



York RUFC Sponsorship Pack 2022/23

About York RUFC

Our Proud History

There has been over 160 years of Rugby Union in York.

Some Highlights....

- The founding of York Rugby Union F.C. is shrouded in the mists of time, but it would appear that the game was played in York around the 1860's.
- In 1928, the present club was formed and matches were played on a field behind the Woodman Inn, Bishopthorpe. We moved again to Hobmoor in 1947 (now Pike Hills Golf Club).
- Next came the most important period in the clubs history, brought about by the amalgamation of York Rugby Club and the York Cricket Club, with the ground being acquired on the present site at Clifton.
- **Our Honours**
 - Yorkshire Shield 4 times Winners, 4 times Runners up
 - Yorkshire 1 Runners up twice
 - North East (Division 1 and 2) League Winners 5 times

York Rugby Club Today

Today York RUFC currently play in the 5th tier of English rugby 1 North East, following promotion in 2019/20 and supporting some 20 teams at our home in Clifton Park. We can also boast to have state of the art facilities and a modern club house.



We consider ourselves as a very friendly club with over 1,000 members both playing and social and from a mix of diverse backgrounds. We would never judge our members, but a recent Financial Times report shows that rugby does attract the following demographic;

- Upper to middle class involvement
- High disposable incomes
- High attainment profiles
- High degree of home ownership
- High level of professional and senior management





How your business can get involved

- York Rugby Club can offer your business several options to get your brand noticed for the season and more importantly become associated with a leading club in Yorkshire.
- **Shirt Sponsorship** – Reserved for our Major Sponsors and normally agreed before the start of the season and can cover front, back, sleeve and shorts promotion.
- **Player Sponsorship** – Any first team player can be sponsored and be available for your promotional work.
- **Warm-up Shirts** – short sleeve shirts for pre-match warm up
- **Training/ Warm-up bibs** – match sub bibs and training





How your business can get involved

Around the Ground

- The first team pitch has fencing around the perimeter allowing for up to 77 promotional boards
- There is also a standing area at the half way line and behind the technical area for both the home and away teams.
- Rugby post protectors also offer excellent sponsorship potential



Other Promotional Options

- **Programme Advertising** – Full colour page covering all 11 home league games plus cup matches.
- **Lunch Sponsorship** – monthly lunch prior to a home game with option to take client tables.
- **Social Media/ website and press** – opportunities for bespoke promotion through press and social media.



Clever Marketing

We are a rugby club not a marketing business – but if we can help you develop a highly memorable campaign to a highly responsive customer base then please talk to us!



Rate Card – Clifton Park Ground

Sponsorship	Cost (net)	Notes	Availability
Major Sponsor	£2,500+	<ul style="list-style-type: none"> First Team shirt branding Website Listing More by negotiation 	Now
Main Stand Sponsorship (Branded)	By negotiation	<ul style="list-style-type: none"> Major Sponsorship Status Branded and named stand Production costs and installation 	Now
Scoreboard Sponsorship	£3000	<ul style="list-style-type: none"> 3 year agreement Artwork on 1st team pitch scoreboard including production costs and installation. Website listing 	Now
Pitch side Advertising	£1,500	<ul style="list-style-type: none"> 3 year agreement 4m board including production costs and installation. Website listing Annual payment £750, £400, £400. 	Now
Post Protectors	£2,500	<ul style="list-style-type: none"> 3 year agreement Includes production and installation Website listing 	24/25 Season



Rate Card – Players and Clothing

Sponsorship	Costs (net)	Notes	Availability
Player Sponsorship	£295	<ul style="list-style-type: none"> All branded kit for the player Listing in programme and web site Specific sponsor support tba 	Now
1 st Team Warm-up Shirts	£1000	25 x short sleeve shirts for pre-match warm up branded with sponsor logo	2023-24 Season
Off-field clothing	£1000+	Logo on off field clothing items worn by players before games	Now
Other teams available 4 men's teams, 1 women's team plus 10 junior teams	Various options available from £500+	Various options available	Now



Rate Card – Advertising and Events

Sponsorship	Costs (net)	Notes	Availability
Programme Advertising	£125	1 page advertising for 11 home games plus cup matches (£65 ½ page)	2022-23 season
Match Day sponsorship	£600	Includes <ul style="list-style-type: none"> • A table for ten for lunch • Match admission and programme • Space for promotional table and stand/popup advertising • Mention in lunch advertising, programme and by Master of Ceremonies 	6 lunches in 2022-23 Season Dates to be announced in August 22
Lunches	£208.33	A table for ten guests	As above



Thank you for your time, we would welcome your business to be a sponsor of York RUFC and we can be reached on the following details.

Ian Hessay (head of commercial) 07918 640143 or

Mark Gronnow (chair) 07508 016358

mark.gronnow@gmail.com / commercial@yorkrufc.co.uk

