



LEITH RUGBY SPONSORSHIP 2023/24



Who Are Leith Rugby?

At the heart of Leith Rugby club is our club vision -

"To be recognised as the best community rugby club in Scotland through the provision of exciting, inclusive rugby for all, regardless of any age, gender, cultural, racial, geographic, political and religious differences."

And over the past few years we have seen amazing progress across all pillars of this vision

Senior Rugby

- Our First XV have been promoted to the top league in the Edinburgh and Borders Region
- Our Second XV have went from strength to strength from not being in a league to being promoted to a top reserve league
- Fielding a Third and Fourth XV on occasion, something which many of the biggest teams in Scotland are very envious of!

Youth Rugby

- A flying Youth section which was founded in 2016, we now boast 110 Sunday Rugby Players from age 3 to 12, helped by over 30 volunteers
- We also have over 85 players within Leith Academy breeding successful u14 and u16 boys and girls teams within the school
- Our Development officer now delivers to 10 Primary schools which means 2300 kids now getting access to rugby.

Inclusivity

- Launch of a brand new womens team at Leith, ensuring there is a space for the womens game to flourish in the area
- Continue to be a home to many different nationalities and cultures within our membership

Community

- Continue to be a key hub for the Scottish Rugby Union's 'Tartan Touch' centre, opening up the game to the wider game in a new game
- Taking part in local community activities including litter picks, fundraising and delivering of care packages throughout covid

However we cannot keep on making progress and making strides towards our vision without additional funding.

Like everyone we have seen our costs for everything increase, from laundry to pitch hire to post match pies, simply functioning as a club becomes difficult.

This is why we are looking for business partners from the local and wider community to help us in achieving our vision and provide rugby to the local community for all demographics.

Why Partner With Leith Rugby?

Exposure

- Access to a social network which includes:
 - Website est. 1,200 unique visits per month with weekly Newsletter reaching 200+ recipients per week.
 - Facebook with 1600 followers, average reach 15000 per week, Twitter with 1800 followers, Instagram with 1200 follower
 - Regular press coverage in the Edinburgh Evening News
- Exposure to a varied user base of the facility, including:
 - Rugby club members (500+), players & family
 - Leith Academy pupils (960), parents and staff
 - Users of sports facilities at Leith Academy
 - Corporate clients holding meetings, AGMs and social event

Social

- Use of clubhouse for private or social events and other benefits members of Leith Rugby enjoy, including international ticket ballots
- Invitations to various Leith Rugby Club social occasions throughout the season
- Public support of a community organisation, striving to achieve its vision of becoming the best community rugby club in Scotland.

Business/ Financial

- Potential to expose your business and exclusive offers to our members. A great way to track the effectiveness of sponsorship.
- A large membership who is invested in the success of your business
- Potential for Community Social Responsibility tax benefits

What Opportunities Are There?

	Description	Price	Term	Details	Availability	
Kit	Main Strip Sponsor	£1500	2 Years	<ul style="list-style-type: none"> Branding on strip as described Full page advert in fortnightly digital programme Branding on Man of Match Board Advert on TV on Match Days Strip for display in Business Branding on team announcement social media posts 6 tickets to Leith event of choice 	Men	Women
	Strip Shoulder Sponsor	£400	2 Years	<ul style="list-style-type: none"> Branding on kit as described 1/4 page advert in fortnightly digital programme Advert on TV on Match Days Branding on team announcement social media posts 6 tickets to a Leith Rugby event of choice 	Men	Women
	Strip Back Sponsor	£800	2 Years		Men	Women
	Shorts Sponsor	£800	2 Years		Men	Women
	Warm Up Tops	£1400	2 Years		Men	Women
	Match Balls	£50 Per game/ £800 Per Season	Per Game/ Season	<ul style="list-style-type: none"> Advert on TV on Match Days Advert on Website Advert in fortnightly digital programme Advert on Social Media post about game Leaflets and Posters in Club 	Men	Women
Media	Programme Advert	Full Page - £250 1/2 Page - £150 1/4 Page - £75	1 Year	<ul style="list-style-type: none"> Advert as per described size in fortnightly digital programme Programmes professionally produced for Match Day Digital version sent globally 10-15 per season 		
	Player Of Match Sponsor	£200	2 Years	<ul style="list-style-type: none"> Advert on TV on Match Days Advert on Website Advert in Programme Advert on Social Media post about Player of Match Business Name on Man of the Match photo board 	Men	Women

These Opportunities are examples of what we can do - we are happy to work together with business to tailor a bespoke package. For example we can do joint men and women sponsorship at a reduced rate.

What Opportunities Are There?

Events	Description	Price	Term	Details	Availability
	7s Tournament Title Sponsor	£750	1 Year	<ul style="list-style-type: none"> Event named after your Business i.e. 'The ABC Leith 7s' Exposure on social media and event posters Advert in event programme Tickets for event 	
	7s Tournament Partner Sponsor	£300	1 Year		
	Awards Night Title Sponsor	£300	1 Year		
	Awards Night Award Sponsor	£200	1 Year		

Youth Kit	Description	Price	Term	Details	Availability	
	Main Strip Sponsor U16	£950	2 Years	<ul style="list-style-type: none"> Branding on strip as described Full page advert in fortnightly digital programme Branding on Man of Match Board Advert on TV on Match Days Strip for display in Business 	Youth Boys	Youth Girls
	Main Strip Sponsor (P4, P5, P6, P7, U12, U14)	£850	2 Years	<ul style="list-style-type: none"> Branding on kit as described 1/4 page advert in fortnightly digital programme Advert on TV on Match Days Branding on team announcement social media posts 6 tickets to a Leith Rugby event of choice 	Youth Boys	Youth Girls
	Shorts Sponsor (P4, P5, P6, P7, U12, U14, U16 strips available)	£350	2 Years		Youth Boys	Youth Girls
	Warm Up Tops (P4, P5, P6, P7, U12, U14, U16 strips available)	£400	2 Years		Youth Boys	Youth Girls

We look forward to partnering with you!



LEITH**HAWKS**



LEITH**VIXENS**

