

**RL**  
COMMERCIAL

**Rugby League**

**UK 2025**

MARKETING MATERIALS

**IMG**

*Image: 2023 Super League Grand Final between Wigan Warriors and Catalans Dragons.*

A full-page background image of George Williams, captain of Warrington Wolves and England, in action. He is wearing a white England Rugby League jersey with orange and black accents, featuring the 'OXEN' and 'ET FRED' logos. He is holding a rugby ball and looking intently towards the left.

# Overview

In 2022 Endeavor/IMG entered into a twelve year partnership with the Rugby League Commercial (RLC) and we are delighted to offer exclusive live media content on a worldwide basis starting in 2024.

The sport of Rugby League was first played in the North of England in the late 19th century and it remains one of the most popular team sports in the UK.

*Image: George Williams – Warrington Wolves and England (Captain).*

# Content

# Offering



## Super League

The Men's Super League was launched in 1996 and Rugby League moved to being a summer sport. The competition has been dominated by three giants of the club game St Helens, Leeds Rhinos and Wigan Warriors. Women's and Wheelchair Super League competitions were first played in 2017.



## Challenge Cup

The historic knockout cup competition (the FA Cup of Rugby League) where amateur, semi professional and professional clubs compete. The Men's and Women's Finals are held at Wembley Stadium every year.



## England Internationals

All Men's, Women's and Wheelchair England International games each season. One mid season test against France (Men's and Women's) and all home test matches at the end of the season in non Rugby League World Cup years.

FEBRUARY &gt; NOVEMBER



**Fastpaced,  
entertaining**

**Rugby League action**

**for ten months of the year**

*Bevan French (2023 Man of Steel) - Wigan Warriors.*



# In numbers

## Men's

ALL Men's Super League matches will be produced and available in 2025.

League	Men's
Super League	<b>27 Rounds including:</b> <ul style="list-style-type: none"> <li>▶ Las Vegas match between Wigan Warriors and Warrington Wolves</li> <li>▶ Magic Weekend with all 6 matches at a football stadium</li> <li>▶ Playoff Series</li> <li>▶ 167 Matches in total</li> </ul>
Challenge Cup	<ul style="list-style-type: none"> <li>▶ <b>4 Rounds</b></li> <li>▶ <b>15 Matches</b></li> </ul>
World Club Challenge	<ul style="list-style-type: none"> <li>▶ <b>1 Match vs NRL Champions (TBC)</b></li> </ul>
Internationals	<ul style="list-style-type: none"> <li>▶ <b>1 Mid Season (against France)</b></li> <li>▶ <b>3 End of Season</b></li> </ul>

Women's and Wheelchair International, League and Cup matches are also available from 2024–2026.

*Image: Jack Welsby – St Helens and England.*



RUGBY LEAGUE  
LAS VEGAS

LET'S GO  
VEGAS '25

# Las Vegas

On March 1st 2025, Wigan Warriors will take on Warrington Wolves in Las Vegas – the first Super League match to ever take place in the USA.

The match, part of the NRL's opening weekend, will be held at Allegiant Stadium, home of the Las Vegas Raiders and venue for Super Bowl LVIII.



VS



# Historic club Rugby League rivalries



Image: Leigh Leopards celebrating after winning the Challenge Cup Final in 2023.

# 2025 Super League teams



**CASTLEFORD  
TIGERS**



**CATALANS  
DRAGONS**



**HUDDERSFIELD  
GIANTS**



**HULL F.C.**



**HULL K.R.**



**LEEDS  
RHINOS**



**LEIGH  
LEOPARDS**



**SALFORD  
RED DEVILS**



**ST HELENS**



**WAKEFIELD  
TRINITY**



**WARRINGTON  
WOLVES**



**WIGAN  
WARRIORS**

# Star players

## MEN'S

**Mikey Lewis**  
England and Hull KR

**Jack Welsby**  
England and St Helens

**George Williams**  
England and Warrington Wolves

**Bevan French**  
Wigan Warriors

**Harry Newman**  
England and Leeds Rhinos

**Alex Walmsley**  
England and St Helens

**Arthur Morgue**  
France and Catalans Dragons

**Josh Thewlis**  
Warrington Wolves

**Ashton Golding**  
Jamaica and Huddersfield Giants

**Matty Ashton**  
England and Warrington Wolves

**Jez Litten**  
England and Hull KR

**Junior Nsemba**  
Wigan Warriors

**Tyler Dupree**  
England and Wigan Warriors

**George Delaney**  
St Helens

## WOMEN'S

**Jodie Cunningham**  
England and St Helens

**Emily Rudge**  
England and St Helens

**Caitlin Beevers**  
England and Leeds Rhinos

**Grace Banks**  
Wigan Warriors

## WHEELCHAIR

**Seb Bechara**  
England and Halifax Panthers/Catalans  
Dragons

**Lewis King**  
England and London Roosters

## Super League\*

FEBRUARY – OCTOBER

## Championship

FEBRUARY – OCTOBER

## League 1

MARCH – OCTOBER

## Challenge Cup\*

JANUARY – JUNE

## England Internationals

TBC

## World Club Challenge (WCC)

FEBRUARY

- ▶ **Match Locations:** United Kingdom, France and Las Vegas.
- ▶ **Rights:** All rights available from 2024 until 2026. Excluding: UK and Ireland, USA, Canada, Pacific Islands and Australia.
- ▶ **Territories:** Worldwide.

# Content Summary

\*Men's, Women's and Wheelchair content available.

# Strong & engaged digital audience



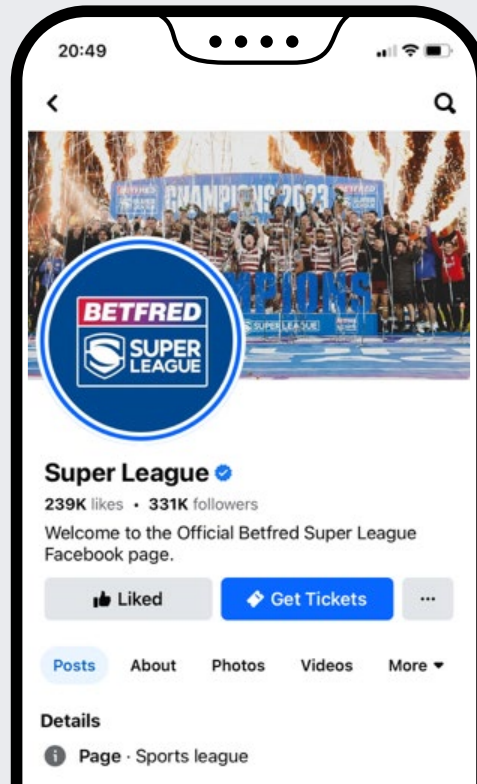
Image: Harry Newman - Leeds Rhinos and England.

# Federation & Clubs Social Media

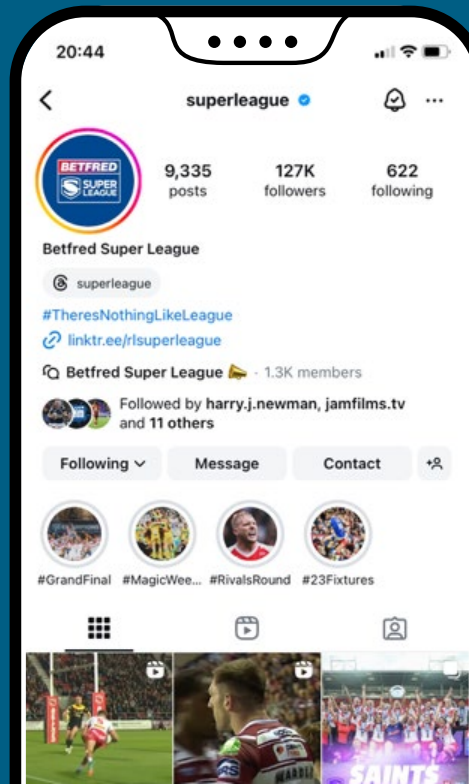
RFL & SUPER LEAGUE  
SOCIAL PLATFORMS HAVE  
**1.1M+ FOLLOWERS**

SUPER LEAGUE CLUBS'  
SOCIAL PLATFORMS HAVE  
**2.7M+ FOLLOWERS**

**331K**  
f FOLLOWERS



**127K**  
@ FOLLOWERS



**206K**  
t FOLLOWERS

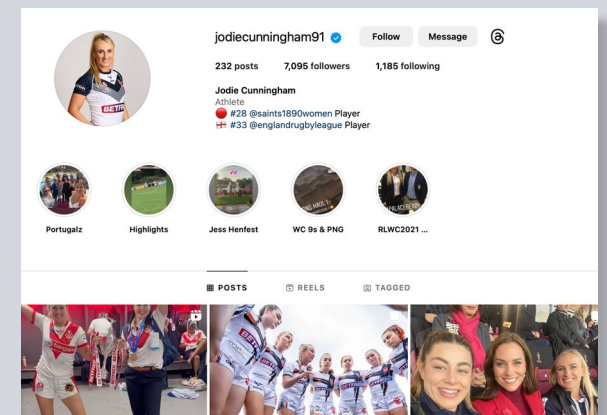
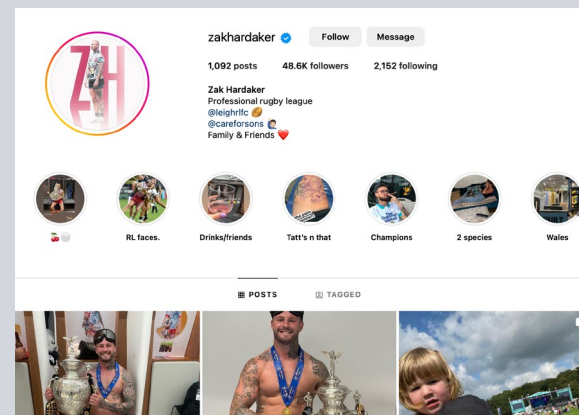
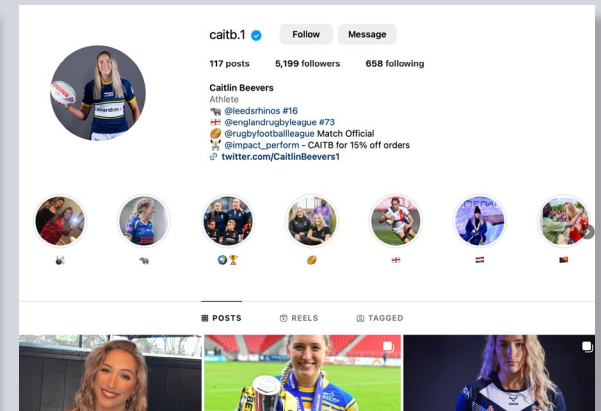


Super League

Super League

Teams

# Player Social Media



A photograph of the St Helens women's rugby league team celebrating their victory. Three players in the foreground are wearing white jerseys with red accents and blue medals around their necks. They are holding up a trophy and banners that say 'BETFRED'. The background shows a large stadium filled with spectators.

# Marquee & Grand Finals played at world famous football stadiums

Image: Victorious St Helens women's team celebrating winning the 2023 Challenge Cup at Wembley Stadium

## Date

FEBRUARY TO NOVEMBER

## Location

UK, FRANCE & LAS VEGAS

## Rights

ALL MEDIA RIGHTS

## Technical delivery

AVAILABLE AT BT TOWER

## Territory

WORLDWIDE EXCLUDING,  
UK & IRELAND, USA,  
CANADA, PACIFIC ISLANDS  
AND AUSTRALIA.

# Key Information

Image: Junior Nsemba – Wigan Warriors and England.

**RL**  
COMMERCIAL

**MG**