

# BICESTER RUFC



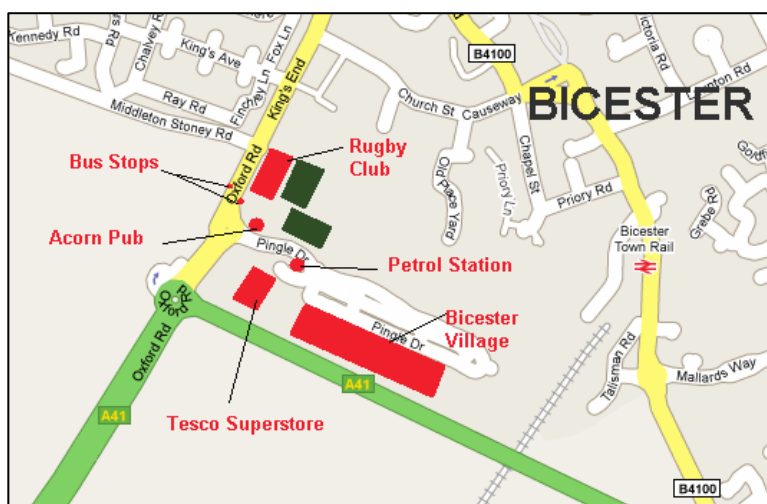
## SPONSORSHIP BROCHURE 2011

**BICESTER Rugby Club sponsorship exposes your brand to hundreds of players and supporters, as well as thousands of people who pass the club's prime location every day.**

Bicester Rugby Club has more than 500 playing members from 5 to 50 years old. The mini and junior club is the largest sporting club in the area.

The senior club has three teams playing sides from all over Oxfordshire, Berkshire, Buckinghamshire, as well as travelling further afield, giving maximum exposure to shirt and kit sponsors.

On average, Bicester's home matches attract more than 100 spectators to the ground, as well as reporters and photographers from the Oxford Mail, the Bicester Advertiser and the Bicester Review.



By sponsoring Bicester RUFC you will have access to not only its hundreds of players and supporters, but also to the wider population of Bicester and Oxfordshire, thanks to the club house's prime location.

Bicester RUFC is situated at the main entrance to the town from Oxford and the M40, and the club house and pitches can be seen from both Oxford Road and Pingle Drive.

Pingle Drive is the entrance to the world-renowned designer outlet Bicester Village, which last year welcomed around 3.8 million visitors, all of whom drove past the club on their way to the shops or got off the bus at the stop directly in front of the pitches. On weekdays and Saturdays at peak times 5 buses an hour arrive and depart outside the club.

The pitch-side sponsor boards can be seen and logos can be clearly read from Oxford Road, Pingle Drive, the car park of the Acorn Pub and Restaurant, and the nearby Tesco Petrol Station.

Bicester Rugby Club regularly host events at its Oxford Road venue. Most recently nearly 500 people turned out to the club's 7's tournament, which was covered extensively in the local press. Oxford Road is also the venue for the annual Town Carnival.

Sponsoring Bicester can give you an unrivalled access to potential customers

The club continues to grow and your support can help make Bicester Rugby Club bigger and better.

William Morris - Sponsorship Officer

Tel: 07795 163 563

Email: [wmorris2001@hotmail.com](mailto:wmorris2001@hotmail.com)

## **SPONSORSHIP PACKAGES SEASON 2011-2011**

Please find detailed below proposed sponsorship packages for the forthcoming season;  
These are guide packages and can be tailored to meet individual sponsors' needs.

### **Bronze Package - £ 150**

Company logo on wall plaque in bar area  
Half page advert in all Match Day Programmes  
2 x Vice President Membership  
2 x Free tickets to a VP Lunch  
Company name and link on club website

### **Silver Package - £ 500**

Company logo on wall plaque in bar area  
1 x Sponsor Board around pitch  
Half page advert in all Match Day Programmes  
4 x Vice President Membership  
4 x Free tickets to a VP Lunch  
Entered into draw for pair of international tickets (max 1 pair per season)  
Company name and link on club website

### **Gold Package - £1,500**

Company logo on wall plaque in bar area  
Name on senior club warm up t-shirts  
1 x Sponsor Board around pitch  
Full page advert in all Match Day Programmes  
4 x Vice President Membership  
4 x Free tickets to a VP Lunch  
Receive one for pair of international tickets  
Company name and link on club website

### **Platinum Package - £3,000**

Company logo on wall plaque in bar area  
Name on 1 x match shirts  
2 x Sponsor Board around pitch  
Full page advert in all Match Day Programmes  
4 x Vice President Membership  
1 x table of 10 at a VP Lunch  
Receive two for pairs of international tickets (inc one six nations game)  
Company name and link on club website

### **Single Team Shirt Sponsorship**

Logo on front of match shirts:

Senior Team Shirts	£1250
Junior Team Shirts	£1100
Mini Team Shirts	£800

Logo on sleeve	£250
Logo above number	£500

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### **Individual Player Sponsorship £100**

Company Name in match day programmes  
Company Name on player's warm up T-Shirt  
Name under Player Photo in club

### **Match Day Sponsorship**

Programmes are produced for all 1<sup>st</sup> team home matches. Advert rates for a whole season are below:

Quarter Page	£25
Half Page	£50
Full Page	£75
Back Page	£100

Match Day ball sponsor £100  
(With advert on centre page of programme)

You may also wish to sponsor a Match Day Lunch. As well as exposure to your company on the day and in the press, it offers a chance for you, your friends and your colleagues to enjoy Bicester Rugby Club's hospitality. Please speak to our sponsorship officer for more details.

### **Additional forms of Sponsorship**

Board around ground for 1 season	£250 - £300 (dependant on location)
For 3 seasons up-front payment	£600
2 boards around the Ground	£400
4 boards around the Ground	£750
Goal Post Protector sponsor	£600 per pitch for one season (£300 each season after)
Flag Pole Protectors & Flags	£250 per pitch for one season (£150 each season after)

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## **Premium Packages**

### **Senior Rugby Sponsorship package £6,000**

Main Shirt Sponsorship (3 Senior Teams)  
2 pairs of 6 Nations Tickets  
Company promotion in local press  
3 x Sponsor Board around pitch  
Company logo on wall plaque in bar area  
Company logo in Match Day Programme (Front page logo plus full page advert inside)  
Company name and link on club website  
4 x Vice President Memberships  
2 x tables of 10 for a VP Lunch  
1 x table of 10 for annual club Summer Ball /Dinner Dance

### **Senior Rugby Premier Sponsorship package £10,000**

Main Shirt Sponsorship (3 Senior Teams plus Colts)  
Company logo on Senior Club Tracksuits (3 Senior Teams)  
Pair of tickets to all home 6 Nation Matches  
Company promotion in local press  
4 x Sponsor Board around pitch  
Company Logo on all publicity materials  
Plaque in main bar area  
Reserved Match Day Car-Parking  
Company logo in Match Day Programme (Front and Centre Page logo plus full page advert inside)  
Company name and link on club website  
4 x Vice President Memberships  
1 x tables of 10 for a VP Lunch  
1 x tables of 10 for annual club Summer Ball /Dinner Dance  
Unlimited company use of club house facilities

### **Tour sponsorship**

Recent tours from both the seniors and mini/juniors have visited Cornwall, Dorset, Wales, Scotland, Portugal, Spain and Belgium.

**Mini & Junior Packages – Our ever expanding mini & junior section require new kit and equipment, and a numbers of options are available across one or many age groups.**

**Should you wish to consider any of the above opportunities or discuss a more suitable bespoke package, please feel free to contact our sponsorship officer.**