

ECCLESHALL



R.U.F.C.

# ECCLESHALL RUGBY UNION FOOTBALL CLUB SPONSORSHIP AND PROMOTIONAL OPPORTUNITIES



## BACKGROUND INFORMATION

Formed 30 years ago by Life President Ian Firth, Eccleshall Rugby Football Club is a small yet 'inclusive' club.

Once a small one team club, they have grown tremendously over the last decade, still however priding themselves on being true to their founding principles of inclusion, fairness and team spirit.

The senior section of the club regularly turns out 3 men's teams, with two teams playing league rugby with fixtures across the West Midlands.

The ladies team continues to grow in strength and numbers, following a successful season last year which saw them achieve promotion to NC Midlands 1 league for the 2009-2010 season.

The Junior Section of the club currently has in excess of 120 playing members aged between 6 and 17. With those aged 8 and upwards regularly playing competitive fixtures.

Eccleshall RUFC has formed strong links with a number of local primary and secondary schools and was recently nationally recognised by the Rugby Football Union for its work within the community.

The club has a comprehensive development plan and has every intention to continue to develop its activities on and off the field.



## WHY CHOOSE ERUFC?

Many companies see sponsorship as an effective part of their integrated marketing and communications effort.

Sponsorship offers the possibility of achieving several goals at once; most companies expect the sponsorship to deliver a combination of the following benefits:

- Increase awareness and visibility
- Showcase community responsibility
- Entertain clients
- Merchandising opportunities
- Drive sales

Additional benefits are:

- Club membership for nominated persons
- Publicity on club websites  
[www.eccleshallrufc.co.uk](http://www.eccleshallrufc.co.uk)  
[www.eccleshall-ladies-rugby.co.uk](http://www.eccleshall-ladies-rugby.co.uk)
- Invitations to club events and socials
- Opportunity to apply for International tickets



## SPONSORSHIP OPPORTUNITIES

- Team Kit Sponsor
- Player Sponsorship
- Match and Ball Sponsorship
- Post Guard Sponsorship
- Additional Clothing Sponsorship

## PROMOTIONAL OPPORTUNITIES

- Ground Advertising
- Website Advertising
- Newsletter Inclusion
- Wall Planner Advertising



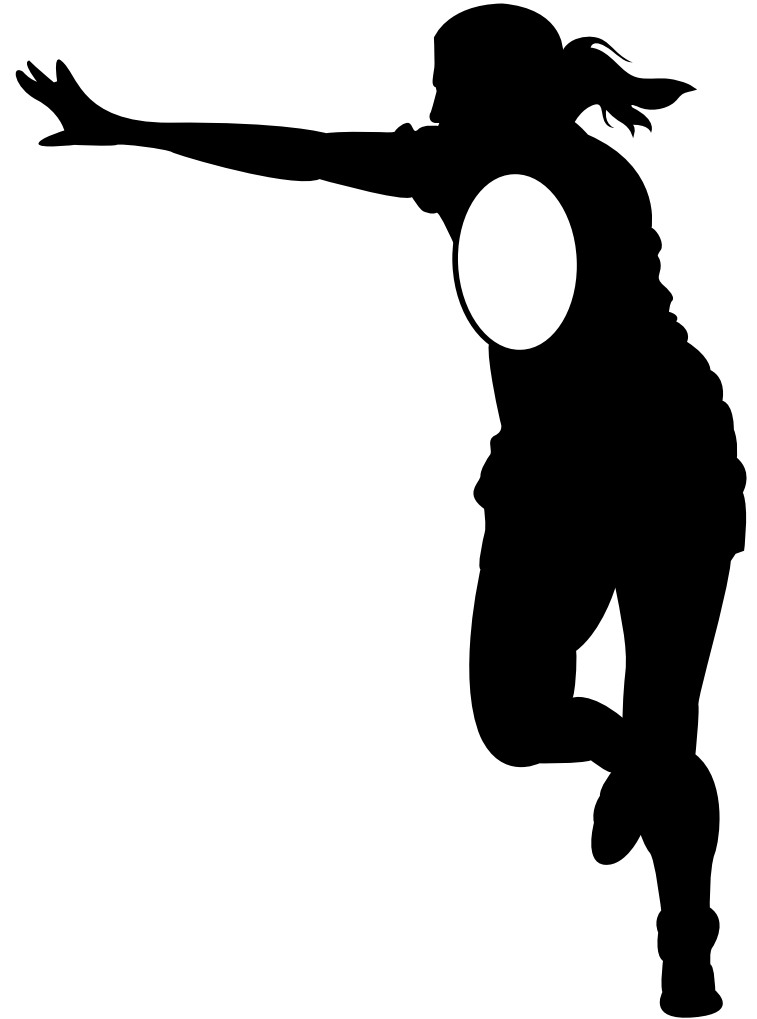
The club can tailor its sponsorships packages to suit your budget.

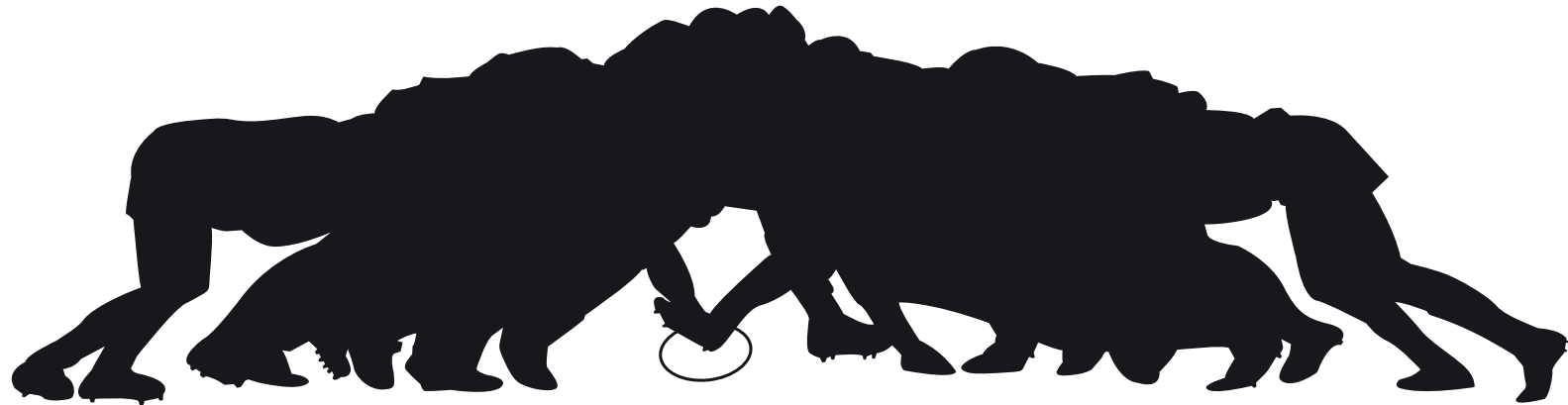
These are some of the specific opportunities that are available:

- Sponsors logo/business name displayed on ERUFC playing shirts
- Sponsorship of Coach's Car
- Advertising in club's newsletters
- The right to use the name "Club Sponsor of Eccleshall Rugby Union Football Club"
- Training tops for all our club coaches
- Set of post protectors carrying sponsors design.
- Match & Ball sponsorship
- Company name on post match clothing
- Pitch side advertising

In return the club can offer many things including:

- The ability to directly advertise to the clubs 200+ members
- A page on the clubs websites to outline and promote your business
- Banner advertisement on club's websites – link directly to sponsors website
- Business name in local press
- 6 guests to attend a 2-course lunch in the clubhouse at a home game
- The opportunity to choose and present the Man of the Match Award
- Opportunity to apply for International Match Tickets
- Opportunity to purchase club merchandise





For more information regarding bespoke sponsorship and promotional packages,

please contact Sabrina on

07967 539840 or [fundraising@eccleshallruffc.co.uk](mailto:fundraising@eccleshallruffc.co.uk)