

Tug of War 2025 - 4-7 September

Sponsorship Packages



TUG OF WAR
2025 World
Championships
NOTTINGHAM



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Become a Partner!

THE 2025 TUG OF WAR INTERNATIONAL FEDERATION
WORLD TUG OF WAR CHAMPIONSHIPS ARE BEING HOSTED
BY THE TUG OF WAR ASSOCIATION AT THE UNIVERSITY OF
NOTTINGHAM ON 4-7 SEPTEMBER 2025.

Over 20 countries will be taking part in a range of weight classes for mens and womens teams as well as mixed (4+4) teams at senior, under 23 and junior level.

The first two days of competition will be club competitions, with the second two days of competition being international competitions for national teams.

The event is expected to draw around 1500 – 2000 competitors and over 100 tug of war clubs along with their supporters.





Benefits of sponsorship

Whilst this is a top level international event, the majority of competitors are amateurs who dedicate the majority of their free time to training and competition. Many are business owners and decision making employees, just like you! Many of those involved in tug of war work in agriculture and agricultural related trades, engineering and construction and related trades, and many are also qualified professionals in other fields from all walks of life, so as well as advertising to spectators, you are also advertising to the competitors too.

Spectator entry will be free at this event in order to maximise the number of visitors to the championships. The venue is located adjacent to a tram stop on the Nottingham Tram Link providing an easily accessible venue for spectators to get to.

The event will also be attracting lots of media attention too, with local, regional and national press in attendance. The event has already featured in many of these publications with more exposure expected as the event draws nearer. The event has also been listed on local tourism web sites.

The event will also be streamed online via our own dedicated streaming platform. The World Championships in 2024 attracted thousands of online viewers. The Tug of War Associations YouTube channel also has over 70,000 subscribers.



We are also working in collaboration with the Tug of War International Federation, University of Nottingham and Visit Nottingham to promote the event across all of their social media platforms as well as working with Visit Nottingham to promote the event to residents and tourists.

Becoming a partner with us will therefore give you exposure to your business, both through in event visitors and through our digital presence, including on social media.

Sponsorship Packages

Become the main event sponsor!

- Arena branding
- Advertising around the winners podium / presentation area
- Company logo on front page of event programme
- Company logo / headline placement on the event web site (www.tugofwar2025.com)
- Advertising on the event programme
- Invitation to present medals to the teams that finish on the podium
- Full page colour advert in the event programme
- 2m x 1m advertisement banner in the arena
- Social media placements (Facebook and Instagram on both our @englandtugofwar and @tugofwar2025 accounts)
- Hospitality area on site where you can invite guests / host networking events to provide a unique networking event for your customers and guests
- Permission for your company to take photos / videos at the event and use them in any future marketing or advertising campaigns

Price on Application



image credit Jamie Dewsberry

Sponsorship Packages

Sponsor an Open Club Weight Class

- Company name engraved on trophies awarded to each of the top four ranked teams
- Invitation to present medals to the teams that finish on the podium
- Full page colour advert in the event programme
- 2m x 1m advertisement banner in the arena
- Social media placements (Facebook and Instagram on both our @englandtugofwar and @tugofwar2025 accounts)

£500

Sponsor an International Weight Class

- Company name engraved on trophies awarded to each of the top four ranked teams
- Invitation to present medals to the international teams that finish on the podium
- Full page colour advert in the event programme
- 2m x 1m advertisement banner in the arena
- Social media placements (Facebook and Instagram on both our @englandtugofwar and @tugofwar2025 accounts)

£750



image credit Andreas Becker (Switzerland)

Sponsorship Packages

Programme Adverts

- Half page black and white advert - £75
 - Full page black and white advert - £150
 - Half page colour advert - £100
 - Full page colour advert - £200
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Arena Advertising

- 2m x 1m banner - £250 for all four days of the championship
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Arena and Programme Adverts

- Half page black and white programme advert plus 2m x 1m banner in the arena - £300
 - Full page black and white programme advert plus 2m x 1m banner in the arena - £350
 - Half page colour programme advert plus 2m x 1m banner in the arena - £375
 - Full page colour advert plus 2m x 1m banner in the arena - £400
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Trade Stand

- 1 day price - £150
 - 4 day price - £500
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image credit Andreas Becker (Switzerland)



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Contact us to get your
sponsorship package

e-mail or call Alan Knott to discuss your
requirements:

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Telephone: 07976 591222

tugofwar2025.com