

Sponsorship Opportunities

2021-22 season



**BOLTON
RUGBY**

Bolton's friendly & welcoming Rugby Club

Introduction

Formed in 1872 Bolton Rugby Club has a proud, rich heritage. We have developed into one of the leading Rugby Union Clubs in the North West, with 3 senior teams and 12 junior teams from U7's to U18's.

We have over 300 Senior and Junior Members enjoying the game and benefitting from the facilities and support provided by the Club.

We are also an integral part of the Bolton Community providing 1,200 coaching hours to over 50 schools, colleges and Bolton University.

Our aim is to provide a great place for all ages to play, enjoy and feel part of the Rugby family in Bolton.



Being part of the family

Bolton Rugby Club is proud to be one of Bolton's leading amateur clubs. All funds raised by the club through memberships, fundraising and sponsorships are used to provide the coaching, equipment & kit for our players.

We have recently completed some major developments at the club, upgrading both the clubhouse and the pitches, with a new "Shed" for grounds maintenance.

Sponsorships enable local businesses to be part of the Bolton Rugby Family. The support enables the Club to provide playing kit and equipment for the players while providing fantastic local profile and engagement opportunities for the businesses.

The Club receives weekly coverage in both the Bolton News and Bolton FM and has 1,500 visits to the website each week. All sponsors are profiled on the website with reciprocal links to business websites.

We hold a number of social engagements and complementary sponsor days throughout the year allowing Businesses opportunities to network and celebrate with their colleagues.



Sponsoring the club

Opportunities include:

1. Celebrating our 150 Anniversary
2. Kit sponsorship
3. Physio sponsorship
4. Outdoor entertainment
5. Yearbook advertising



BOLTON

Celebrating our 150th Anniversary

To celebrate our 150th year anniversary of playing rugby in Bolton. We have a calendar of events planned throughout 2022 including a Gala Dinner & anniversary match against Southport.

To help us deliver these events we are looking for **3 Headline sponsors** who will benefit from exclusive sponsor profile at all anniversary events and associated media coverage.

Headline sponsor - £2,000 +vat

Alongside the media profile each sponsor will benefit from a table at the gala dinner and a unique shirt from the anniversary Match that will be auctioned after the game.



150th Anniversary Kit

To celebrate our 150 year anniversary, in 2022 we will be using a uniquely designed kit. Featuring our original blue and white colours, the kit will be used throughout the year and then as our alternative strip.

Main sponsor is already secured, packages available are

Back Sponsor - **£1,200 +vat**

Sleeve Sponsor - **£800 +vat**

Package includes:

- Half page Advert in the Club Yearbook,

- 1st XV Shirt, presented at a 1st XV Match

- Website Advertising

- Social Media Advertising

- Invite to Club Sponsors Events (two per season)



*Design to be finalised



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Training kit

To support our 150 year anniversary Kit we are developing a unique range of training kit for our senior squad.

Your sponsorship will support the costs to provide the clothing with players also contributing.

This provides a great opportunity to associate your business with one of the top teams in the North West of England and raise your company profile through our media exposure.

Opportunities include: Pre season training shirts, Training Tops & Anniversary polo shirts.

Packages include a complimentary item of clothing and a half page yearbook advert

Sponsorship start at £600 +vat

Junior Strips for 2021 season

A great way for businesses to support and help our young players to bond as a team is to sponsor a team strip.

Sponsors will also be listed on our website, have social media coverage and will be invited to our Sponsor Open Days at the club, normally 2 per season.

- Under 9s £550 + vat
- Under 11s Sponsor secured
- Under 12s £850 + vat
- Under 13s £925 + vat
- Under 15s Sponsor secured



Physio Support

Qualified physio support is essential in providing a safe environment for both Junior & Senior Rugby games.

Sponsor of this package will benefit from affiliation with our Physio team. This includes brand profile on the physios kit and profile on the club website and social media channels.

Sponsorship will enable the rugby club to provide equipment and kit for our physios ensuring we can provide care for our junior and senior players.

The package also includes a Half page Advert in the Club Yearbook,

Package cost: £800 +vat



Outdoor facilities



To support our ability to host tournaments and club events we are looking to develop out outdoor facilities.

Opportunities include:

- Branded gazebos
- External seating & tables
- Pitchside advertising boards

Packages including a half page Yearbook advert and start at £1,000 +vat



Club Yearbook – 150 year anniversary edition

To celebrate our 150th Anniversary we are replacing our matchday programme and creating a Club Yearbook which be available at all Senior and Junior games and electronically through our website.

The Yearbook will showcase all aspects of the club and be a fantastic promotion of both the history and current activities at the club.

Full page advert: £350 +vat

Half page Advert: £175 +vat

Contact

To discuss any of our sponsorship opportunities and to answer any of your questions please contact Dave at Commercial@boltonrugby.co.uk

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Morbaine



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RH REWINDS

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