

# FULLERIANS RFC

Sponsorship and Advertising



*'Playing the Game'*

*'Community engagement'*

*'Running the club'*

*"Building the best community amateur rugby club in South West Herts."*



[www.fullerians.co.uk](http://www.fullerians.co.uk)



[sponsorship@fullerians.co.uk](mailto:sponsorship@fullerians.co.uk)

## About us

Formed in 1925, Fullerians Rugby Football Club is a community amateur sports club, based in Watford, Hertfordshire. The club has some 1200 members and supports the development and playing of rugby union across Minis, Juniors, Mixed ability, Touch and Senior sections for both men and women.

Fullerians Rugby Club is open to all regardless of age, background, race, or gender and provides an environment that inspires mutual respect, sportsmanship, trust, and a basis for lifelong friendships.

We focus on the development of players, coaches and volunteers across all ages, genders, identities, and abilities. We want our players, coaches, and supporters to achieve success, both on and off the field, through the values of the game, so that together everyone can fulfil their ambitions and potential.

## Why do we offer sponsorship and advertising?

Importantly we are a not-for-profit organisation. We are run by the members, for the members and our wider community.

However, the days of amateur rugby clubs getting by on membership fees and bar takings are long gone. The costs of running our club are increasing and we try very hard to keep our membership fees, and other prices, as low as possible so that the club remains accessible to all.

We need additional, revenue streams if we are to continue to deliver on our vision and purpose. We hire out our facilities whenever we can and we regularly hold fund raising events for members. We also offer opportunities for members and for local and national businesses to partner and sponsor the club, in return for great brand exposure, reinforcement of community presence and social purpose, access to RFU International rugby tickets and much, much more!

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# Benefits of Sponsoring Fullarians RFC

- Promotion of your products & services to a wide and diverse audience
- Increased brand reach through our active social media channels
- Client hospitality opportunities
- Access to RFU international tickets
- Promoting local health & wellbeing
- Demonstrating your company's social purpose
- Support community level team sports



## Sponsorship & Advertising opportunities

Our clubhouse and grounds are busy all year round. During the season we offer rugby activity at the club 7 days a week. As well as our own members visiting the site, we routinely host minis, junior's, women's, and men's sides from across the county and beyond. Whenever possible we also host county and national level rugby events, such as the county u12's festival in 2022 and the national Touch rugby tournament in 2024. These are huge events that attract players and supporters to the club from across the country.

We regularly host wedding receptions and birthday parties as well as hiring our facilities to other third parties such as yoga classes, fitness groups and film production companies operating in the local area.

There are many ways to sponsor the club; from pitch side advertising boards to website presence, along with branding opportunities in the clubhouse, on our playing kit and around our site.

We also offer 'off-the-shelf' packages, and we are able to build bespoke agreements to meet your individual business needs.

If you would like to promote your business, and help to support this amazing club, please do not hesitate to get in touch.

[sponsorship@fullarians.co.uk](mailto:sponsorship@fullarians.co.uk)

To advertise here email  
[sponsorship@fullarians.co.uk](mailto:sponsorship@fullarians.co.uk)

# SPONSORSHIP PACKAGES

## PITCHSIDE BOARDS - £350 +VAT per year

- 1 pitchside board *printed with your logo*
- Weblink



## PITCHSIDE BOARDS + FAMILY MEMBERSHIP - £550 + VAT per year

- 1 pitchside board printed with your logo
- Weblink
- 1 year's club membership for 2 Adult + 2 playing children (normally £255)  
*This is an ideal and tax efficient package for membership who own a small business.*

## BRONZE SPONSORS' PACKAGE - £2,400 per year

- Pitch Board on Pitch 1
- Weblink
- Family and Corporate Membership at Fullerians RFC
- 4 Tickets to the Sponsors Luncheon
- Option to Purchase 2 Tickets for all England Home Games

## SILVER SPONSORS PACKAGE - £3,600 per year

- Pitch Board on Pitch 1
- Weblink
- Family and Corporate Membership at Fullerians RFC
- 4 Tickets to the Sponsors Luncheon
- Option to Purchase 3 Tickets for all England Home Games
- 1x Match Sponsorship
- Opportunity to Present Man of the Match

## GOLD SPONSORS PACKAGE - £4,800 per year

- Pitch Board on Pitch 1
- Weblink
- Family and Corporate Membership at Fullerians RFC
- 1 Table at Sponsors Luncheon
- Option to Purchase 4 Tickets for all England Home Games
- Whole Club Shirt Sponsorship 12+ Teams

To purchase one of these packages simply visit our website at <https://www.fullerians.co.uk/payments/category/sponsorship>

or for more details email [sponsorship@fullerians.co.uk](mailto:sponsorship@fullerians.co.uk)

