



## **Olney Rugby Football Club**

### **Sponsorship Committee Report 2018 -2019**

In the 2nd year since the Sponsorship Team was formed, the 2018/19 season maintained a strong and consistent sponsorship income. We are now benefiting from reoccurring seasonal partnerships with local businesses in excess of £50,000 per season.

Key contributions to this income are the annual fixture card and player sponsorship which is generated at the start of each season, along with the popular pitchside advertising around the 1st VX pitch. Again, the shirt sponsorship remains in a solid position across all playing sides across the club attracting significant income streams. The 2019 season will see two new shirt sponsors join the fold with Marcus Jordan & Co, sponsoring the 2nd VX and Barwood Homes joining forces with the growing Olney Junior Girls (U13/15) sides that formed at the start of this season.

The sponsorship team are constantly looking for ways to increase sponsorship for the club and playing sides and this season was no different. The new BBQ Hut has been a huge success on Sundays for the Mini & Juniors section and the new partnership with Century Business Finance means we were able to recover some of the capital used in purchasing it to be directed back into the playing sides across the club.

On behalf of the Sponsorship Team, we'd like to thank our sponsors to their generosity and continued support this season and to any local businesses with a passion for grassroots rugby or an appetite to generate local advertising exposure, we'd encourage you to get in touch.

#### **The Sponsorship Team**

**Rob de Main**  
**Chair of the Sponsorship Committee**