



Showcase
& Awards
2025

Sedgefield Racecourse
Community - *"From the Pitch to the Parade
Ring: A Partnership Powering Community and
Women's Sport"*

Proudly partnered by



Objectives

Champion Women in Sport

- Provide a platform to showcase female athletes at Sedgefield Racecourse, raising visibility of women's rugby to 2,000+ raceday attendees at flagship events like Ladies Evening.

Raise Awareness & Grow Stockton Rugby Club Rockets

- Support the team's growth, targeting a 25% increase in new player enquiries and a 10% uplift in match attendance during the partnership year.

Raise Awareness for Sedgefield Racecourse

- Achieve brand exposure at home fixtures for Stockton Rugby Club, alongside national visibility through Durham County Women's coaches wearing Sedgefield-branded kit.

Increase Footfall at Sedgefield Racecourse

- Target 250 first-time visitors from grassroots sports clubs within a 12-month period, converting at least 50% into repeat racegoers.

Build a Legacy of Sporting Collaboration

- Connect rugby, racing, and other grassroots sports in a united mission of growth and inclusion.





Strategic Sponsorship & Brand Placement

Provided pitchside advertising at Stockton Rugby Club valued at £3,000 in-kind, creating permanent visibility for Sedgefield Racecourse across the season.

Headline Event – Ladies Evening

The Rockets Women's Team were honored as VIP guests at one of our most prestigious race meetings, celebrated in front of thousands and featured across media coverage. In doing so highlighting the skill and success of women's rugby.

First-Time Audience Activation

Invitations to Stockton Rugby Club and other grassroots teams brought many locals to their first-ever raceday. Most lived only a few miles away but had never previously visited. The positive experience has already resulted in multiple bookings for the next race season.

National Exposure via Durham County

Supplied kit sponsorship (valued at £1,500) for Durham County Women's Team coaches, generating visibility at fixtures nationwide.

Community Storytelling

Shared the Rockets' journey through press and social media, linking their achievements from local league growth to national representation to our wider mission of inclusion, empowerment, and community connection.

Chair's Statement of Support – Champion Women in Sport Initiative

As Chair of Stockton Rugby Football Club, I am proud to give my full and unequivocal support to the Champion Women in Sport initiative and to the continued partnership between Stockton RFC and Sedgefield Racecourse. The growth of our Rockets Women's Team has been one of the most inspiring success stories in our club's recent history. From their early days as a small, determined group to becoming a recognised competitive, the Rockets have not only achieved on the field but have also become powerful ambassadors for women's sport in our region. Graham Newton, Chair, Stockton Rugby Football Club

Results



Increased Brand Awareness for Stockton Rugby Club

The Rockets' profile has grown significantly with several players reaching national recognition by representing the Durham County Women's Team in their journey to the Twickenham final. This success, coupled with local media exposure, has boosted community pride and inspired new players to join.

Increased Brand Awareness for Sedgefield Racecourse

Sedgefield's name and logo have been proudly worn by Durham County Women's Team coaches at matches across the country, giving the Racecourse national exposure while reinforcing its commitment to the women's game.

Footfall Growth & Conversion

First-time visitors from local clubs have already booked return visits, proving the power of this partnership to convert interest into sustained attendance.

Cultural Impact

Ladies Evening became more than just a race meeting, it was a celebration of female sporting achievement, national-level representation and the growing influence of women's rugby in the region.

Racing Ahead Together:

40% Surge in Women's Sport Participation Fueling Community Growth: We are proud to be part of a partnership that is not only driving a national movement in women's sport with a nearly 40% increase in UK women's sport audiences over the past two years but is also delivering real, measurable benefits locally. Through our collaboration with Stockton Rugby Club's Rockets Women's Team we are helping grow participation in women's sport while increasing raceday attendance at Sedgefield Racecourse, welcoming first-time visitors from across the community and turning them into regular supporters.

Supporting Information



Located in the heart of County Durham, Sedgefield Racecourse has been a cornerstone of the local sporting and social calendar for generations. Our geographical position serving communities across Sedgefield, Stockton and the wider North-East gives us a unique role: to act as a vibrant hub for sport, culture, and community life.

In recent years, women's rugby has been enjoying unprecedented growth in popularity, both nationally and locally. With the first game of the Women's Rugby World Cup being played right here in the North-East, this is a moment of momentum for the sport and our partnership with Stockton Rugby Club's *Rockets Women's Team* is perfectly placed to ride that wave. It is a collaboration we are deeply proud of and one we know is only going to grow in scale and impact.

Sporting & Social Impact: This partnership has gone beyond sponsorship — it is actively shaping the future of sport in the North East and making an impact on the national stage. Together, we are:

- Driving participation in women's sport by placing athletes, including county-level and in the public eye.
- Strengthening community bonds across multiple sports and venues.
- Showcasing Sedgefield Racecourse as an organisation that doesn't just support local teams, but actively contributes to their success at every level
- Generating economic and social value by attracting new audiences and building long-term loyalty.
- Women's rugby is on the rise — and with the Women's Rugby World Cup spotlighting our region, this partnership is perfectly timed to create a lasting legacy. We are not just supporting a team; we are championing a movement that will continue to grow for years to come.

Testimonial - "The support from Sedgefield Racecourse has been game-changing. It's given us the visibility, confidence, and encouragement to grow — and to keep showing that women's rugby belongs on the big stage." — **Stockton Rugby Club**