



# LEITH RUGBY

Sponsorship  
Opportunities



# WHO WE ARE

Sponsorship with Leith Rugby is more of a partnership, which looks to actively benefit both sponsor, community and the club. Leith Rugby is a forward thinking rugby club, at our heart we have a strong and powerful 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.”

It is this vision which drives the club forward, it is also as a result of this approach that we are able to maximise the exposure for our partners.

One aspect which has allowed us to stand out from our peers is in our social media, communications and marketing channels. Our research and comparisons to teams similar to us show the strong online presence and appeal Leith Rugby has. We have regular member newsletters, interactive and engaging posts on Facebook, Twitter and Instagram, as well as shareable content on YouTube and not to forget our regularly updated website, which is used by members internationally.

As a club we have been on a journey over the past few years. Following a long time with no youth presence within the club, plans were put in place to rectify this and provide access to rugby for boys and girls in the Leith community. In 2016 the Leith Hawks were born, the name being a nod to our former home at Hawkhill playing fields and since then it has went from strength to strength. Since then we have held 8 festivals of rugby at Leith Academy, regularly attracting 300+ children, we have also started up a regular after schools club and rugby on Sundays for children and have further plans for growing in the future.

We are also proud to be associated with the Leith Vixens, Leith Academy's girls rugby teams, which despite having only started in the past 18 months has had fantastic success. The girls which have 2 age group levels, u16 and u18, have reached national semi finals and have shown great progress which we hopes to continue over the next few years.

The adult teams have also shown great progress over the years, less than 10 years ago the club only put out one side (and even that was a struggle!). Now we have 2 teams playing on a regular basis and we even managed to field a 3rd team last year, a feat only reserved to the elite teams within the city in the past few years. All of this means we have upwards of 100 playing members, spanning a large age range and stage in life from seasoned veterans to those coming back to rugby after a number of years to students and tennagers.

We welcome all sponsorship enquiries and have packages for every level of business Partnership. If you would like to develop a package that exactly fits your requirements, then we will be delighted to discuss this with you.

# WHY SPONSOR LEITH RUGBY?

Public support of a community organisation, striving to achieve its vision of becoming the best community rugby club in Scotland.

Potential to be part of the 'BeLeith' membership rewards scheme, this can allow you to expose your business and exclusive offers to our members. A great way to track the effectiveness of sponsorship.

Potential for Community Social Responsibility tax benefits

Great networking opportunities for building joint business partnerships

Access to a social network which includes:

- Website est. 1,200 unique visits per month
- Newsletter reaching 200+ recipients per week
- Facebook with 1000 followers, average reach 10,000 per week
- Twitter with 1500 followers
- Instagram with 500 followers

Exposure to a varied user base of the facility, including:

- Rugby club members, players & family
- Leith Academy pupils, parents and staff
- Users of sports facilities at Leith Academy
- Corporate clients holding meetings, AGMs, networking and social events
- Local residents

Potential exposure at other sporting fixtures and events such as:

- Edinburgh Eagles Rugby League
- Leith Hawks and Vixens Rugby Festivals
- Edinburgh Bloods Aussie Rules
- Redpath Albion

Various sponsorship opportunities & packages, which look to put the sponsor increasing brand recognition, taking advantage of networking opportunities or use of clubhouse for private or social events and other benefits members of Leith Rugby enjoy.



# OPPORTUNITIES

	DESCRIPTION	PRICE	TERM	DETAILS
Kit	Home Strip Main		2 Years	<ul style="list-style-type: none"> <li>- Branding on strip as described</li> <li>- Full page advert in programme</li> <li>- Branding on Man of Match Board</li> <li>- Advert on TV on Match Days</li> <li>- Strip for display in Business</li> <li>- Branding on team announcement social media posts</li> </ul>
	Away Strip Main		2 Years	
	Home Strip Shoulder	£400	2 Years	
	Home Strip Back	£750	2 Years	<ul style="list-style-type: none"> <li>- Branding on kit as described</li> <li>- 1/4 page advert in programme</li> <li>- Advert on TV on Match Days</li> <li>- Branding on team announcement social media posts</li> <li>- 6 tickets to a Leith Rugby event of your choice</li> </ul>
	Away Strip Shoulder	£400	2 Years	
	Away Strip Back	£750	2 Years	
	Shorts Sponsor	£800	2 Years	
	Warm Up Tops		2 Years	
	Travel Apparel	£POA	TBC	
Pitch Branding	Touch Flags	£500	3 Years	<ul style="list-style-type: none"> <li>- Branding on item as described</li> <li>- Advert on TV on Match Days</li> <li>- Advert on Website</li> <li>- Leaflets and Posters in Club</li> <li>- Regular published match photos with your brand included</li> </ul>
	Post Protectors		5 Years	
	Score Board		5 Years	
	Match Balls	£800	1 Year	
	Ball Boys	£600	1 Year	
	Advertising Board	£600	2 Years	
Programme	Full Page Advert	£250	1 Year	<ul style="list-style-type: none"> <li>- Advert as per described size in Programme</li> <li>- Programmes professionally produced for Match Day</li> <li>- Digital version sent globally</li> <li>- 10-15 per season</li> </ul>
	1/2 Page Advert	£100	1 Year	
	1/4 Page Advert	£50	1 Year	

	DESCRIPTION	PRICE	TERM	DETAILS
Clubhouse Branding	Man Of the Match Board	£500	1 Year	<ul style="list-style-type: none"> <li>- Branding displayed as described</li> <li>- Exposure on match days and through out year</li> <li>- Man of the Match board ensures weekly coverage</li> </ul>
	Advert on TV	£200	1 Year	
	Advertising Board in Club	£600	2 Years	
Events	7s Tournament Title Sponsor	£500	1 Year	<ul style="list-style-type: none"> <li>- Event named after your Business i.e. 'The ABC Leith 7s'</li> <li>- Exposure on social media and event posters</li> <li>- Advert in event programme</li> <li>- 10 Tickets for event</li> </ul>
	7s Tournament Partner Sponsor	£100 - £300	1 Year	
	Awards Night Title Sponsor	£300	1 Year	
	Social Event Title Sponsor	£300	1 Year	



## WHAT IS IT?

Introducing our new membership rewards scheme BeLeith which gives you unique access to a diverse demographic, allowing you to showcase your products or services.

## HOW TO GET INVOLVED

Let us know what deals or offers you can give our members i.e. 10% off, free upgrade to large or extra services for lower costs.

We will let our members know what businesses in the area have signed up to the scheme and what the offers are.

Our members will use your services/ purchase your products and either display their BeLeith card or state the pre agreed discount code.

## BENEFITS

Being a member of this scheme will;

- Showcase your business to a diverse population of Leith Rugby club members.
- Open up exclusive offers to hundreds of people in the Leith area and throughout Scotland.
- Track the effectiveness of your partnership with Leith Rugby.
- Give you access to the other benefits within BeLeith.

# BE LEITH

# KIT SPONSORSHIP

## OPPORTUNITIES AVAILABLE:

- Front of match shirt
- Back of match shirt
- Shoulder sleeves
- Front of shorts
- Back of shorts
- Warm up tops
- Travel apparel



To make an enquiry or discuss your specific business needs, please contact us at [leithrugby@gmail.com](mailto:leithrugby@gmail.com).

BE PROUD  
BE BOLD  
BE COMMITTED

**BE LEITH**