



PENRITH RUFC

PARTNERSHIP OPPORTUNITIES

2023-24 SEASON

PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES AT PENRITH RUGBY CLUB

Penrith Rugby Union Football Club are one of the major sporting organisations in the North. With three Senior teams, eleven Youth teams, four Girls teams and a Ladies team we have a major presence across the whole local community both in sport and commercial use.

We are home to one of the Rugby Football Union's exclusive World Standard floodlit Artificial Grass pitches, as well as a first class Clubhouse which enables us to cater for not only rugby and other sports, but also to offer a local Business Centre for commercial and social users.

Because of these attributes we offer unrivalled opportunities for partnership and sponsorship arrangements which enables those who join us to share our mutual benefits.

WHAT WE CAN OFFER

Our primary assets, which may be compatible with your own philosophy, are as follows:

- We have a large membership, supporter and customer base all of which are perceptive to your image.
- A large degree of communication via the press and through social media maximises your messages and ours.
- Our facilities are second to none; ranging from the Clubhouse and car park to our Tennis and Squash Courts and unique artificial and grass pitches.
- We have a large community involvement, especially with young people who follow the Rugby Football Union's values of Teamwork, Respect, Enjoyment, Discipline and Sportsmanship.
- We have a positive attitude, dedicated to the enjoyment of our members and supporters as well as maximising the potential for our partners and sponsors.
- We emphasise to our members the benefits of health and wellbeing along with social and community integration.

PRINCIPAL PARTNER

This involves support both financially and by provision of playing shirts; advertising boards and match sponsorship.



This is currently supplied by AW Jenkinson Forest Products.

KEY PARTNERS

These partners offer support in the form of room, board, programme and kit advertising.



In return, they receive regular promotion of their partnership on the club's website and social media.

We also offer key partners the option of naming rights for an area of the club, offering continuous visual promotion of your contribution to our regular customers.

Our 2022/23 partners were AST Signs, Atkinson Building Contractors, Waitings Civil Engineering and Heineken.

Prices from £1000 annually dependent upon agreed package.



Experience
our
**SPONSORS'
LOUNGE**

MATCH PARTNERS

PAGE | 04

- We offer a number of options for those companies or individuals who wish to sponsor, or part sponsor, a particular game.
 - We now have four teams; First and Second senior Men, Ladies and Colts who play opposition from throughout the County and the North of England, thus giving you the ideal opportunity to select the type of rugby and budget that is attractive to you and your colleagues, friends or customers.
 - A full list of fixtures for you to select from is available on the Club website.
(<https://www.penrithruffc.org.uk>)
 - We have a choice of function rooms; the A.W. Jenkinson suite downstairs can cater for up to a 100 people or the more intimate upstairs Sponsors room with its Lakeland views where we can seat 40-45 comfortably.
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- Entry to the games and free parking for you and your guests.
 - A two-course meal with a choice of menus.
 - Pre-match or post-match meals to suit.
 - Exclusive use of the room and bar you are using from 12 -00 noon on match days.
 - Dedicated bar service with the option of payment on the day or by invoice.
 - Discounted drinks available to those who are Full Club or Social members.
 - Extensive promotion of your sponsorship via Social media; match day programme and acknowledgement during President's introduction.
 - Discounts available for payment on the day

BOARD SPONSORSHIP

Companies can benefit from the continuous presence of their advertising around the Artificial Grass Pitch, which is utilised throughout the year.



Board sponsors package:

Price dependant on board size and location on pitch.

- Single board from £150 p.a.
- Double sided board from £200 p.a.
- Double sided large boards from £300 p.a.



Board sponsors package includes:

- Choice of single sided or double sided board surrounding the artificial grass pitch.
- All year round viewership and continuous advertisement due to extensive club usage by external groups, as well as rugby and football increasing every year.
- Option to supply your own board in your design (to our required specification) or we can supply a board at a competitive one-off cost.
- Best value for money in local advertising and the opportunity to appeal to a large audience.



OFFICIAL KIT SPONSORS

This is available to individuals or companies who may want to support a particular team, group or even whole section. It can range from the supply of training and leisurewear or other supporting items. Kit will typically last 2-3 years.

Kit sponsors package includes:

- A choice of teams to support.
- Provision of kit to a team size of 22 players.
- Best value for money in local advertising.
- Opportunity to appeal to a large audience, this is not just seen by your team or section.
- Continuous advertisement throughout the season rather than a one-off promotion.
- Your company logo positioned prominently on the sponsored kit.
- Wide promotion of your contribution by social media.



Senior kit packages:

• Leisure/travel shorts	£425
• Training tops	£750
• Match shorts	£400
• Hoodies	£800
• Polo shirts	£500
• T Shirts	£450

Junior kit packages:

• Training tops	£700
• Match shorts	£385
• Hoodies	£725
• Polo shirts	£485
• T Shirts	£415

Prices exclude VAT and are based on 22 pieces and one embroidered logo



PLAYER AND BALL SPONSORS

Player sponsor

- You and your individual player featured in the match-day programme
- Social media mention and photo-shoot
- Payment can be via invoice or donation

Ball sponsor

- Your logo on all match and training balls throughout the club
- Photoshoot and prime programme advert
- Free pre-match lunch for up to 6 people

Player sponsorship £60 | Ball sponsorship £1000

PROGRAMME SPONSORS

Our match programme has a wide circulation, via both social media and the availability of hard copies throughout the season, but it is particularly popular on match days where it is eagerly reviewed by our supporters, sponsors' guests and the opposition.



It comes in two part; a permanent full colour section which includes information regarding the Club and its activities and this is supported by a supplementary Saturday insert which gives details of the match day sponsors, teams selection, individual player and ball sponsors and events throughout the week.

Advert availability ranges from full page through to eighth page for those with a limited budget:

- Full page (A5) £150
- Half page (A6) £100
- Quarter page £50
- Eighth page £25

PRE-MATCH LUNCHES

- Free match day entry for the game of choice.
- Free parking.
- Free match programme and insert.
- Introduction by Club President or his deputy.
- Table arrangements to suit your party size.
- Bar service with pre-arranged credit facilities available.
- Use of either upstairs or main executive lounges where available.
- Two course meal included with additional courses available upon request.

£20 per head for two course meal.

All prices quote within this Partnership Opportunities brochure generally exclude VAT which will be added at the appropriate rate. Where VAT is non-recoverable, payments can be treated as donations.

Multiple instances of any of the packages included in this brochure can be negotiated.

For partnership enquiries, please contact the club by emailing marketing@penrithruffc.org.uk.

For pre-match lunches please contact the club on 01768 863151.

