

WIRRAL RUFC

SPONSORSHIP & ADVERTISING OPPORTUNITIES 2012/13

Wirral RUFC, Memorial Ground, Thornton Common Road, Wirral CH63 0LT

Tel: 0151 334 1309

www.pitchero.com/clubs/wirral

www.wirralrugbyclub.com



Wirral Rugby Club is set in the heart of the Wirral. As a club it can offer you a first class opportunity to place your business in the heart of a rich and vibrant community that will respond well to your association and support.

The Club was established in 1937 and has grown into a thriving centre of local rugby excellence with over 600 members from all walks of life but with one strong linking passion – the game of rugby.

With players as young as 5, we pride ourselves on our youth structure. The Mini and juniors section is the future foundation of the club and this is where a lot of time, effort and money is required. Any sponsorship money raised allows children from all walks of life to enjoy the thrills and friendship of rugby. We attract kids from most of Wirrals' key primary and secondary schools and have over 250 boys and girls playing rugby every Sunday during the season.

The club is totally reliant on sponsorship, community goodwill and membership support, without which the club could not function at its current level.

In this document we have outlined a range of opportunities that exist for your business to connect with the wonderful array of people that are actively involved in and make up the Wirral Rugby Club.

Your business will reach a captive audience that is open and willing to support those that are seen in turn to be supporting the Club. And that is just the beginning; once established within the Club your business is sure to be recommended to family and friends.

Please review the options shown and consider two things:

1. How your business will benefit enormously from being closely associated with a large, loyal, thriving and buoyant community
2. That in being seen supporting a local community Club such as ours your business will benefit greatly by association with the strong links it will offer into the wider area

We look forward to being able to talk to you in greater detail about this opportunity and will call you in the coming days.

Kind Regards

Matt Slater
Club Secretary

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WWW.PITCHERO.COM/CLUBS/WIRRAL



WIRRAL RUFC



As a sponsor of one of the Wirral's most successful rugby clubs, your business will have access to all of our members through our website, emails, newsletters and our annual fixture card.

As well as enjoying the benefits associated with being a sponsor you will have the opportunity to promote your services and products to our members and supporters through our website and by being welcome guests at our home matches.

The following pages give an outline of sponsorship and advertising opportunities available at the club. The deals are designed to offer great value for money and to cater for a wide range of budgets.

We are delighted to offer packages that include a combination of elements to create a bespoke promotional service to suit individual company needs.

Please feel free to contact one of our Commercial Directors to discuss your requirements:

Andrew Mills
aegm1@aol.com
07831 408 752

Patrick Granby
patrick.granby@live.com
07837 964 504



WIRRAL RUFC 1ST XV 2011 – 2012

Leagues

- 1st XV - RFU North Division - North 1 West
- 2nd XV - Raging Bull North West Leagues - Division 1
- 3rd XV - Raging Bull North West Leagues - Division 3 South
- 4th XV - Raging Bull North West Leagues- Division 5 West
- Senior Colts - Raging Bull Colts League - Senior Colts League B
- Junior Colts - Raging Bull Colts League - Junior Colts League A



WIRRAL RUFC



Sponsorship of Wirral Rugby Club

History

- Established in 1937
- Long and strong links with Wirral Grammar School
- Record of achievement – Cheshire Cup, Caldby 7's , Birkenhead Park 7's, Northern Finalists, North West 2 Champions, Floodlight series champions, South Lancs Cheshire 1 Champions
- Team honours for Cheshire, North of England and England
- Links with local papers and publicity/PR potential



Today

- Today the club is a thriving and growing family orientated organisation
- Over 600 active members drawn from all over the Wirral, Cheshire and North Wales
- Club fields 5 senior teams each week and the Senior Colts (U19's)
- Mini and Junior section runs 11 teams from under 7's to Junior Colts (U17's)
- Club plays host to several rugby festivals each year that attract over 1,000 visitors to each event
- Seal of Approval for Rugby standards and Club Mark Status
- Active, growing cricket section during summer months
- Social involvement with local charities through Claire House and Liverpool to Chester Bike Ride.
- Winners of Cheshire Vase – 2009-09 season and South Lancashire/Cheshire League One Champions - 2009-10 season, 2010-11 2nd XV Raging Bull Trophy Winners, 2011-12 Junior Colts League Champions



COMMUNITY RUGBY
SEAL OF APPROVAL

Vision

- Building on its long history the club will further strengthen its links with the local community
- Its coaches are actively involved in local schools
- As well as rugby the club attracts archery, football and cricket to its facilities
- The membership will retain its family feel and will continue to grow and retain its position as one of the most progressive clubs in the Wirral



The Opportunity

- Club offers your organisation the opportunity to be associated with an active and successful membership across all ages
- Through establishing strong links with the club your organisation will be seen to support the local community by offering practical support to youth development and helping to strengthen this much needed sporting facility in the Wirral
- Its membership in return will undoubtedly show loyalty and commitment to your brands as well as spreading the word to a much larger audience beyond the club membership
- Club open in excess of 250 days per year during the rugby and cricket seasons
- Average attendance over a weekend is in excess of 1,000 players, supporters and parents
- In any one month that means over 4,000 opportunities for your messages to be seen
- Main Sponsor Package will cost you therefore just £76 per weekOr just 8p per visitor per month
- It's a low cost, high value marketing solution that offers that little bit more



WIRRAL RFC



MAIN CLUB SPONSOR (one available)

The main sponsor of the club will enjoy the highest profile and most exposure to those attending, visiting and playing at Wirral RFC. The main benefits will be:

- Tickets at Twickenham for a six nations match & an autumn international match each year
- Prominent exterior signage around the clubhouse exterior and score board incorporating your Company logo & Club name
- Company Logo on all club interior notice boards
- Message & advert in club handbook
- Prominent position for company logo on fixture list
- Company logo on the clubs rugby strip and associated clothing including tracksuits
- Company advert on inside front page of match day programme (full page)
- Message from sponsor in the match day programme
- Company logo on all changing room doors
- Company logo on club website in a prominent position
- Company advertising hording (2m x 1m) at two places around 1st team pitch
- Hot link to the sponsor's web site from the club web site for the year
- Free Club hire for any corporate event (marquee optional) – 2x per year
- Attendance at refreshments, lunches and club dinners - providing opportunities to network with the players and members of Wirral and other clubs
- Attendance at the annual sponsors spring lunch during the season

Cost £3,950 for one year contract

Alternatively £ 10,000 for a three year contract



SUPPORT SPONSORS - Category 1 (four available)

Support sponsors will enjoy a high profile at the club with the package as follows:

- Company logo on fixture list
- Company logo on the clubs rugby strip
- Company advert on inside pages of match day programme (half page)
- Company logo on club website
- Company advertising hording (2m x 1m) at one place around 1st team pitch
- Hot link to the sponsor's web site from the club web site for the year
- Attendance at the annual sponsors spring lunch during the season (two tickets)

Cost £1,500 for one year contract

Alternatively £ 4,000 for a three year contract



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SUPPORT SPONSORS - Category 2 (two available)

Support sponsors will enjoy a high profile at the club with the package as follows:

- Company logo on the clubs rugby strip
- Company advert on inside pages of match day programme (half page)
- Company advertising hording (2m x 1m) at one place around 1st team pitch
- Attendance at the annual sponsors spring lunch during the season (one ticket)

Cost £1,200 for one year contract

Alternatively £ 3,200 for a three year contract

ADVERTISING HOARDINGS 1st TEAM PITCH (30 positions available)

Advertisers will enjoy a high profile, 12 months of the year, exposure at the club for both the Rugby and Cricket seasons with the package as follows:

- Company advertising hording (2m x 1m) at one place around 1st team pitch
- Half page advertisement in the match day programme
- Company logo on club website
- Attendance at the annual sponsors spring lunch during the season (one ticket)



Cost £ 595 for one year contract

Alternatively £ 1,600 for a three year contract

MATCH DAY SPONSORS

(Available for all 1st team home league games, cup games and Senior and Junior Colts Cup matches – minimum of 16 games per season)

Match Day sponsors will enjoy a high profile at the club with the package as follows:

- Half page advertisement in the match day team sheet (within the match day programme)
- Company logo on front of the match day team sheet (within the match day programme)
- Lunch at the club for up to 10 staff/guests with club officials on match day
- Chance to supply promotional literature or displays within the clubhouse on match day
- Hot link to the sponsor's web site from the club web site for the week prior and the week after the fixture

Cost £ 300 per match



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PLAYER SPONSORSHIP

(Available for all senior players playing in the 1st XV, 2nd XV, 3rd XV or 4th XV)

Player sponsors will be associated to their chosen player and will receive:

- Company logo or sponsors name against players details on website
- Company logo or sponsors name against players details in 1st XV match day programme when appropriate
- Attendance at the annual sponsors spring lunch during the season (one ticket)
- Payment covers the annual playing subscription for the player for that current season
- Offer only available for all subs paid before the 1st October each year.

Cost £ 150 per player



OTHER CATEGORIES

MATCH DAY PROGRAMME – quarter page advert - £ 95 per season

MATCH DAY PROGRAMME – half page advert - £ 175 per season

MATCH DAY PROGRAMME – full page advert - £ 295 per season

BALL SPONSORS - £ 75 per match

FLAG or POST SPONSORS - £ 1,000 per season

Various payment options are available including annual or monthly direct debit. Discounts can be negotiated depending on the method of payment chosen. All rates quoted exclude VAT at the prevailing rate.



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