 2009'. A table lists match facts for Saracens, including the venue (Sixways Stadium - Worcester), attendance (10177), and weather (Excellent, 16C).

Dashboard and Messages

Every page that the user sees when logged-in to the game has a dashboard containing a summary of key information. The competition sponsor is mentioned in the next game information. The game has an internal message system. In automatic messages the event sponsor's name is mentioned in the message body where relevant.

More benefits

We want your involvement with DOR to work, so we'll always be keen to talk about any ideas you may have. Specifically, we offer:

- Access to our database via our popular newsletter
- Unlimited free games (worth £9.99) to give away in promotions and provide PR opportunities

More info

Event sponsorships are available for a minimum of 12 months but can be paid monthly. Please see our pricing information for details.

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