



Droitwich RFC

The Glyn Mitchell Memorial Ground, Hanbury Rd, Droitwich, Worcestershire WR9 7DN | 01905 771919



Sponsorship and Advertising with Droitwich Rugby Football Club

Droitwich RFC (DRFC) is a truly community based club providing services and opportunity to the local community and beyond. Every Sunday morning through the rugby playing season you will find up to 300 children supported by their parents either training or playing local league games.

Saturdays bring the usual senior club rugby to life with 3 senior teams and supporters visiting the Home ground on Hanbury Rd.

During the summer season the club provides a base for rallies, music events, as well as touch rugby (all ages).

Droitwich Rugby is entering a new era which is providing both opportunity and challenges alike. With the World Cup later this year there will be new interests in the game from enthused youngsters that will again swell the mini and juniors, four years on and the Rugby World Cup will hit our shores as we become hosts, this again will increase the interest and the need for improved facilities.

To help the club and all its volunteers to develop we have to raise support, the club offers great cost effective opportunity to promote local and national businesses alike by getting company names and message to regular repeat visitors as well as the visiting clubs (primarily local clubs).. And shows your support for the local community.

What would you be supporting?

Supporting Droitwich RFC is more than just about promoting your own business it runs a lot deeper. Rugby provides discipline, respect, team bonding and fitness something that a healthy business relies on as well.

From a young age boys and girls are taught to respect the decision of the boss (referee), they learn to support their team, they develop the need to win yet understand and analyse failure. Both on and off pitch they are taught social skills and etiquette something that many sports cannot claim to do.

Your support will enable DRFC to offer this in greater numbers, we support 'Rugby For All' and that is the beauty of Rugby, all abilities, sizes and shapes can play rugby, there is a role for everyone there are no exclusions.....just one team.

Over the next pages you will see, what our aims are over the next few years in the way of site improvements, you can also see what the teams have achieved and how some individuals have excelled on the clubs new web-pages. We have also enclosed advertising opportunities and costs.

It is hoped that the necessary support will be raised to continue the work that has gone in before to establish the club, it is now time to move on, continue and improve.

It is in anticipation we thank you.



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Cost Effective Advertising and Sponsorship.

Pitch Side Advertising

Droitwich RFC Sponsorship Deals 2011 - 12 season

	Year 1	Year 2	
4 Flag Deal (subject to planning)	£500.00	£350.00	Flags will be 1400mm x 700mm Digital printed 2 side (awaiting planning permission)
Pitch Side Boards (1yr)	£200.00		Boards are 8mm Correx, digital printing to one side.
Pitch Side Boards (2Yr)	£170.00	£100.00	Boards are 8mm Correx, digital printing to one side.
Locations supplement Behind Posts (see plan)	£20.00	£10.00	
Bank Advertising 40m Run Boards to be approx 1200mm high	£3,600.00	£2,000.00	These boards will be manufactured from heavy duty with a combination of vinyl print and vinyl lettering
Clothing Deals u9s to u 16s (approx 300 shirts) Minis and juniors Away shirt (Tournament) Up to 4 sponsors one shirt			
	Chest	£3500.00	
	Arm 1	£500.00	
	Arm 2	£500.00	
	Back shoulders	£1500.00	
Wet weather Training Tops			
	Back	£1,000.00	
	Arm 1	£500.00	
	Arm 2	£500.00	
Dress shirts Two sponsors			
	Arm 1	£400.00	
	Arm 2	£400.00	



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Web-page Advertising Opportunity

Droitwich Rugby have launched their new improved and informative web-page, the pages will be visited by players and members alike to read match reports, find out who's playing, get club news updates. Remember the will more than likely be over 300 members visiting the pages every week.

By advertising on our webpage you will be not only showing your support for DRFC, but getting your message over on a web-page that already promotes big brands and events.

Advertising on the webpage starts as little as £5.50 per week, making it cost effective marketing.

Advertisement Rates.

Home Page.	(6 weeks)	£ 60.00
	(10 Weeks)	£ 75.00
Age Group Page	(6 Weeks)	£ 40.00
	(10 Weeks)	£ 50.00

Help Us Meet our Targets

The next 3 years will require support and fundraising to achieve our goals.

We will be targeting the extension of Car Parking over 3 phases; this will enable the club to host larger Tournaments.

The playing surfaces will be dressed and re-seeded, drainage re-instated. Plus new playing pitch to currently un-allocated area.

Club house decorated (through working parties).

We will be targeting more energy efficiency ways of running the club, through improved heating, lighting and improved insulation.

We hope you will be able to show your support in ensuring that Droitwich RFC continues to have a strong future and through your help and support we will be able to continue to offer children from 6 to 16 years to develop their skills and then continue on to senior rugby and pass on their experiences.

Thanking you in anticipation.

Jim Kerr Sponsorship Officer DRFC