



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.

This PDF deals with sponsorship of player awards, special pages and 'hotspot' advertising placements.

Player Awards

Each league competition has four player awards; Player of the Year / Highest Man of the Match Awards / Top Try scorer / Top Points scorer.

Within the game, the winner of each award wins £50,000 for his team, so our users are keen to win them and keep an eye on progress. There is a top ten table for each award – updated weekly after matches. The award sponsor's logo is prominently displayed on the main tables and awards page...



...and is the header on a page dedicated specifically to your award



Messages

The game has an internal message system. In automatic messages the award sponsor's name is mentioned in the message body where relevant.

For example "The Chairman is delighted to advise you that Carl Hayman has won the **Your Brand** Man of The match award this season. The club receives £50,000"

Special Pages

There are three special pages that provide opportunities to customise the header to the page sponsor. These special page sponsorships apply to all competitions within the game. For all three pages sponsorship includes a logo, a line of copy and a link to your website. The copy and link URL can be changed frequently via our CMS system.

Messages page

This is the most viewed page within the game as it is the default starting page for all users once they have logged into their team. This is where users receive news and tips about player negotiations and transfers, injuries, new managers, weather reports and much more.

Negotiations page

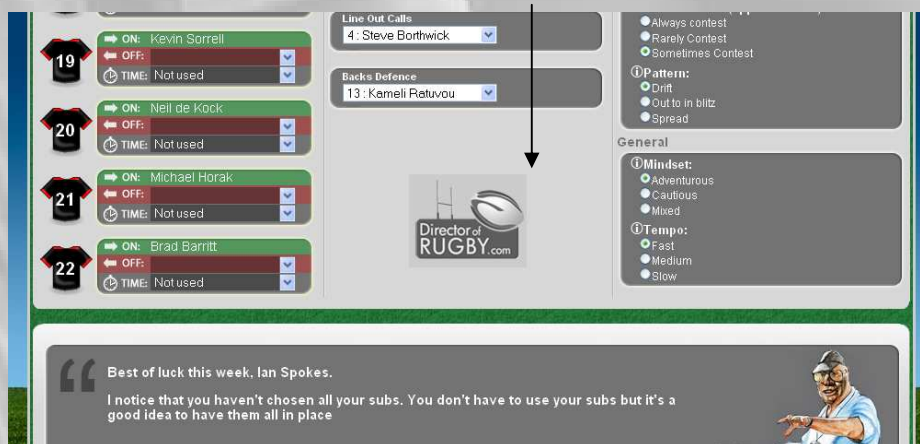
This page displays updated information and functions relating to player negotiations and alerts about contract expiries. Our users tell us that the process of buying and selling players and managing their squads is one of the favourite activities, so this page receives a large amount of traffic / page views.

Financial page

This page displays a simple P&L account for the current week and year to date. Users must keep their clubs 'in the black' to be able to acquire new players for their squad.

Hotspots

There are two locations within the game that provide advertising placement in prime positions. One is on the game plan page (shown below) and one is on the coaching page.



The screenshot displays the Director of Rugby game interface. On the left, a list of players is shown with their status (ON/OFF) and time (Not used). The central area features 'Line Out Calls' and 'Backs Defence' dropdown menus. The right side contains various coaching options like 'Always contest', 'Pattern', 'Mindset', and 'Tempo'. At the bottom, a quote from Ian Spokes is displayed next to a photo of a player.

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

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

Contact: Jon Fletcher

jon@powerplaypartnerships.co.uk

07515 270232