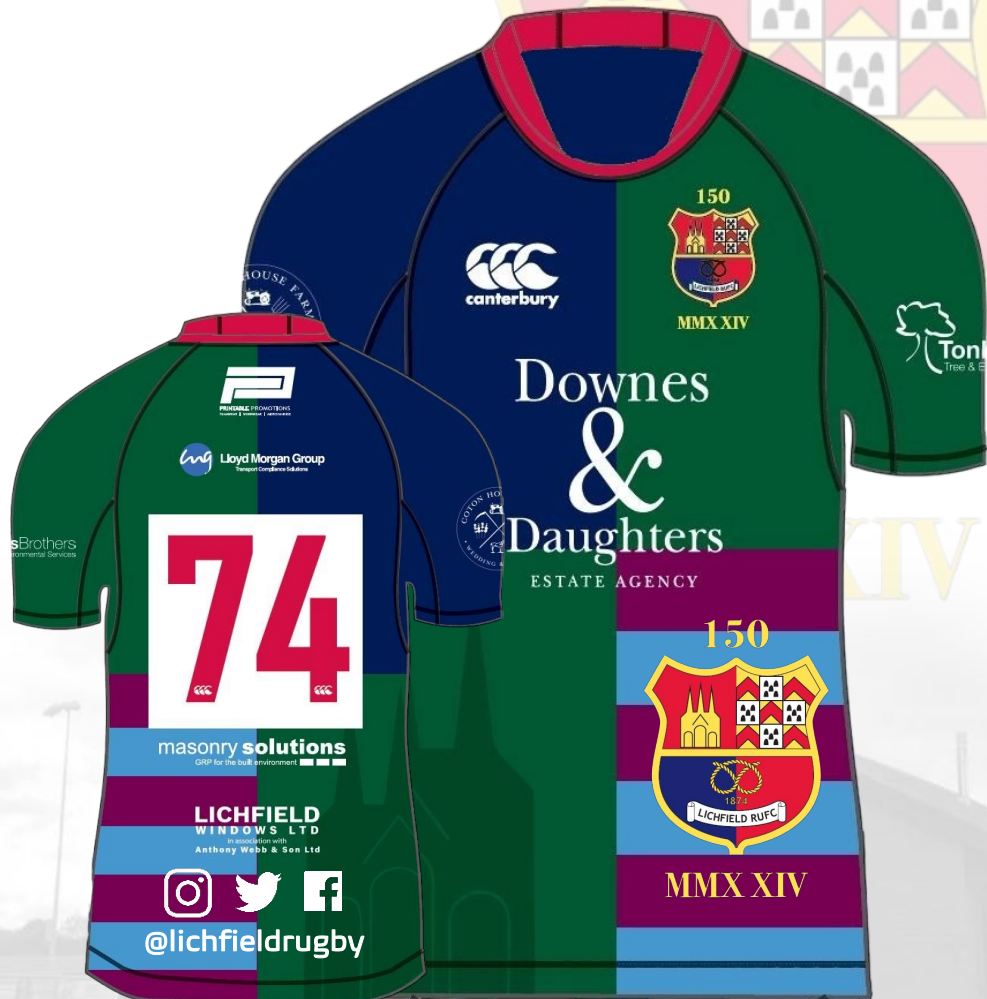




150

MMX XIV

LICHFIELD RUFC SPONSORSHIP PACKAGES 2023-24



   @lichfieldrugby





SUPPORT YOUR LOCAL CLUB

We need YOU!



Lichfield Rugby Union Football Club

150



Providing opportunities and facilities for competitive and entertaining rugby to the local community since 1874.

MESSAGE FROM THE CHAIRMAN – PAUL MASSEY

Lichfield Rugby Club would like to give local businesses and individuals the opportunity to share in the experience and exposure of a thriving local community rugby club, which currently fields the following teams:

Men's:

- 1st Team – Regional 2 Midlands
- 2nd Team – Midlands Reserve League 1
- 3rd Team – Staffordshire Merit League 1

Ladies:

- 1st Team (Red Team) – Ladies Championship Div 2
- 2nd Team (Green Team) – NC2 Midlands West

Mini - Juniors:

- Under 18's (Colts)
- All Boys and Girls age groups from Under 7's to Under 16's
- We also have an Under 6's section called 'Rugger Rats'

Across these different sections we have up to 20 teams taking to the field to represent Lichfield Rugby Club each weekend throughout the season.

We are a 'Community Amateur Sports Club' which means that all revenue raised via memberships, donations and sponsorship is invested back into the club to fund the playing costs of all teams and our facilities. None of the players are paid to play at Lichfield, and our playing costs are covered by membership fees - so all sponsorship received helps directly to maintain and improve our facilities.

We believe Lichfield Rugby Club presents a number of very good opportunities for you to promote and expand your business via our players, our members and the spectators who attend our games and/or read our numerous forms of regular communication.

We really hope that you can find something to match your needs.

Paul Massey (Chairman)

Dorian Tranter (Commercial Director)



@lichfieldrugby | www.lichfieldrugfc.co.uk

150th SEASON EVENTS

150



In 2024 Lichfield Rugby Club is an incredible 150 years old, making us one of the oldest Rugby Union establishments in the Country.

As part of the celebrations, we will be holding a number of events including a Summer Ball in June.

As with all our Summer Season Events we chose a charity close to our hearts and community, raising both awareness and valuable funds so that those Charities can continue the fantastic work they do.



TARGET OVARIAN CANCER



Please look out for sponsorship opportunities available throughout the 150 year benchmark celebrations.

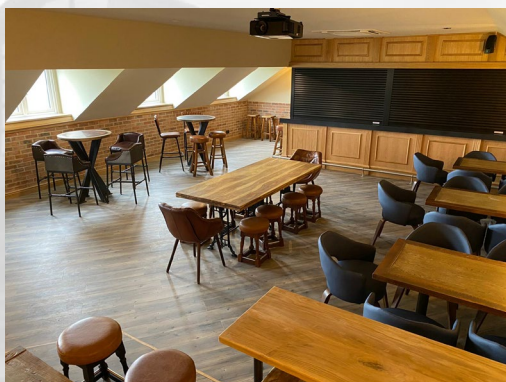
PRE-MATCH LUNCH & HOSPITALITY IN THE NEWLY RENOVATED "STORR ROOM"



Price: £300.00 per game

What's included:

- Free ground entry for up to twenty people plus:
- Buffet Lunch provided £/Head negotiable on Numbers required
- Company information listed in the 'Match Day' programme
- Programme seen by spectators on the day of the match and by all members (via email the night before)
- Match-day programme for each guest.
- Main stand 'Centre Seat' tickets for all guests
- Opportunity to socialise with customers in a relaxed atmosphere
- Licensed bar to purchase drinks (which are not included in the price, but you can set an agreed bar limit to cover the costs of you and your guests).
- Half time tea and coffee refreshments, plus the bar will also be open to purchase drink.



@lichfieldrugby

| www.lichfieldrugby.co.uk

MATCHDAY - "MATCH BALL" SPONSORSHIP

Price: £50 per game

What's included:

- Company name listed in the Match day programme
- Picture with Lichfield Rugby Club captain before the game presenting the game's 'Match Ball'
- Pre-game and half time refreshments, with **"Two Free Stand"** tickets for the game
- Not only will the programme be viewed by all spectators at the game it will also be viewed by all Lichfield Rugby Club members and sponsors as it is emailed to them all every Friday evening.
- Company details sent via Facebook and Twitter prior to and after the sponsored game.

MATCHDAY PROGRAMME SPONSORSHIP

Price:

Half page - £150 per season

Full page - £250 per season

Double Page - £450 per season

What's included:

- Your details in every home game programme of Lichfield 1st team for the season 2023-24.
- Company information listed on the Lichfield Rugby Club website with a direct link to your own website. Plus listing on the LRUFC monthly newsletter
- Invitation to all Lichfield Rugby Club events during the season with discounted ticket pricing
- Programme is e-mailed to all Lichfield Rugby Club members and sponsors the Friday evening prior to the game the following day.
- Two free stand tickets for every home game

MATCHDAY MASCOT

Price: £25 per game

What's included:

- Meet the favourite selected 1st Team player prior to the game
- Pre-match warm up with your favourite player
- Pre-match photograph with your favourite player
- Match-day Souvenir



@lichfieldrugby | www.lichfieldrugfc.co.uk

PITCHSIDE ADVERTISEMENT BOARDS

150



Board Size: 2300mm x 900mm

Prices:

1 Year £400 (+Vat) (Repeat £250 / Year)

2 Years £600 (+Vat)

3 Years £700 (+Vat)

Prices are payable up front and include all board design artwork and production

What's included:

- Your company advertised around the 1st Team pitch at Lichfield Rugby Club to be seen by all Lichfield Rugby Club members, players, spectators and visitors each week.
- Company information listed on the Lichfield Rugby Club website with a direct link to your own website
- Two free stand tickets for every Lichfield 1st team home game
- Company information listed on the end of season report detailing each team's achievements during the 2023-24 season
- Company information will be seen by outside clubs and organisations that hire the Lichfield RUFC facilities during year
- Invitation to all Lichfield Rugby Club events during the season with discounted ticket pricing
- Bigger or multiple boards are available please contact to discuss.
- Board design and layout services are available with artwork forwarded to you and any alterations made prior to final production.



@lichfieldrugby | www.lichfieldruffc.co.uk

PITCHSIDE DUG-OUT SPONSORSHIP

150



Price:

Year 1 – £750 (plus Vat)

Year 2 (and each further year's renewal) – £375 (plus Vat)

What's included:

- The renaming of the Home & Away 'Dug Outs'
- Your company name & logo on the front and rear of the Home and Away 'Dug Outs'
- Your company advertised around the 1st Team pitch at Lichfield Rugby Club all season to be seen by all Lichfield Rugby Club members, players and spectators
- Company information listed on the Lichfield Rugby Club website with a direct link to your own website, monthly newsletter and end of season report detailing each team achievements during the season.
- Invitation to all Lichfield Rugby Club events during the season with discounted ticket pricing

VICE PRESIDENT MEMBERSHIP

Price: £200 per season

What's included:

- Free admission to every Home game for all Lichfield Men's & Ladies First teams.
- Complimentary lunch at a Lichfield First team game during the season
- Discounted lunch cost for all other Lichfield First Team games
- Vice President Discount card which provides 10% discount on all purchases made across the rugby club bar
- A commemorative gift
- Complimentary copy of the Match-day programme for all Men's 1st team home games
- Hire of the club rooms at a discounted price



@lichfieldrugby | www.lichfieldrugby.co.uk

INDIVIDUAL PLAYER SPONSORSHIP

150



Price: £200 per player (plus Vat if to be invoiced) – Joint Packages Available

What's included:

- Your company name in the Match Day programme alongside the players name & photo
- Programme seen by spectators on the day of the match and by all members (via email the night before)
- Pre & post match chats with your player
- Commitment by the player (subject to availability) to attend events you have organised throughout the season
- Free entry to two 1st team home games during the season
- Company details on Lichfield RUFC website and social media platforms alongside your sponsored player.

JOINT SPONSORSHIP PACKAGES



£500

Player subs paid, full page programme advertisement, social media promotions, website and club house multimedia screens exposure.



£350

Player subs paid, half page programme advertisement, social media promotions, website and club house multimedia screens exposure.



£200

Player subs paid, programme recognition, social media promotions, website and club house multimedia screens exposure.



@lichfieldrugby |

www.lichfieldrugby.co.uk

150



MINI JUNIOR TEAM SHIRT SPONSOR

Sponsor a Full Mini / Junior Kit c/w to include your Company Logo
(Includes 21 Shirts)



£1,850
£1,250

Full Kit Shirts & Shorts
Shirts Only



OTHER POTENTIAL AREAS OF SPONSORSHIP

- Naming rights to Lichfield Rugby Club ground
- For each team across the Men's, Ladies, and Mini-Juniors sections, advertising on
 - Shirts
 - Shorts
 - Training kit
 - Warm up tops
- Referee's room naming/sponsorship
- Website, Twitter and You Tube advertising
- Hire of the club's facilities at discounted pricing during the day / evening (subject to availability)
- Discounted ticket pricing for social events organised by Lichfield RUFC (e.g. Summer Ball)
- Buy a Brick



@lichfieldrugby | www.lichfieldrugfc.co.uk

BUY A BRICK

150



BE PART OF LICHFIELD

BECOME A PERMANENT PART OF THE CLUBHOUSE IMPROVEMENTS WITH AN ENGRAVED BRICK



This is your chance to sponsor a brick with **your name or message**.

The bricks will be built into the walls of the clubhouse during the improvements being made over the coming months, for current and future generations to see and admire.

Standard bricks can be purchased:

Or large format bricks for longer messages:

215mm x 65mm for



£40

215mm x 215mm for



£60

Support Lichfield, your local rugby club!



@lichfieldrugby | www.lichfieldrugby.co.uk

150



PLEASE CONTACT US FOR MORE
INFORMATION

Dorian Tranter on 07701 308661
commercial@Lichfieldrugby.co.uk

MMX XIV

