

Sponsorship Policy 2023-2024

Introduction

This Sponsorship Policy has been produced and agreed by the Club's Committee to ensure the Clubs brand and intellectual rights are protected as well as a guide to gaining sponsors from members and external sponsors.

The Contacts who act for and on behalf of the Club's Committee in reference to Sponsorship are:

Martin Sisley / President / president@becclesrufc.co.uk

Tony Knights / Chairman / chairman@becclesrufc.co.uk

Mat Waters / Treasurer / finance@becclesrufc.co.uk

Who can Authorise a Sponsor

If a potential sponsor is identified you must submit a case/proposal to the Club's Committee via one of the club's contacts (above). This must be done before any agreement is made for sponsorship. No agreement should be made with the potential sponsor without the sanction of the Committee

Once a sponsor is approved the Club will produce a contract with the sponsor.

This covers ALL sections for Beccles RUFC.

What can be Sponsored

Shirts / Shorts / Bottles / Kit / Tents / Tour Kit / Individual Players / Boards, hoardings and soft materials / Websites / Matches / Tournaments / And so on

Please ask for the latest "Sponsorship Pack" or speak to one of the Club contacts above for the full list.

Costs

Sponsorship/advertising is per annum unless otherwise agreed.

For individual costings please see our latest "Sponsorship Pack".

Club Kit and Colours

All club kit must be purchased through the club shop – Kit Factory, unless permission from the Club's Committee is given. Any kit not authorised will not be permitted to be worn at any time while representing the Club home, away or on tour. Please see our Club Identity Guidelines for correct colours, logos, and standards.

Use of Logos, Trademarks or Materials

Club members (playing and non-playing) must not use the logos, trademarks or materials of the Club, other Clubs, County RFUs, the RFU, sponsors, any organisation, unless it has been cleared for public use or been otherwise approved by the Club's Committee.

Monitoring / Prospecting

All members must note that the Club's Committee will be regularly monitoring kit and sponsors to ensure that this policy is adhered to.

Existing Sponsors must not be contacted by anyone other than above to discuss further Sponsorship Opportunities.

The club will produce a contract of sponsorship and a log of sponsors.

How to suggest a Sponsor

If you wish to nominate a potential Club sponsor, please use the Sponsorship Form which can be found on the clubs website www.becclesrufc.co.uk or here:

[Sponsorship Form](#)