



LIVERPOOL
COLLEGIATE
BLUEBIRDS
RUFC

**SPONSORSHIP
OPPORTUNITIES**

LIVERPOOL COLLEGIATE



RUFC

WHO ARE LIVERPOOL COLLEGIATE BLUEBIRDS?

BELIEVE & BELONG



FAMILY

Liverpool Collegiate Bluebirds are more than a group of players, we are a growing, supportive family. Far from a clique, every new member is welcomed with open arms and made to feel at home; both on and off the pitch.

DIVERSITY

This is what makes women's rugby so special. It doesn't matter what your level of ability is, or your background. This sport is for everyone. Whether you're a total beginner, or just looking to keep fit and meet new friends, Liverpool Collegiate Bluebirds are happy to welcome you.

MENTAL HEALTH CHAMPIONS

We all need a support network. Liverpool Collegiate Bluebirds aim to be just that for our members. Read Helen's story for a from-the-heart insight in to our lovely club.

EMPOWERING

From turning up to your first training session, to making your first pass or scoring your first try - Liverpool Collegiate Bluebirds celebrate all of our achievements. After all, we're a family!

SOCIALITES

Guess what? We don't just play rugby! Whether we're socialising after training, helping a player move house or prepare for an upcoming interview; there's always someone who will offer to help you - just like it is on the pitch.

WOMEN'S RUGBY

This sport is more popular than ever, and there has never been a better time to get involved. The professional Ladies teams are fantastic role models and prove time and time again how tough women are; both physically and mentally.

HEALTH & FITNESS

Our coaches are incredible. Not only do they offer their time voluntarily; they carefully construct and deliver training sessions to suit all of the player's needs and styles twice a week. Every single member of the squad grows in confidence and fitness - all with a smile!

RECRUITMENT & SPONSORSHIP

The Bluebirds are all about support. Through social media and advertising, we're big on celebrating women's rugby. This sport represents positivity, respect and unity; qualities that matter and have real impact in today's society. We're always keen to recruit new fresh faces and love promoting this fantastic sport whilst growing and nurturing our own Bluebird family. We're tremendously grateful for any and all of the support we receive.

HELEN'S STORY

"WHEN I FEEL MYSELF GOING TO THOSE DARK PLACES I USE RUGBY AS AN ESCAPE. AS A WAY TO RELEASE THOSE THOUGHTS."

Many people seem surprised when I tell them I play rugby, which surprises me in turn. Why wouldn't I play rugby? Why do I play? Let me tell you why.

I first got involved with my team through a friend at work – they needed numbers desperately, but I didn't want to play ("I can't! I'm too unfit! I'm scared of getting hurt!") but I agreed to do what I could to help get more players into the club. I went along to a few training sessions, took some blurry photos and tweeted a bit. This was in February, right around the Six Nations. I went to a few socials and followed the groups on Facebook, Twitter and Instagram. I tried to think of ways to help but couldn't put my finger on what we could do to attract and keep new players. It got to June, and I realised I wasn't happy sitting on the touchline, and really, I felt like a hypocrite telling others how amazing rugby is to play but not actually playing myself. So, in June 2016, I took the plunge and joined my first training session. Long story short, I felt like collapsing after the warm-up but, as I didn't, I took it as a sign to stick with it.

Our first match came round and to be perfectly honest, I was terrified. I was most worried that I'd not survive the full 80 minutes and I didn't want to let my team down. We couldn't afford subs for someone just being knackered. Before the game started, our coach told us "the first 15 minutes will be the worst 15 minutes of your life." She wasn't wrong – I had no idea what I was doing, no idea where I should have been on the pitch and no idea of the rules, but it didn't matter. It didn't matter that I got scared in my first tackle and pulled my knee, because I still kept trying for the next tackle and the next one. It didn't matter that my opposite number in the scrum was twice my size, because we scrum as a pack and I knew I wasn't going against her on my own. It didn't even matter that we ran out the losers by a massive score because we had played a full game of rugby and survived; better than that, the whole team had enjoyed themselves, and we only wanted more.



The spirit in our team is true to rugby, and I wouldn't want to play with any other club. We have an incredible mix of experience levels, personalities, and fitness levels. Anyone can play rugby, and our team is proof of that.

If you want more reasons to try rugby, I can keep going. The improvements to my fitness have been astounding, and every week I get better – I can run, whereas running before rugby was not on my radar. I scrum and I tackle and my body can do things I never thought it would do. I will get faster, I will get stronger and I cannot wait to play more and more rugby.

It's not just physical changes I have gone through; I have overcome mental hurdles as well, because of rugby. I have struggled with depression in the past, and, as anyone who has ever been close to depression in anyway will know, it never quite completely goes away. With rugby, my depression has become a tiny voice that I no longer have time for. Rugby allows me to address mental exhaustion with physical exertion and find balance. It allows me to exercise and exorcise my inner demons, so they are also tired and stay quiet. If I'm having a bad day, week, or month, rugby is my go-to source of comfort – whether it's my team mates, training, the clubhouse, or just watching a good game. Most importantly, rugby allows me to be myself, no questions asked.

Safe to say, I am rugby, and rugby is me. It is said that rugby is like the Mafia; once you're in, you're in, and I think there's some truth in that. I am Liverpool Collegiate RUFC, Blue and Blue through and through.

This is what my inner warrior looks like. How about yours?

WHY WE NEED YOUR HELP

We believe that rugby should be accessible for all, no matter your age, size or gender. The RFU have gone a long way to promote and grow the women's game, but sadly like many other sports we are still underfunded and have to rely on team members to help support the financial costs of playing. We don't want this cost to discourage or be a barrier for anyone.



- £800-£1000 would cover the cost of new shirts which we are desperately in need of. The current shirts are over 8 years old and are not appropriately sized for our players.
- £400 would cover the cost of team shorts, making sure we look and feel like we're all part of the same blue and blue family.
- £150 would cover the cost of one new tackle bag. Enabling us to get some practise in and making sure we are ready for anything on the pitch.
- £100 would enable us to buy training bibs for the team.
- £50 would cover the costs of food after home games, or go a long way towards transport costs of our away games which can cost anything up to £700!
- £30 would buy a new match day ball, during a year we can get through 15!
- £10 could cover the cost of a new set of cones, perfect for training.

As you can see, the cost of playing rugby can add up very quickly, any help no matter the amount would go a long way for the team to continue to play and grow.



SPONSORSHIP PACKAGES

£800+ New Shirts Sponsorship

- ✓ Front or back of shirt advert placement.
- ✓ Include your company logo on all promotional material which is shared across social media platforms and printed adverts.
- ✓ For bars, restaurants and entertainment venues the Bluebirds will make sure to include you in our social events and tag the team visit with photos to promote your venue.
- ✓ Feature in a dedicated article on our website and inclusion in all social media bios.

£200+ New Kit Sponsorship

- ✓ Include your company logo on all match day promotional material which is shared across all social media platforms.
- ✓ For bars, restaurants and entertainment venues the Bluebirds will make sure to include you in our social events and tag the team visit with photos to promote your venue.
- ✓ Feature in a dedicated article on our website.

£70+ Match Day Sponsorship

- ✓ Include your company logo and tag you on all our social media posts for your sponsored match.
- ✓ Include your company in our post match speeches.





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