

Sponsorship Pack

As an amateur club, Tadley Rugby Football Club (TRFC) relies on sponsorship and fundraising to maintain our facilities, regular attendance of a physiotherapist, training equipment, floodlighting, transport and maintenance of our club. Also our Development Plan anticipates the expansion of the club facilities with an extension to the club house and the completion of the third pitch. Additionally, TRFC are committed to expanding the junior section, currently catering for 6-16 year olds this season.

TRFC is looking for sponsorship at various levels for the next season, from individuals, local companies and businesses. This will allow us to continue building on our success as we look to further develop our youth section, increase our county representation and consolidate our league position as both the 1st and 2nd XV's are in the RFU league structure.

Pump Technology were the clubs main sponsor for several years. This is what their Managing Director, Jeremy Brownlee, had to say about being the main sponsor:

'The Partnership between Pump Technology Ltd and Tadley RFC was a huge success last season. The effort of the teams in gaining promotion to a higher division has created great exposure for Pump Technology Ltd in the media.

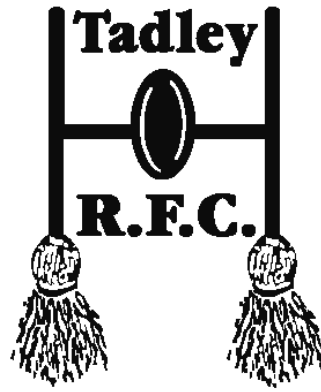
We have a very strong brand and the success of Tadley RFC has created further brand awareness of our products. We are certain that the team will continue to be even more successful. We are looking forward to even better results in the 2008/9 season which will lead to a continuing stronger Partnership in the years to come.

Our sister company, Pegasus Pumps Ltd., also enjoys the increase in exposure on the back of the 2nd team's success as the 2nd Team Sponsor.'

In this structured pack you will find various levels of sponsorship to suit all budgets, with details of how each level benefits your business. If you want a custom sponsorship package, please contact the Club Publicity Officer, contact details below. Associating your business with TRFC will allow you to advertise throughout locations in the Southern Counties South covering Berkshire, Hampshire, Wiltshire, and Dorset, plus the possibility of National coverage if TRFC are successful in the Powergen National Cup.

Find out more about TRFC, please visit our website at www.tadleyrfc.co.uk

If you are interested in taking up one of these opportunities, contact Richard Barnes, publicity@tadleyrfc.co.uk, or call TRFC on Tuesday or Thursday, 7:00pm–10:00pm on 0118 971 0072.

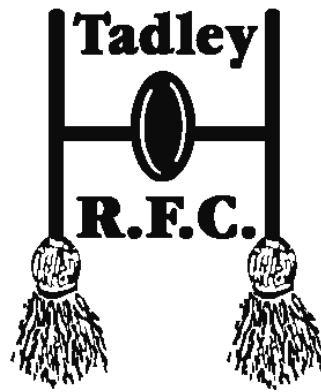


Main Sponsor

TRFC have already secured the main sponsor for the 2010/2011 season. A global company, Atkins (UK's largest engineering and design consultancy), have renewed their sponsorship deal for second year. In return for their support, they can take advantage of the following opportunities:

- Main advertising on First Team shirt
- Advertising hoarding on the side of Main Pitch, size 5m wide x 1m high
- Named on TRFC hoarding at entrance to Sports Ground
- Banner advertising and link to your web site from our web site
- Full page advertising in match program and fixture list
- Open invitation to pre-match hospitality for home league and cup games for up to 6 people. Watch the game then meet the players in the bar afterwards.
- Vice President membership status for up to 6 people for the season
- First option on 2 tickets on all of England's home Six Nations Internationals charged at face value (subject to TRFC terms and conditions).
- Sponsor's Photograph with the 1st XV Team, one displayed at the club and one for you to keep.
- Main sponsor's name in match reports which are published in
 - The Reading Chronicle
 - Newbury Weekly News
 - Tadley Gazette
 - Basingstoke Gazette
- Free use of Club house as a Meeting facility
- Reserve a table at cost at the TRFC Summer Ball

Contribution £4,000 + VAT



Team Sponsor

Each of the Senior and Junior teams are seeking a sponsor who in return can take advantage of the following advertising opportunities:

- Main advertising of 2nd, 3rd, U15, U17 Junior and Mini Teams shirts or advertising on First Team training kit.
- Banner advertising on Team's fixture/Results web page
- Open invitation to pre-match hospitality for home league and cup games for up to 4 people. Watch the game then meet the players in the bar afterwards.
- Link to your web site from the www.tadleyrfc.co.uk web site
- Full page advertising in Fixture Card and Match Programs
- Reserve a table at cost at the Summer Ball

Contribution: £600 + VAT

1st Team Shirt and Shorts Advertising

We are looking for additional sponsorship for the 1st XV team kit:

- Advertising on 1st XV shirt sleeve or shorts (company logo) or around the shirt collar (suggest company web address).
- Acknowledgement of your sponsorship in the Tadley Match Programme.

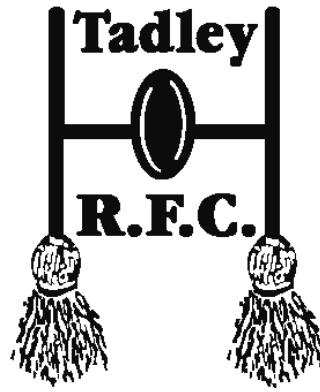
Contribution: £250 + VAT

Club Training and Warm Up Kit

As well as being able to sponsor the teams playing shirts and shorts, TRFC are looking for sponsors for their training tops and water proof tops. These tops will be distributed to players at all levels, minis, juniors and senior teams alike.

- Advertising on the back of training and water proof tops (company logo) and/or around the shirt collar (suggest company web address).
- Acknowledgement of your sponsorship in the Tadley Match Programme.

Contribution: £500 + VAT



Club Coach Tops

TRFC have coaching and support staff at all levels, including a physiotherapist will wear drill training tops while working with the players during training sessions, pre-match warm ups and during the game.

- Advertising on the back of training and water proof tops (company logo) and/or around the shirt collar (suggest company web address).
- Acknowledgement of your sponsorship in the Tadley Match Programme.

Contribution: £300 + VAT

Advertising Rates in Fixture Card and Match Programmes

Fixture card is given to all social and playing members of the club, approx 150 people last year. TRFC produce match programs for all home league and cup games, this is a minimum of 10 matches per season. We anticipate producing approx. 150 fixture cards and 400 match programs this season.

Costs of advertising are:

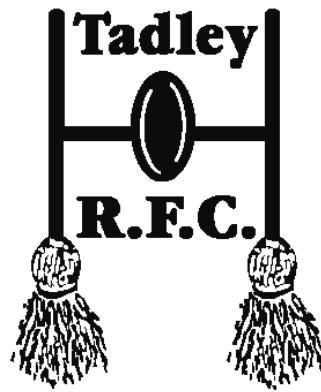
Full-page advert. in Match Programmes & Fixture Card for the season: £200 +VAT

Half page “ “ “ “ “ “ “ “ “ “ £120 + VAT

Building Fund Brick

Tadley RFC are embarking on an expansion of the club's facilities. A special fund has been set up to help cover the costs of such a programme. TRFC wish to encourage any donations to be held in this fund and in recognition of this donation, the individual or company has a wood mounted brass plaque etched with the benefactors name displayed in the clubhouse.

Contribution: £200 for businesses/companies
£100 for individuals



Match Sponsor

Come and enjoy the excitement with 3 of your guests and watch a competitive rugby match in your locality. Sponsor the First Team in one of their 10 Southern Counties South League games taking place at the picturesque home ground of Tadley Rugby Football Club, Red Lane, Aldermaston.

The opportunities under this package are:

- Full page match program advertisement
- Open invitation to pre-match hospitality for home league and cup games for up to 4 people. Watch the game, then meet the players in the bar afterwards.
- Link from the TRFC web site's home page to your web site.
- Acknowledgement of Match Sponsor's name in match reports which are published in
 - Newbury Weekly News
 - Tadley Gazette and Basingstoke Gazette
- Nominating Man of the Match, and presenting the award to the winner

Contribution: £250 + VAT

Ball Sponsor

For each home league and cup game we are looking for a match ball sponsor. The opportunities this presents are:

Open invitation to pre-match hospitality for all home league and cup games for up to 2 people. Watch the game and then meet the players in the bar afterwards.

Full page advertising in the Match Program.

Contribution: £50 + VAT

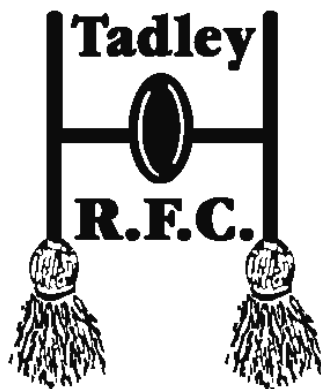
Combined Match and Ball Sponsor Deal

Gold Package – Match & Ball Sponsorship benefits plus signed match ball by the team with kicking tee

Contribution £300 + VAT

Silver Package – Match & Ball Sponsorship benefits

Contribution £275 + VAT



Pitch Side Hoardings and Post Protectors

Here is an ideal opportunity to get your name in front of hundreds of people. TRFC have the facility to display match side advertising hoardings that run along the side of the main pitch opposite the spectator's standing area, or the on the rugby post protectors on both pitches (8 post protectors). You give us the design and we'll do the rest – the manufacture of the 1m high, 5m long hoarding, placement and maintenance, or we will attach your design to the 8 post protectors.

The hoardings and post protectors will be viewed by spectators and players for approx 30 games including prestigious league and cup fixtures and the Seven's Tournament.

Contribution:

Pitch Side Hoardings

1st year £150 plus cost of hoarding to your specification +VAT

Subsequent years using same hoarding £100 +VAT

Post Protectors

For 4 years which includes the cost of the protectors, one payment £800 + VAT

Player Sponsor

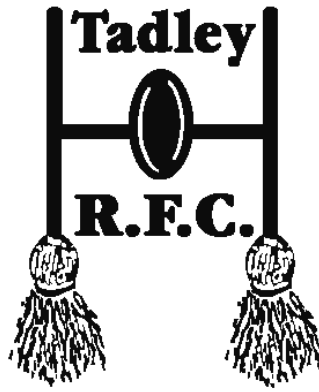
Some of the players need some financial help to cover their playing expenses, especially the junior and student players. While the club helps with various concessions for their membership fee, we would also like to assist them with their travel costs to training sessions and matches, and also with the expense of their kit. We at TRFC have set up a Players Fund to help cover these expenses.

The benefits to the sponsor are:

- Advertising in Fixture Card and/or Match Program
- Acknowledgement in match reports on the TRFC web site, www.tadleyrfc.co.uk (over 10,000 hits a year)

Contribution: TBA

Club Membership Cards



Each club member is issued with a laminated credit card sized Club Membership Card, on the back of this card you can place your company details, phone number, web address – whatever you like at £20 +VAT.

Advertising Back

Members Info Front

 <p>TADLEY RUGBY FOOTBALL CLUB Membership Card 2004 - 2005 Season</p>	Name: _____
	Membership Type: _____
	Membership Number: _____
	Signature: _____ Membership Secretary
www.tadleyrfc.co.uk	

Company Name	Telephone Number
<u>Web Address / Fax / Address? (Optional)</u>	
Company Name	Telephone Number
<u>Web Address / Fax / Address? (Optional)</u>	
Company Name	Telephone Number
<u>Web Address / Fax / Address? (Optional)</u>	
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