



Crawley Rugby Football Club

THIS IS CRAWLEY RFC

- CLUB HISTORY
- OUR TEAMS
- COMMUNITY OUTREACH
- SUPPORTING LOCAL COMPANIES
- INVESTING FOR THE FUTURE
- INVESTING IN OUR PEOPLE
- STRATEGIC PLAN
- WE NEED YOU
- QUESTIONS?

“Crawley RFC rugby club prides itself on being a community club for all and working with the community to provide a fun and enjoyable sports club for its members and the wider community”





Crawley Rugby Football Club

CLUB HISTORY:

Crawley RFC was founded in 1923 and since then has provided a community based rugby club for children and adults alike. Rugby is currently available from Micros (3 years old), with rugby teams from Under 7 to Vets. The rugby club is steeped in history of operating successful Rugby League teams, ladies rugby and 16 rugby union teams and is beginning to reinstate its ladies setup at U15, U18 and seniors which will bring the total number of teams up to 19.

The club is also a successful community club offering coaching to primary and secondary schools within the town and has helped 5 secondary schools create rugby teams competing at a reasonable level which continues to grow each year.

Crawley RFC is also heavily involved with a local charity, running a monthly Sunday social for people to play games and integrate with society. The club has also offered some of the attendees jobs on Saturdays setting up our pitches on match days and running the score board, along with assisting them in finding full time jobs.

The rugby club prides itself on being a community club for all and working with the community to provide a fun and enjoyable sports club for its members and the wider community. Our work in this area has been recognised through winning the prestigious Rugby Club of the Year award at the 2019 Guinness National Rugby Awards.

Over the past few years the club has also increased the events being held at the club with a large Halloween and fireworks display open to the community which has been attended by up to 3,500 people.

We have also held a charity weekend where we had ex-international rugby players come and play in an exhibition game where we raised in excess of £30,000 for a chosen charity.

The club also holds a successful comedy night once a month, regular quiz nights, pool competitions, darts, poker and many more events and games outside of rugby union for the community.



Crawley Rugby Football Club

OUR TEAMS:

At Crawley we cater for everyone from the age of 3 all the way up to veterans. Crawley proudly has:

- **3 senior teams** (1st XV promoted to London league and winners of the 2019 Sussex Cup, 2nd XV, strong VETS squad)
- **Ladies team** re-established in 2019/20
- **Wheelchair Rugby** – Crawley Jets (one of only a handful nationally that are linked to a rugby club), established in 2019
- **Youth** (U5 through to U18) – Currently around 150 members, but we are trying to drive growth in this area

Membership is close to 300 members.

This includes Life Members, VP Membership, Youth parents & Social Members





Crawley Rugby Football Club

OUR WHEELCHAIR RUGBY TEAM – CRAWLEY JETS

Crawley RFC has the **only disabled sports team available in Crawley** and this is something we are very proud of.



We have a new **Inclusion and Diversity Officer** and we already support families that are unable to afford the club fees, tour trips, etc, as we believe everyone should have an opportunity to participate, no matter what.





Crawley Rugby Football Club

COMMUNITY OUTREACH:

We pride ourselves on being a 'community' Rugby Club and here are just some of the things we do to enhance Crawley:



We host
**Charity
Events**



We host
**Comedy
Nights**



We host
**Fireworks
Night**



We host
**Poker
Nights**



We host
**Darts
Leagues**



We host
**Pool
Leagues**



We host
**weddings
& wakes**



We hire out the
Club House
to **businesses** for
**training & off-site
meetings**



We also **send Invitations**
to local youth groups
such as Cubs, Scouts,
Guides & Brownies to visit
the club and get involved



**Developing support with
local schools** (including
rugby session in curriculum.



We offer **free holidays**
club events for all
children to come and
have fun and get fit



Crawley Rugby Football Club

COMMUNITY OUTREACH:

We are one of the only rugby clubs in Sussex who have a schools delivery programme whereby we run rugby sessions as part of the schools PE curriculum, we have developed 11 partnerships with the local primary and secondary schools in Crawley, delivery rugby lessons to Over 1,000 children each year



Broadfield
Primary Academy



Southgate
Primary School



The Bewbush
Academy



ORIEL
HIGH
SCHOOL



St Andrew's
C of E Primary School



Crawley Rugby Football Club

OUR AWARDS

We pride ourselves on being a 'community' Rugby Club and have been awarded 2 national awards and 2 local award in the last 4 years



Club of the year
2023



Club of the year
2019-20



Club of the year
finalists
2021 & 2022



Club of the year
2023



Community club of
the year 2022



President's
award
finalists
2017, 2018,
2019



Crawley Rugby Football Club

SUPPORTING LOCAL COMPANIES:

- **Parkinsons UK** – club hire for meetings
- **HSS Hire** – daily clubhouse hire for training
- **Forgetmenots** – dementia support group
- **N Vision Dance school**, weekly club hire
- **Aldingbourne Trust** – monthly socials for young adults with learning difficulties
- **The Greenaway Foundation** – supporting the charity every Christmas packaging and delivering Christmas hampers to families across crawley





Crawley Rugby Football Club

INVESTING FOR THE FUTURE:

We have strong control on finances year on year and this has enabled us to invest back into the club.

These are a few of the recent changes:

- New marquees to host outside events (pictured)
- Installed a new IT infrastructure
- New outside kit shop
- New outside bar/cafe provisions
- New pitch fencing around 1st team pitch
- New Wheelchairs & playing kit and transport for the equipment
- kitchen and clubhouse refurbishment (including air conditioning)
- Scoreboard upgrade to new LED system





Crawley Rugby Football Club

INVESTING IN OUR PEOPLE:

We believe in growing and developing our young people and living our rugby core values of **Teamwork, Respect, Enjoyment, Discipline & Sportsmanship.**

We offer:

- Development of players and coaches
- Delivery of rugby to all primary school children
- Mental health support
- Physical fitness training, while having fun





Crawley Rugby Football Club

STRATEGIC PLAN:

Crawley RFC has a strategic plan to develop & modernise the clubhouse to provide catering and party/entertainment facilities for its members, guests, players, families, business partners/sponsors and event attendees.

We also plan to further enhance our youth squads, with family co-operation, collaboration and inclusion, as well as develop our team coaching skills, develop depth and strength of ALL senior playing squads and enhance our diversity and inclusion policy with openness and support of LGBTQ+

POST COVID

We wish after the Covid pandemic to be in a position to engage with the local community to deliver enjoyment, fitness and friendship through rugby and the other events we plan to run.





Crawley Rugby Football Club

WE NEED YOU:

To achieve the club's development aspirations, we require the support and help of Crawley Borough Council and our vital business partners.

Sponsorship packages

Bronze package - £500

- Pitch side sponsors board
- Company logo on weekly team sheets for senior squads
- Company logo on website
- Company promotion on club Facebook and Instagram pages
- Invite to sponsor's lunch
- 50% discount on clubhouse hire





Crawley Rugby Football Club

WE NEED YOU:

Sponsorship packages

Silver package - £1500

- Pitch side sponsors board
- Company logo on weekly team sheets for senior squads
- Company logo on website
- Company promotion on club Facebook and Instagram pages seen by 1800 followers
- Invite to sponsor's lunch
- 50% discount on clubhouse hire
- Options for company logo inclusion on clubhouse, youth, senior kit/equipment – TBD
- Company advert in club weekly newsletter to 300 plus members





Crawley Rugby Football Club

WE NEED YOU:

Sponsorship packages

Gold package - £2500

- Pitch side sponsors board
- Company logo on weekly team sheets for senior squads
- Company logo on website
- Company promotion on club Facebook and Instagram pages seen by 1800 followers
- Invite to sponsor's lunch
- Free clubhouse hire
- Options for company logo inclusion on clubhouse, youth, senior kit/equipment – TBD
- Company advert in club weekly newsletter to 300 plus members
- Access to international rugby tickets
- Free social membership for two people



Rugby Club of the Year, Guinness National Rugby Club Awards 2019



Crawley Rugby Football Club

FURTHER RESOURCES:

DIVERSIFYING INCOME AT CRAWLEY RFC



The RFU have used Crawley RFC as a **model club** to promote what we do across all other clubs nationwide and internal staff training.

This includes asking us to speak about how we diversify income to survive with Ernst Young on an RFU webinar.



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Any questions?

Please contact Sponsorship@CrawleyRFC.com

