

**Birmingham & Solihull RFC**

# **SPONSORSHIP GUIDE**

**FOR CLUB AND PLAYERS**

**2023/24**

**CONTACT US NOW**



**[seniorrugby@beesrugby.com](mailto:seniorrugby@beesrugby.com)**

## A BIT ABOUT US

BIRMINGHAM & SOLIHULL RFC IS A RUGBY UNION CLUB BASED IN PORTWAY, WARWICKSHIRE. THE ORIGINAL CLUB WAS FORMED IN 1989 BY THE MERGER OF TWO CLUBS: BIRMINGHAM RFC AND SOLIHULL RUFC. AFTER RISING AND FALLING THROUGH THE LEAGUES AND A RE-STRUCTURING IT WAS THEN RE-FORMED IN 2019 AND STARTED AT THE TENTH TIER, THE BOTTOM OF THE RFU PYRAMID. THE CLUB WILL COMPETE IN COUNTIES 2 MIDLANDS WEST (E), THE EIGHTH TIER OF THE RFU PYRAMID, IN THE COMING SEASON (2023/24). THIS COMES OFF THE BACK OF 2 CONSECUTIVE LEAGUE TITLES AND PROMOTIONS

AS A COMMUNITY CLUB, BIRMINGHAM & SOLIHULL RFC RELIES ON THE SUPPORT AND GENEROSITY OF ITS SPONSORS AND PARTNERS. SPONSORING THE CLUB IS A GREAT WAY TO PROMOTE YOUR BUSINESS, REACH A WIDE AND DIVERSE AUDIENCE, AND CONTRIBUTE TO THE GROWTH AND SUSTAINABILITY OF RUGBY IN THE REGION. IN THIS SPONSORSHIP GUIDE, YOU WILL FIND OUT MORE ABOUT THE CLUB'S VISION, AS WELL AS THE VARIOUS SPONSORSHIP OPPORTUNITIES AND BENEFITS AVAILABLE FOR THE 2023/24 SEASON. WE HOPE YOU WILL JOIN US IN OUR JOURNEY AND BECOME PART OF THE BIRMINGHAM & SOLIHULL RFC FAMILY.



## WHAT WE CAN OFFER YOU

WE HAVE AN ACTIVE VIEWERSHIP OF 2000+ PLUS PEOPLE ON EVERY POST ACROSS OUR SOCIAL MEDIA CHANNELS. AS WELL AS ON MATCHDAYS WITH SEVERAL HUNDRED SPECTATORS IN ATTENDANCE, IT IS A GREAT OPPURTUNITY TO CREATE EXPOSURE FOR YOUR BUSINESS AS WELL SUPPORTING A COMMUNITY RUGBY CLUB.

## OUR VISION

BIRMINGHAM & SOLIHULL RFC IS A CLUB WITH A CLEAR VISION FOR THE FUTURE. WE AIM TO PLAY COMPETITIVE AND ATTRACTIVE RUGBY IN COUNTIES 2 MIDLANDS WEST (E), WHILE DEVELOPING OUR PLAYERS, COACHES AND M&JS SECTION. WE ARE PROUD OF OUR HISTORY AND VALUES, AND WE WELCOME ANYONE WHO SHARES OUR PASSION FOR THE GAME. WE BELIEVE THAT RUGBY IS MORE THAN JUST A SPORT, IT IS A WAY OF LIFE THAT FOSTERS TEAMWORK, RESPECT AND FRIENDSHIP.

## INDIVIDUAL PLAYER SPONSORSHIP

HAVE YOUR ARTWORK ADDED TO:

- SOCIAL MEDIA ANNOUNCEMENT OF SPONSORSHIP
- PLACE IN DIGITAL MATCHDAY PROGRAMME, ON HOME GAMES, WITH PLAYER PROFILE
- PLAYER PROFILE ON DIGITAL COFFEE MACHINE
- TEAMSHEET WHEN PLAYER IS SELECTED
- PLAYER PROFILE ON WEBSITE

PRICE £250+VAT (ANNUAL)

## MATCHDAY SPONSORSHIP

YOUR ARTWORK WILL BE:

- PROMOTED WITH THE SELECTED FIXTURES SOCIAL MEDIA ACTIVITY
- INCLUDING THE MATCH HIGHLIGHTS

PRICE £200+VAT (ONE-OFF)

## MATCHDAY BALL SPONSORSHIP

YOUR SPONSORSHIP WILL BE:

- ANNOUNCED PRE KICK-OFF OVER PITCHSIDE AUDIO SYSTEM
- INCLUDED PRE KICK OFF SOCIAL MEDIA POST WITH YOUR ARTWORK

PRICE £50 (ONE-OFF)

## PITCH SIDE SPONSOR BOARD

HAVE YOUR ARTWORK ADDED TO:

- SPONSOR BOARD PITCH SIDE
- INCLUDES THE PRINTING OF YOUR ARTWORK TO SUIT A BOARD (SIZE)

PRICE £300+VAT (ANNUAL)

## MATCH HIGHLIGHTS SPONSORSHIP

YOUR ARTWORK WILL:

- APPEAR IN MATCH HIGHLIGHTS POSTS ON OUR SOCIAL MEDIA (OUR MOST ENGAGED WITH CONTENT)
- APPEAR IN MATCHDAY PROGRAMME

PRICE £700+VAT (ANNUAL)

## OTHER SPONSORSHIP OPPORTUNITIES

FOR ANY ADDITIONAL OR BESPOKE SPONSORSHIP OPPORTUNITIES, PLEASE DO NOT HESITATE TO CONTACT THE CLUB WITH YOUR IDEAS AT: SENIORRUGBY@BEESRUGBY.COM

## PLEASE NOTE

BESPOKE DESIGN SERVICE IS AVAILABLE. FOR PRICING PLEASE CONTACT THE CLUB.