



SOUTHAM RUFC

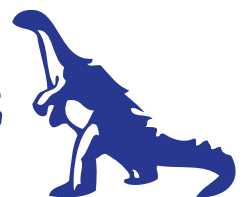
“TOUCH”

Southam RUFC is a vibrant environment with a strong sense of community and shares rugby's core values of Teamwork, Respect, Education, Discipline and Sportsmanship. On the field we look for success and off it we strive to create mutually beneficial partnerships with the local community and a variety of businesses. Our link with Southam College is very strong with many players being past pupils and as a club we provide the college with coaching, referee's, equipment and playing facilities.

Over 9500 visitors will pass through the club annually playing or watching rugby, attending social events, undertaking fund raising activities, or attending Party on the Pitch our big summer charity event. The grounds are also used by a number of caravan and camper clubs. Our website enjoys nearly a 1000 hits per month. We are conveniently located within easy reach of the major motorway networks especially the M40. Our facilities are frequently hired for private functions such as formal or informal meetings, sporting dinners, birthdays and weddings.



SREFC



“FEEL”

SPONSORSHIP

Southam RUFC can bring a number of benefits to your business. Research has found that whilst sponsorship of grassroots sports reaches fewer people than traditional print and display advertising, sponsorship does however deliver a much bigger return on investment. This is because sponsorship allows your business to become directly involved in activities that are highly valued by local consumers. With eight out of 10 consumers preferring to believe in what a company does rather than what it says, it's easy to see why many recession hit businesses are choosing sponsorship and sports development as ways of maximising returns on their marketing. We can provide you with an ideal opportunity for marketing your business and establishing extra avenues of awareness and revenue and we will make sure that you will be well looked after throughout your partnership with Southam RUFC.

RUGBY

The club runs three senior sides, a colt's team and a youth development programme. The senior team is very strong for a small market town, Southam compete in the Midlands league against larger towns such as Redditch and Evesham and the colts team regularly provides players for the county and district teams. The club also competes in various cup tournaments and undertakes an annual playing tour to a European destination.



“ENGAGE”

SEASON 2011/2012 SPONSORSHIP OPPORTUNITIES

Sponsorship opportunities exist for the forthcoming season and we can create tailored packages to your specific business requirements, with a choice of season, match day and team sponsorship opportunities which will enable your company to become a part of the network of Southam RUFC.

CLUB SPONSOR £2000

- Signage and branding on the main entrance to the Club
- A one year advertising board in a prime location pitch side
- A table of four at the Club's annual dinner
- Attendance at the sponsors annual dinner
- Complimentary invites to President's Day, Chairman's Day and Dino Days
- An advert on the match day team sheet for the season.
- Dual branding all club correspondence including member's handbook
- Prime position on the Club's website
- A link from SRUFC website to sponsor's site
- The company logo on the first XV shirt
- Networking opportunities alongside our other corporate sponsors
- Marketing opportunities with your branding/ literature to appear within the Clubhouse
- 2 pairs of tickets to Twickenham for autumn international or Six Nations matches (Club can apply for further tickets by request)
- A framed commemorative shirt
- The free use of the clubhouse for any meetings, events or parties (Subject to availability)

SHIRT SPONSOR

SHIRT SLEEVE SPONSORSHIP £100 SHIRT BACK SPONSORSHIP £150

- A feature on the Club's website
- A link from SRUFC website to sponsor's site
- Networking opportunities alongside our other corporate sponsors
- Marketing opportunities with your branding/ literature to appear within the Clubhouse

SHIRT FRONT SPONSORSHIP £750

Includes the above plus

- The company logo on the front of team shirts
- A one year advertising board in a prime location pitch side
- Two tickets for the Club's annual dinner
- Attendance at the sponsors annual dinner
- An advert on the match day team sheet for the season.
- Ability to apply for tickets to Twickenham for an International or six nations game

“ADVANTAGE”

GOLD SPONSORSHIP PACKAGE £600

- A full colour 3x1m pitch-side advertising board
- Corporate logo featured on our website
- A link from SRUFC website to sponsor's site
- Presence on SRUFC Facebook Page
- Marketing opportunities with your branding/ literature to appear within the Clubhouse
- 4 wrist bands for Party on the Pitch
- Attendance at the sponsors annual dinner
- Complimentary invites to President's Day, Chairman's Day and a free Dino membership
- Pair of tickets to Twickenham for an autumn international or Six Nations match (Club can apply for further tickets by request)
- Logo on the match day team sheet for the season
- The free use of the clubhouse for any meetings, events or parties (Subject to availability)

SILVER SPONSORSHIP PACKAGE £300

- A full colour 3x1m pitch-side advertising board
- Corporate logo featured on our website
- A link from SRUFC website to sponsor's site
- Presence on SRUFC Facebook Page
- Ticket for the Club's annual dinner
- Attendance at the sponsors annual dinner
- Invites to President's Day, Chairman's Day
- Logo on the match day team sheet for the season
- Entry into ballot for International matches at Twickenham
- The free use of the clubhouse for any meetings, events or parties (Subject to availability)
- 4 wrist bands for Party on the Pitch



MATCH DAY SPONSOR £100

- Select and present player of the match award with photographer in attendance
- Logo on the match day team sheet
- Match-day marketing opportunities with your brand/ literature to appear within the Clubhouse
- Feature article about your business on the website
- Corporate logo featured on our website
- A link from SRUFC website to sponsor's site
- Attendance at the sponsors annual dinner

PLAYER SPONSOR £50

- Name to appear on the match day team sheet for the season
- Corporate logo featured on our website
- A link from SRUFC website to sponsor's site

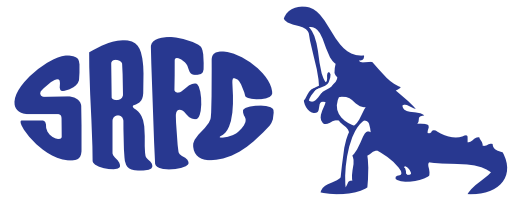
YOUTH ACADEMY / COLTS SPONSORSHIP

Opportunities by discussion

The aim of the academy is to provide everything a young player requires to reach his playing potential and will also provide coaching development, and services to ensure social, academic and/or vocational development

SPONSORSHIP BOOKING FORM

CONTACT DETAILS



Southam Rugby Club

C/O Blue Eden Limited, Oaktree House, Hellidon Road, Priors Marston, CV47 7RN
email: tonyporter@blue-eden.co.uk

Please return this to Southam Rugby Club as above by post or e-mail

Contact Details

Contact Name _____

Company Name _____

Address _____

Tel no. _____

Email _____

www _____

Please indicate the sponsorship option you wish to take up

Gold Sponsorship Package

Youth Academy/Colts Sponsorship

Silver Sponsorship Package

Shirt Front Sponsor

Match Day Sponsor

Shirt Back Sponsor

Preferred Match: _____

Shirt Sleeve Sponsor

Player Sponsor

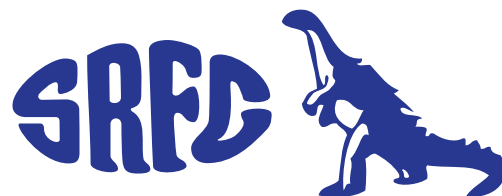
Chosen Player: _____

Payment may be made by completing the Standing Order form or by cheque and emailed or posted to the above address.

BACS payments can be made via the details on the standing order

SPONSORSHIP BOOKING FORM

STANDING ORDER MANDATE FORM



Southam Rugby Club

C/O Blue Eden Limited, Oaktree House, Hellidon Road, Priors Marston, CV47 7RN
email: tonyporter@blue-eden.co.uk

Please return this to Southam Rugby Club as above by post or e-mail – Do NOT send directly to your bank

Please debit the account of:

Name: _____
Bank: _____
Branch: _____
Full address: _____
Account Name: _____
Account Number: _____ Sort Code: _____

Please credit the account of:

Bank: HSBC
Branch: Southam
Account Name: Southam Rugby Club
Account Number: 81126687 Sort code: 40-42-15

Payment details

The Amount of £ _____
Date of first payment DD/MM/YYYY _____
To
Date of Last Payment DD/MM/YYYY _____
Quoting Reference Sponsorship _____
Invoice Number _____
Frequency (Tick One) Annually
 Monthly
 Continue Until Cancelled in Writing

Signature: _____ Date: _____