



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.

Team Sponsorship

Team sponsorship is currently available for English Premiership and Celtic League teams. By reference to the real world equivalents, team sponsorship confers prestige and achieves a strong brand presence on high traffic pages throughout the game.

Fans generally choose to become DOR of their favourite team, which is often their local team. Team sponsorship is particularly suitable for companies local to the real teams and reinforces any existing sponsorship or advertising activity.

Brand exposure within the game is shown in the examples below:

Dashboard and Messages

Every page that the user sees when logged-in to the game has a dashboard at the top of the page displaying a summary of key information. The team sponsor's logo is prominently and permanently displayed on the right hand side of the dashboard.

Name	Main Pos.	Rating	Form	Morale	Cond.
Jon Golding	Prop	84	84	100%	100%
Carl Hayman	Prop	95	96	120%	84%
Greg Somerville	Prop	92	93	120%	84%
Joe Gray	Hooker	76	76	101%	100%
Matt Cairns	Hooker	85	83	104%	100%

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

For example "The Chairman is delighted to tell you that our sponsor **Your Brand** has provided us with an additional £500,000 for new players"

Match Facts Page

The match facts page is essential to the game and can be accessed via 'my schedule' or 'fixtures and results'













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 team sponsor's logo is prominently displayed on the match facts page.

European Cup Pool 2 Season: 1 Week: 6 Venue: Kingston Park - Newcastle upon Tyne Attendance: 6236 Weather: Excellent. 21C					
					
Director of rugby			Director of rugby		
Ian Spokes			Eren		
Scorecard			Scorecard		
Newcastle Falcons 25			Leinster 7		
Tries	Phil Dowson, Scott Hamilton (2)		Tries	Clyde Rathbone	
Conversions	Jonny Wilkinson (2)		Conversions	Brian Blaney	
Penalties	Jonny Wilkinson (2)		Penalties		
Individual player performance			Individual player performance		
#1	Greg Somerville	96	Ronan McCormack	85	






League Table Page

This is clearly a must-see page for all users. Your logo is displayed alongside your team.

Sponsor	Club	Team	Pld	Won	Drawn	Lost	For	Against	PD	TB	LB	Points
		London Wasps	4	4	0	0	102	37	65	0	0	16
		Bath	4	3	0	1	110	52	58	1	0	13
		Northampton Saints	4	3	0	1	88	60	28	1	0	13
		London Irish	4	3	0	1	69	49	20	0	0	12
		Newcastle Falcons	4	2	1	1	68	44	24	0	1	11
		Leinster Rugby	4	2	0	2	68	60	8	0	1	9

Tables and Awards Page

There are four separate annual player awards and each one has a top ten table that is updated weekly. Again, as team sponsor, your logo is displayed next to players from your team that appear in all four tables.

 DOR 'man of the match' award If a player from your team wins the DOR 'man of the match' award, your club wins £50,000 at the end of the season					
Sponsor	Club	Player	Pos.	Age	MOM Awards
		Carl Hayman	Prop	30	3
		Bakkies Botha	Lock	30	2

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.

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