

Essington RUFC
Sponsorship 24-25
season





Who are we?

Essington RUFC are first and foremost an amateur rugby sports club. Established in 1998 we have grown to have over 60+ members ranging in age from 18 to 65.

We currently host two teams, a men's senior rugby side (18+) and a mixed touch rugby team (16+). Both teams competing in seasonal matches, from leagues, tournaments and cup games.

We are also a limited company that run many different types of functions; where up to 120 people can attend. We also host other sporting clubs throughout the week such as : Karate, Tae Kwon Do and more!



Sponsorship Opportunities

As a club, we aim to create a strong bond with our sponsors. We have a wide range of sponsorship packages tailored to suit everyone's individual desires and budgets, detailed in this brochure.

If after reading, you feel a more personalised package would be more suitable to meet your vision of joining together with ERUFC, contact us ! We can have a chat and produce a bespoke package that really makes the most of our growing club



Advertising Opportunities



ERUFC have two main forms of advertising available to our sponsors; in-house and online.

In-house	Online
Posters	Social Media
Sponsor Table	Website
Events	Link Tree

All of our sponsor packages available allow you to take advantage of both forms of advertising through the club. Whether you're looking to advertise to the local people of Essington through our clubhouse and events, or further afield with our strong online presence. We have the package for you!

In-House

At our homeground, ERUFC boast a large clubhouse, car park, and two open ground pitches. This means our grounds are constantly being used for a large range of events.

As a club, we are constantly trying to uphold our high community reputation. This means we regularly hold events such as:

- Rugby Tournaments
- Christmas stall events
- Charity events
- Quiz Nights

Just our club events alone create a large amount of foot traffic at our facilities, let alone the events held by others who rent out our premises on a weekly basis. Such as sporting clubs, corporate events, parties and so many more. This means any advertising placed inside the club will be seen by a large range of local people on a daily basis!



Online Advertising

ERUFC also have a strong online presence across a range of platforms that we can use to spread the word about your company.

Website - Take a look ! We are constantly updating! [Essington RUFC \(rfu.club\)](http://Essington RUFC (rfu.club))

- We run our own website where all info on the club is held (room hire, players, fixtures and results).
- Your logo will be placed on every page of the website. We will also have a section all about our sponsor's which will include links to either your social media or your company website.

Essington RUFC

VS Burntwood RUFC II's



1. D.Helsby
2. G.Osborn (vc)
3. E.Mattu
4. S.Crawford
5. G.Jones
6. J.Robinson
7. W.Osborn (C)
8. A.Barker
9. J.Howard
10. A.Baldwin
11. C.Worley
12. A.Siddons
13. D.Best
14. I.Brittain
15. W.Nicklin
16. C.Gibbs, 17. M.Chandler,
18. N.Brittain, 19. A.Powell



2.15p.m. Kick Off

The Sportsway
Burntwood
Staffordshire
WS7 3PH

Coach:
M.Osborn



MATCHDAY



Burntwood Rugby Club | 2.15PM Kick Off | 24th February



Social Media

ERUFC run several social media accounts: Facebook (group and page), Instagram, Twitter and TikTok with an immediate outreach to around 2000 people. These are all updated regularly, keeping up with all the latest information and events coming up!

Since 1st January 2024 to 16th May 2024 we have a facebook reach of over 38,000 accounts alone!

Each sponsor package will offer different social media advertisement slots to show your company name, logo and potentially social media handle. Our posts range in subject and frequency covering our Match Day Info, Training Times, Training Days, Match Results, Man of the Match and our strongest performing post, the Team Sheet.

Each post type can offer a great opportunity to advertise your company to a wider audience; by them not only being shared by the club, but by the players too!

Rugby Training

MENS RUGBY
TRAINING EVERY
WEDNESDAY
@ 7.15 pm

New players
welcome.

Essington Rugby
Club,
High Hill,
WV11 2DW



This week at Essington Rugby Club



Monday- Fitness training
@8pm

Wednesday- Contact Rugby
training @7.15pm

Thursday- Mixed Touch Rugby
training @7.30pm

Saturday- Linley (H) @3pm





Platinum Package £1000

ERUFC's top package is collated to give you premium coverage across the club. Utilising all the amazing opportunities we have as a club, providing maximum company exposure and giving you access to the best ERUFC has to offer.

If you would like any further information, or to create a unique package, please contact us on EssingtonRUFC@gmail.com

<p>Social Media Name & Logo All match & training related posts</p>	<p>x5 Invitations President's Dinner Pre-match lunch with close club associates</p>	<p>In-House Sponsor Board Pinned information on our shared clubhouse board</p>
<p>In-House Business Cards on Bar Permanent spot</p>	<p>x5 Membership Cards Club Bar Discount Valid at all events</p>	<p>Online Newsletter Half Page Spread Monthly</p>
<p>Free Clubhouse Hire 4 Times a Year Including a Staffed Bar</p>	<p>All Home Games Sponsor Table Your advertising material on shared table</p>	<p>Social Media Dedicated Individual Post Twice a year on all social media</p>
<p>Home Game Advertising Outdoor matchday Banner* Full colour</p>	<p>Logo on our Website All Pages Company website link on our linktree</p>	<p>In-House Match Day TV Shown across rolling slides</p>

*For the outdoor matchday banner, 'Print Ready Artwork' must be provided meeting the criteria that will be set. If the company are unable to provide this artwork, or if any amendments need to be made by ERUFC, a charge of £50 will be incurred to resolve the issues.



Gold Package

£750

Utilising both in-house and online advertising, as well as membership benefits, this package will give the opportunity to build a real partnership with the club. It encompasses most of the the amazing elements that ERUFC can offer.

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All Home Games Sponsor Table Your advertising material on shared table	x3 Membership Cards Club Bar Discount Valid at all events	Free Clubhouse Hire 3 Times a Year Including a Staffed Bar
In-House Business Cards on Bar Permanent spot	Logo on our Website All Pages Company website link on our linktree	x3 Invitations President's Dinner Pre-match lunch with close club associates
In-House Sponsor Board Pinned information on our shared clubhouse board	Online Newsletter Logo & Link Monthly	In-House Match Day Tv Shown across rolling slides
Social Media Training Posts Name and logo on all training related posts	Social Media Dedicated Individual Post Twice a year on all social media	Social Media Posts Match Day Lead Up Name and logo on the match info & timesheet



Silver Package £500

Being a beneficial and attractive package, this opens up many of ERUFC's great advertising opportunities. It gives a brilliant insight into how, as a club, we love to get involved and build strong relationships with our community.

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<p>Social Media Training Posts Name and logo on all training related posts</p>	<p>Social Media Posts Match Day Lead Up Name and logo on the match day info</p>	<p>In-House Sponsor Board Pinned information on our shared clubhouse board</p>
<p>In-House Business Cards on Bar Permanent spot</p>	<p>x1 Membership Cards Club Bar Discount Valid at all events</p>	<p>Online Newsletter Logo & Link Monthly</p>
<p>Free Clubhouse Hire 3 Times a Year Including a Staffed Bar</p>	<p>All Home Games Sponsor Table Your advertising material on shared table</p>	<p>Logo on our Website Home Page Company website link on our linktree</p>



Bronze Package £250

This is an excellent introductory package allowing you to get involved with a passionate and fully inclusive community organisation.

An effective and affordable selection of advertising opportunities created to still provide maximum benefits to your company.

If you would like any further information, or to create a unique package, please contact us on EssingtonRUFC@gmail.com

<p>Social Media Training Times Post Name and logo</p>	<p>Online Newsletter Logo & Link Monthly</p>
<p>In-House Sponsor Board Pinned information on our shared clubhouse board</p>	<p>Logo on our Website Home Page Company website link on our linktree</p>
<p>Social Media Training Today Posts Name and logo</p>	<p>All Home Games Sponsor Table Your advertising material on shared table</p>



Player Sponsorship

This year we are bringing in the chance to sponsor a player. Whether you are a business owner, relative or friend who wants to get their name out there. We have 40+ players available to sponsor.

Your player sponsorship means your brand/name will be displayed alongside the player's name and image on their related social posts i.e. on team sheets, if they are player of the match, try scorer or award winner, thus creating a powerful association between your business and the excitement and passion of rugby.

The player will also receive a custom designed t-shirt.

The cost for the whole season is £100



Bespoke sponsorship offers

Every week which we manage to score a try a video is put together called the 'trylights'. This brings in a lot of views as this is posted on Tiktok, Youtube, X (Twitter), Facebook, Instagram and Threads. This can be sponsored for the entirety of the season for £200. You will be mentioned in every video.

We understand that sponsors want what is best for themselves/business. If you would prefer sponsoring us a different way to what has been mentioned. We would welcome any suggestion you may have. Email us at:
EssingtonRUFc@gmail.com

Essington RUFC are a Community Focused Club.

ERUFC do much more than play rugby. We allow different groups, businesses, events and sports clubs to come together and have a welcoming space. We are a pillar in the community for supporting physical and mental health, doing all we can to promote positive and sportsman like behavior. Regularly aiding charities and supporting the community means we have developed many amazing local relationships.

If your company wants to support an incredible club who put their members and the community first by providing an open and safe place for all; please consider becoming a sponsor.



Thank You!

If you would like to join our incredible community here at ERUFC,
whether that be as a sponsor or as a player, please email us at:
EssingtonRUFC@gmail.com

