

NEWARK RUGBY CLUB SPONSORSHIP OPPORTUNITIES

Kindly sponsored by
Jacksons
Chartered Certified Accountants



CLUB HISTORY AND BACKGROUND

Newark Rugby Club is a thriving, successful rugby club situated on the outskirts of the town.

Our story began on July 26th 1919 when Rev. H. Gorse, Head of the Magnus Grammar School, convened the meeting which led to the founding of the Newark Club. The club affiliated to the Rugby Football Union, transferring to the Notts, Lincs & Derbyshire R.F.U. on its formation in 1926.

Things have moved on somewhat since those days, and more recently we have enjoyed success with our Under 15 Girls team becoming English champions in the 2016/17 season and producing two internationals in Jess Weaver and Maddie Coy. Fly-half Matt Law represented England Counties U18's in 2017, former Newark minis and youth player Greig Tonks won his seventh cap in Scotland's historic 24-19 win over Australia in Sydney in June 2017 and Joe Heyes continues to represent England U20's. This is just a snapshot of the club's recent achievements.



With our new clubhouse ready for the start of the 2018/19 season, we're confident that our facilities will match the impressive performances our players and teams have produced over recent seasons.

We are keen to partner with progressive businesses who are looking to form a lasting and productive alliance as we move into the next exciting phase of our history.

Our strategic intent is as follows:

“Generate a modest annual operating surplus to enable continued reinvestment in the rugby experience for the benefit of both our membership and the local community.”

SPONSORSHIP OPPORTUNITIES

DEDICATED SPONSORSHIP SUPPORT

As a main sponsor we would want to ensure that you receive the maximum return on your investment in terms of your brand visibility within the club, to our members and beyond to our wider network.

We will look to support your business wherever possible, and as such we would be on hand at all times to discuss how we might assist you better.

UNIQUE SPONSORSHIP OPPORTUNITIES

Our new sponsorship opportunities will be of great value, each one of them unique and providing visibility for your brand in a powerful manner.

The individual packages have been developed specifically to give companies a better opportunity to stand out and become a well known name within our club and beyond. We should also factor in the exposure your brand would gain to other visiting clubs and their supporters which is significant during the course of a season, across all age groups and teams.

ASSOCIATED BENEFITS

As a main sponsor you would also enjoy the following benefits:

- Free meeting and function room hire
- Match day programme advertising
- Website advertising





“ In my mind, Newark is a shining example of a community sports club at its best. It is run passionately and diligently and deserves as much support as possible to continue its outstanding work for those who live in the town and surrounding areas. ”

Nick Mullins, BT Sport Commentator



UNIQUE SPONSORSHIP OPPORTUNITIES

SPONSORSHIP OPPORTUNITY	LOCATION	PER ANNUM
Newark Rugby Club Bar	Clubhouse Bar	£7,500
The Big Screen	Clubhouse Bar	£2,500 SOLD
Honours Board	Clubhouse Bar	£750
Newark Rugby Club Clock	Clubhouse Bar	£1,000
Restaurant/Function Room	Clubhouse Restaurant	£5,000
Club Kitchen	Clubhouse Kitchen	£3,500
Club Shop	Main Lobby Area	£1,000 SOLD
Committee/Meeting Room	Main Lobby Area	£500
Physio/First Aid Room	Changing Block	£350
First Team Changing Room	Changing Block	£500
Other Changing Rooms	Changing Block	£250
Referees/Officials Changing Rooms	Changing Block	£250
Changing Room Numbers Board	Changing Block	£250
Pitch No.1	External	£1,000
Pitch No.2	External	£500
Clubhouse Lettings Brochure	External	£350

All sponsors will enjoy additional benefits, such as website/programme advertising and match day lunch tickets, subject to level of spend and individual requirements.

GOLD, SILVER & BRONZE SPONSORSHIP PACKAGES



COMPREHENSIVE SPONSORSHIP PACKAGES RANGING FROM £1,000 TO £6,000 PER SEASON

BENEFITS INCLUDE* :

- Logo on Club Sponsors board in the new Clubhouse
- Non-playing membership (providing discounts on food, drink and events at the club)
- Pitchside advertising board
- Programme advert
- Website advertising and click-through link to your website
- Match day lunch tickets/table
- Tickets to club events i.e. Legends Dinner
- International tickets at Twickenham
- Club branded polo shirt(s)
- Free meeting and function room hire

*Subject to availability and additional cost where applicable.
Flexibility of benefits to meet individual requirements and open to discussion.

Package	Logo on Club Sponsors Board	Non Playing Membership	Pitchside Advertising Board	Programme Advert	Website Advertising	Match Day Lunch - Table for 10	Legends Evening (or similar)	International Tickets at Twickenham (Priority Application)	Club Branded Polo Shirt	Free Meeting and Function Room Hire
Gold £6,000 per annum	Tier 1 position	6 people	Yes	Full page (Colour)	Tier 1 position	3 times per season	4 free tickets	6 tickets (FOC)	3 shirts	Yes
Silver £2,500 per annum	Tier 2 position	4 people	Yes	Full page (B&W)	Tier 2 position	2 times per season	2 free tickets	4 tickets (at cost)	2 shirts	Yes
Bronze £1,000 per annum	Tier 3 position	2 people	Yes	Half page (B&W)	Tier 3 position	1 time per season	Priority Application	2 tickets (at cost)	1 shirt	Yes



ADDITIONAL OPPORTUNITIES

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PRICE

Match Day Sponsor (includes 4 places for lunch)	£250 per match
Man of the Match (1st XV home games)	£100 per match
Website Advertising	Starting at £250 per season
Match Day Programme Advertising	Starting at £75 per season
Pitchside Board	Starting at £295 per season
Team Shirt Sponsor (various teams/age groups available)	£1,000



*All prices subject to VAT at the standard rate

CLUBHOUSE LETTINGS

Our fabulous new facilities are available to hire for meetings, conferences, events, parties, weddings and for anything else for which you need modern new facilities, an in-house chef for all your catering requirements, fully staffed bar and unlimited parking.

Any sponsors spending £1,000 or more can book the facilities for free.

Call or email Jayne Saunders (Club Administrator) to make your booking now!
Tel: 01636 702355 • Email: post@newarkrugby.com

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Proud to be associated with Newark Rugby Club



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