



LICHFIELD RUGBY CLUB

SPONSORSHIP PACKAGES

2022-23



@LichfieldRugby



LRUFC
MAIN CLUB
SPONSOR

Downes
&
Daughters
ESTATE AGENCY





Lichfield Rugby Union Football Club

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

Ladies:

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

Mini - Juniors:

- Under 18's (Colts)
- All 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 (September to May).

Lichfield is a 'Community Rugby Club' which means that all money raised via memberships, donations and sponsorship is invested back into the club to contribute to playing costs of all teams. None of the players are paid to play at Lichfield - so all sponsorship received is invested in the playing facilities and equipment, and in maintaining and improving the 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 read our numerous forms of regular communication

Please see the sponsorship packages that are available for the 2022-23 season.

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



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www.lichfieldruffc.com

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

Price: £150.00 per game

What's included:

- Free ground entry for up to twenty people (up to a maximum of sixty guests with additional costs) plus:
- Buffet Lunch provided
- 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)
- Company information listed on the Lichfield Rugby Club monthly newsletter sent to all Rugby club members in the month of sponsorship
- 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 drinks
- Selection of the home team 'man of the match'
- Group photo with your nominated 'man of the match'.



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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 2022-23.
- 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



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PITCHSIDE ADVERTISEMENT BOARDS

Board Size: 2300mm x 900mm

Price:

Year 1

- **£350** (plus Vat) – including all production costs
- **£375** (plus Vat) – including board design artwork and all production costs

Year 2 (and each further year's renewal)

- **£150** (plus Vat)

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 2022-23 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.



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

Price: £150.00 per game

What's included:

- Free ground entry for up to twenty people (up to a maximum of sixty guests with additional costs) plus:
- Buffet Lunch provided
- 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)
- Company information listed on the Lichfield Rugby Club monthly newsletter sent to all Rugby club members in the month of sponsorship
- 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 drinks
- Selection of the home team 'man of the match'
- Group photo with your nominated 'man of the match'.

PITCHSIDE DUG-OUT SPONSORSHIP

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



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VICE PRESIDENT MEMBERSHIP

Price: £180 per season

What's included:

- Free admission to every Home game for all Lichfield Men's & Ladies First teams.
- Two complimentary lunches at Lichfield First team games 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

INDIVIDUAL PLAYER SPONSORSHIP

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



£1,000 player subs paid, pitch-side board, full page programme advertisement, social media promotions, website and club house multimedia screens exposure.



£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.



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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



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BUY A BRICK

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!



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PLEASE CONTACT US FOR MORE INFORMATION

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