



BANFF RUGBY CLUB

SPONSORSHIP PACK



Banff Rugby Football Club

Respect

Leadership

Achievement

Engagement

Enjoyment

Firstly thank you for taking the time to review Banff RFC's sponsorship package. As an amateur club our funding is dependent upon the contributions of our members, the SRU and local businesses.

Through association with Banff Rugby Football Club, your company has the unique opportunity to develop a partnership with a continually developing club. Whether your interest is a result of your passion for rugby, your support for local community projects or a desire to promote your business to a large target audience, Banff Rugby Football Club has a great range of sponsorship opportunities to offer you.

Banff Rugby Club recently celebrated its 40th anniversary and although we celebrated the 40 years that has past, we are also looking at what the next 40 years at Banff. We look to be a club that encourages the game of rugby, has a great community spirit, is an extended family to all involved and flies the flag for gender, sex, disability and age equality.

At Banff we pride ourselves on being a community focused club which provides rugby to all ages and serves a significant catchment area covering Banff, Macduff, Portsoy, Turriff and the surrounding areas.

As a club we have four main sections;

- Senior men (our 1st XV) who have weekly fixtures from mid-August to possibly the end of May. This section currently competes in the Caledonia North 2 league, that allows our team to travel across the north of Scotland. co
- Senior ladies : This section is a dynamic group who are currently not competing in a league but are looking to develop and attend joint training sessions across the region.
- Minis/micros: This section provides structured rugby to primary age children. They currently attend and host their own "festivals of rugby". These festivals are where our minis and micros can show off the skills they have learnt at Banff. These are normally attended by other clubs from the region.
- Youth Rugby: A new addition to Banff, as they are a developing team we are still in the early stages, but we are in the process of pencilling in our first fixtures.

All of our home fixtures are played at Duff House Sports Ground, Banff where we have a purpose-built clubhouse that is a hub for rugby in the Banff.

Banff RFC aims to;

- Provide quality facilities for and promote participation in rugby in Banff and the surrounding area;
- Offer coaching, refereeing and competitive opportunities in the sport; •
- Promote the club within the local community; •
- Promote our values of Respect, Leadership, Achievement, Engagement and Enjoyment; •
- Ensure a duty of care to all members of the Club and provide all our services in a way that is fair to everyone.

If you have any queries or wish to discuss a custom sponsorship package, please do not hesitate to contact me.

I look forward to hearing from you and building a successful partnership over the coming season.

Yours in rugby,

Alexandra Harris

Club Secretary

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07912 758412

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LONG TERM SPONSORSHIP OPTIONS

1st XV Matchday Kit Options

These options are based on the imagery in the appendix. The following can be integrated into a bespoke sponsorship package if required. these can be investigated in a case by case basis.

Front of Strip: £1500 a year for 3 years

- Access to International Tickets
- Hospitality twice a year for 4 people
- Ceilidh tickets x 10
- Advertisement on Facebook, website, match day programme, sponsors board in club
- Company banner displayed (provided by company)

Back of Strips: £750 a year for 3 years (2 spaces available)

- Access to International Tickets
- Hospitality twice a year for 2 people
- Ceilidh tickets x 6
- Advertisement on Facebook, website, match day programme, sponsors board in club
- Company logo on sponsorship banner

Sleeves:- £350 a year for 3 years (2 spaces, 1 per sleeve)

- Access to International Tickets
- Hospitality twice a year for 2 people
- Ceilidh tickets x 4
- Advertisement on Facebook, website, match day programme, sponsors board in club
- Company logo on sponsorship banner

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Mini/Micros Sponsorship

Front strip: £500 a year for 3 years

- Access to International Tickets
- Hospitality twice a year for 2 people
- Ceilidh tickets x 4
- Advertisement on Facebook, website, match day programme, sponsors board in club
- Company logo on sponsorship banner

Back of Strips: £350 a year for 3 years (2 spaces available)

- Access to International Tickets
- Hospitality twice a year for 2 people
- Ceilidh tickets x 2
- Advertisement on Facebook, website, match day programme, sponsors board in club
- Company logo on sponsorship banner

Sleeves: £250 a year for 3 years (2 spaces, 1 per sleeve)

- Access to International Tickets
- Hospitality twice a year for 2 people
- Ceilidh tickets x 2
- Advertisement on Facebook, website, match day programme, sponsors board in club
- Company logo on sponsorship banner

Ladies and Youth Team Development Sponsorship

This sponsorship will allow us to develop our ladies and youth teams by providing travel arrangement throughout the region to participate in various training and matches.

£500 for 1 year per team

- Access to International Tickets
- Hospitality twice a year for 2 people
- Ceilidh tickets x 4
- Advertisement on Facebook, website, match day programme, sponsors board in club
- Company logo on sponsorship banner

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Matchday Options

These sponsorship packages are available for all home matches. Discounts can be offered for bulk sponsorships.

Match Day Sponsor: £100 (per fixture)

- Open invitation to watch the game and then meet the players afterwards.
- Full advertising on our website in run up to the fixture and acknowledgements in match reports.
- Mention in all social media posts advertising game.
- Match day advertisement in programme
- Invite to 1 hospitality event x 2
- Pie and pint at half time for 4 people

Match Ball Sponsor: £40 (per fixture)

- Open invitation to watch the game and then meet the players afterwards.
- Full advertising on our website in run up to the fixture and acknowledgements in match reports.
- Mention in all social media posts advertising game.
- Pie and pint at half time for 2 people

Matchday Options

These sponsorship packages are available for all first XV players. Discounts can be offered for bulk sponsorships.

Player Sponsorship: £50 (per season)

- Advertising in match day programme for sponsor.
- Sponsor logo and link to website on Banff RFC website

Bespoke Sponsorship

negotiable as per requirements

This option is available to everyone and can be incorporated into other packages. It allows flexibility for both you as a company and sponsor and us as a club. Previous bespoke packages have included pre-match polo shirt sponsorships and club house external advertising. Below is an example of what can be offered, but can be negotiated.

- Advertising on the clothing (to be discussed at a time of your convenience)
- Invitation to sponsors hospitality events
- Access to International Tickets
- Advertisement on Facebook, website and media

Banff Rugby Football Club

Respect

Leadership

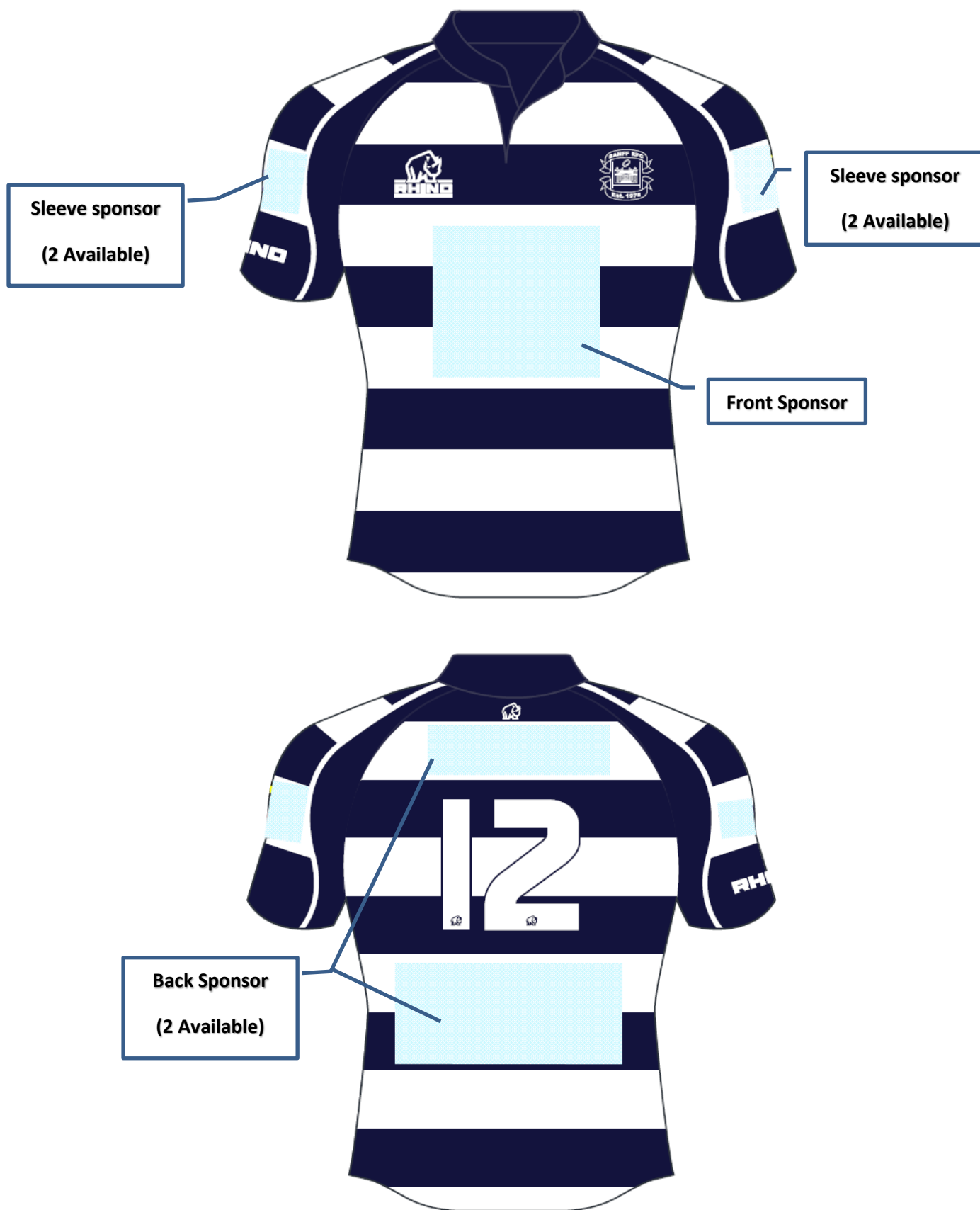
Achievement

Engagement

Enjoyment

APPENDIX

Example Strip Layout



Banff Rugby Football Club

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Figure 1:Sponsors Banner



Figure 2: Banff website

Banff Rugby Football Club

Respect

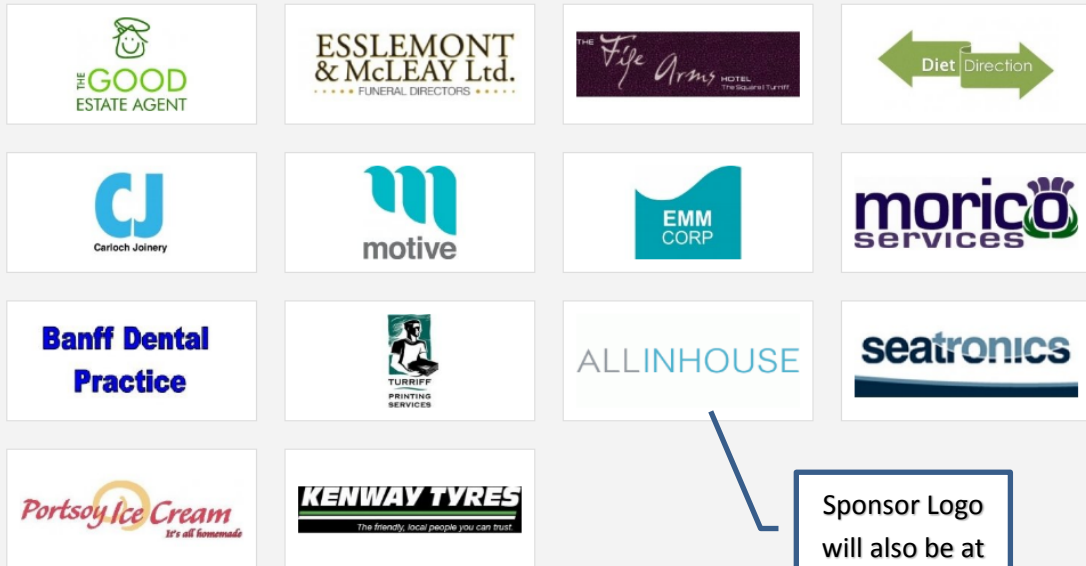
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Follow Us



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📍 Banff

Banff
Duff House

Aberdeenshire

AB45 3SX

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