



**AMT HEADINGLEY RUGBY STADIUM, LEEDS**

17 November 2024 - 3PM

**RUGBY UNION & RUGBY LEAGUE LEGENDS CROSS CODE XV**



# THE 745 GAME



## 'FOR FRIENDSHIP, HOPE AND THE FIGHT TO END MND'

The 745 isn't just a name; it's a symbol of unity and tribute. Each number reflects the jersey worn by these three inspiring men: Rob Burrow (#7), Ed Slater (#4), and Doddie Weir (#5). Their strength, courage, and dedication are woven into every moment of this game, reminding us all of the fight they're leading and Rob's "hope for the future: to live in a world where Motor Neurone Disease (MND) no longer exists".

The 745 Game has been established to raise funds and awareness for Motor Neurone Disease (MND), uniting the rugby community in the fight against this disease. It promises to be a special day as we come together to support this important cause watch some of the legends of both Rugby Union and Rugby League in action.





# HOW IT BEGAN

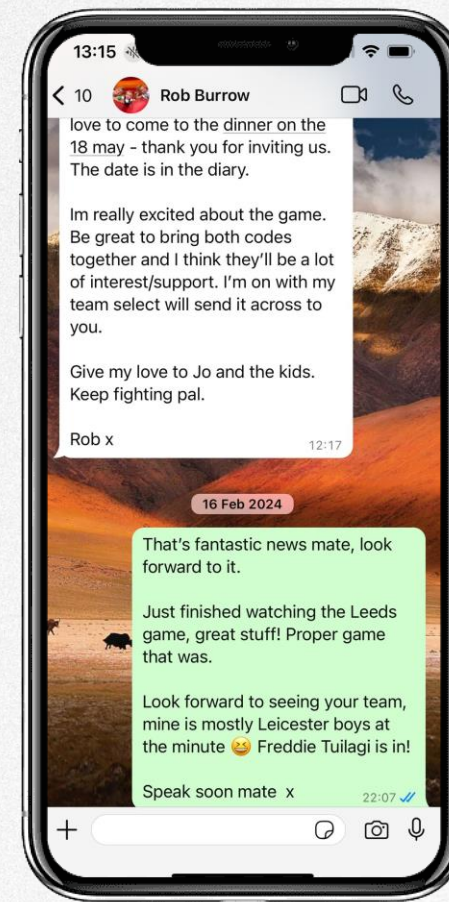


In the world of rugby, the bond between Rugby Union and Rugby League is strong, but now it's united in an even greater cause. The **745** was born out of a heartfelt WhatsApp conversation between Rob Burrow and Ed Slater, two friends facing the same battle MND.

As the idea took shape, it became more than just a game—it became a tribute to their strength and determination. It also became clear that another name had to be included: Doddie Weir, the trailblazer who first shone a light on MND and inspired so many to continue the fight.

This match is about more than rugby. It's about uniting two rugby families—Union and League—who have been profoundly touched by MND. It's a chance to stand beside Rob, Ed, and Doddie, to honour their strength.

All funds raised from The **745** will be split three ways, directly supporting the MND community. These funds will help further research into treatments and potential cures, and also provide critical support to families living with MND. From funding extensive research to offering monetary grants for essential equipment & supporting smaller MND charities, this game aims to change lives.





# WHAT IS MND?

## MND

is a fatal disease

Typically, MND progresses rapidly.

## ONE THIRD

of people with MND die within a year of diagnosis and more than half within two years.

Approximately

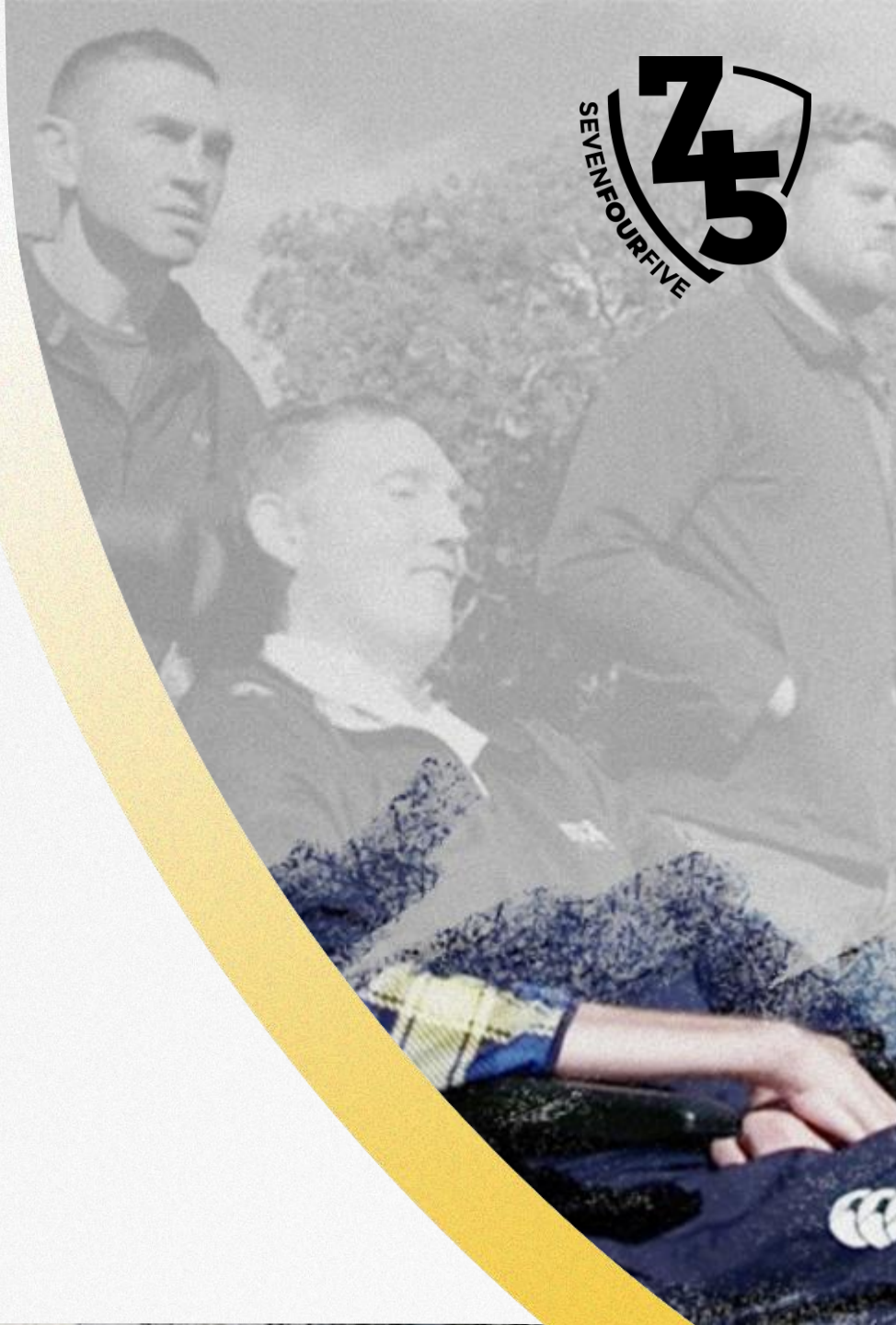
## 5000 PEOPLE

in the UK are living with MND right now

The lifetime risk of developing MND is approximately

## 1 IN 300

it costs, on average, **£14,500** a year to live with MND





# CONFIRMED LEGENDS



DANNY CIPRIANI



RICHARD HIBBARD



KYLIE LEULUAI



BARRIE MCDERMOTT



DANNY MCGUIRE



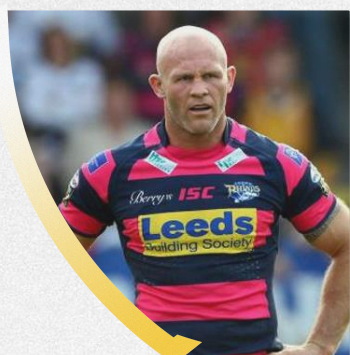
ADRIAN MORLEY



GEORDAN MURPHY



KEITH SENIOR



KEVIN SINFIELD



JONNY WILKINSON



TOM YOUNGS





# ENGAGEMENT & EXPOSURE



Partnering with the event will give you an instant route to talk to a large, rugby focused audience, an audience that is switched on to the cause of MND with a wide geographical spread across the countries.

The collaboration of the three charities and support of the founders' clubs will see a huge reach across the digital space, with discussions ongoing with BBC and Sky Sports to feature the match, as well as a comprehensive PR and marketing campaign will be rolled out.



**560K**

Most Followers in Rugby League



**355K**

Total Followers



**600K**

Across all socials



**120K**

Total Followers

**70% 30%**



**1.5M**

Page Views

**55K**

Users



**750K**

Celebrity Ambassadors



**+1M**

Players & Supporters

**37%**

Affluent Achievers

**33%**

Comfortable Communities



**50-60%**

Open Rate

**190K**

Subscribers across both clubs.



**34M**

Sky Sports Social Media



**1.1M**

Average per day. Peak 1.5 Million (Outside of major events).

**15%**

Financially Stretched



**15K**

Members across both clubs.



# OPPORTUNITIES



## NAMING RIGHTS



Naming rights to The 745 Game

## KIT BRANDING



Kit brand/logo opportunities.

## DIGITAL ENGAGEMENT



Logo and content on website and in ticket app. Inclusion in announcement and all communication around the match. Opportunity to be included in a solus email to the Leeds/Gloucester database.

## STADIUM ACTIVITY



LED pitch boards  
Big screen advertisement  
In programme advert.

## CLIENT ENTERTAINMENT



Hospitality places  
Match tickets  
Pre/post match drinks.

## IN GAME ACTIVATION



Half time entertainment  
Pre/post match activations in stadium.



# THE TEAM KITS



ROB SELECT KIT



ED SELECT KIT



REFEREE AND OFFICIALS KIT



Both playing sets of kit are adaptations of designs created by Rob and Ed's children.

With the officials wearing Doddie's famous tartan, providing a presence and tribute to all three charities.