

EAST LONDON

RUGBY FOOTBALL CLUB



CLUB SPONSORSHIP PACKAGES

JOIN US FOR SEASON 2023/2024

EAST LONDON RFC: HELLO AND WELCOME

East London RFC is in Memorial Park, Holland Road, West Ham, less than a five-minute walk from West Ham Station, served by the Jubilee, District and Hammersmith & City Underground lines, c2c rail services and the Docklands Light Railway.

East London RFC began as Old Easthameians in 1952, founded by former pupils of East Ham Grammar School, and played at various grounds. By 1973 the club had five sides but with the demise of grammar schools, the club was renamed East London RFC. In 1982 the club moved to its current home at Memorial Park, West Ham. Season 2022/2023 was our Platinum Jubilee.

The present clubhouse was built and paid for by club members and to celebrate its opening in October 1983, an international XV including England stars Les Cusworth, Peter Wheeler and Paul Dodge, played against East London's 1st XV. You can view the footage on You Tube.



Memorial Park opened in 1897 to coincide with the 60th anniversary of Queen Victoria's accession to the throne. Thames Ironworks FC, formed of players from the nearby shipyard in Canning Town, played at the park until 1900 when they became West Ham United. The Hammers continued to use the park until they moved to the Boleyn Ground in Upton Park in 1904. London Welsh Rugby then moved in until 1909. A green plaque was unveiled by Newham Council in 2017 to mark the historic connections.

In 2015 East London RFC welcomed the Webb Ellis Cup to Memorial Park as part of the Rugby World Cup Trophy Tour. The famous Barbarians trained at the club ahead of their match at the London Stadium against Samoa.



Currently, East London RFC has three men's teams (1st XV, the Wyverns 2nd XV, and the Thirsty Thirds) and one women's team (the Vixens). It also has a veterans' team (Percy's Pirates), which plays periodically throughout the season and takes part in the annual Snow Rugby tournament in Austria.



East London Vixens were National Women's Team of the Year in 2016. The club aims to form a women's development squad and establish a youth set-up, ensuring the sustainability of the club.



The club supports our charity partner, East London Community Sports Association (SportsHubE15), in offering fun rugby sessions for children in Newham primary schools. We have also supported school summer holiday programmes and Sunday morning sessions designed for children who have special educational needs including autism.

East London RFC is committed to providing successful, high quality, community-based grassroots rugby and an environment, both on and off the pitch, which supports the values and ethos of the game.

To any person or organisation considering sponsoring the club, we can promote you or your organisation positively. By helping us you are building wealth in the local community.

OUR CLUB VALUES

Every person who joins East London RFC either as a player, member, or volunteer is expected to adhere to and demonstrate the core values of our sport as promoted by the Rugby Football Union. Those values are: Teamwork, Respect, Enjoyment, Discipline, and Sportsmanship. We are proud to uphold these values and also encourage our members to commit to developing all players, introduce more people to rugby, work hard, be positive, be kind, be ambitious, and have fun.



We operate a strict zero tolerance policy which applies to any/all forms of behaviour prohibited by law. Examples of behaviour covered by the Zero Tolerance Policy include, but are not limited to: theft; drug use; threatening behaviour; bullying (physical and verbal); harassment; violence, discrimination in any form.

The lesbian, gay, bisexual and transgender (LGBT) community is an important and integral part of the East London RFC rugby family. The club supports the Stonewall charity's annual Rainbow Laces campaign to discourage homophobia in sport. East London RFC promotes fairness, acceptance, respect and equality in rugby. The club welcomes all players regardless of background. Everyone is accepted, supported and valued as individuals.

OUR ACCOMPLISHMENTS

Women's Team of the Year 2016 –
National Rugby Awards

Essex Intermediate Cup Winners 2019

Essex Merit Table 6 Plate Winners 2019

Rugby Football Union Accreditation 2019

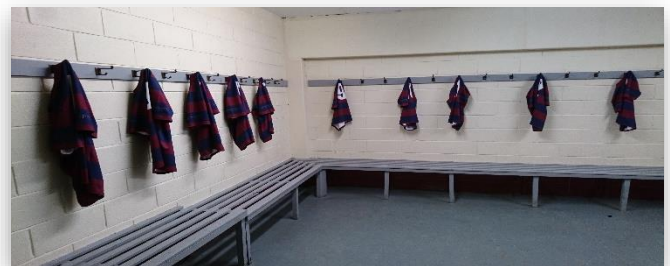
Mitsubishi Volunteer of the Year 2021 –
East London Vixen Kat Salthouse



FINANCIAL OVERHEADS

Playing rugby has a financial impact both for the club and our members. These costs include:

- Affiliation to the governing body (Rugby Football Union) for insurance and contribution towards running the sport.
- Referees – we are required to pay a contribution to the London Society for RFU referees to ensure we have a fully-qualified referee at our home fixtures. We also cover their out-of-pocket expenses.
- Match-day food for all teams for all home games.
- Coaching Costs – all teams have coaches who receive remuneration.
- Pitch Hire and Rent – pitches are required for training and more than 50 home matches over the course of a season. Rent is paid in respect of storage space for all equipment and use of facilities.
- Transport – our teams are required to travel throughout London, Essex, and the South East region for away fixtures.
- Kit – each team must have alternative kits to avoid colour clash in home/away fixtures.
- Training equipment – equipment is needed to ensure a level of fitness and agility.
- Physiotherapy and First Aid equipment – all teams must have a dedicated physiotherapist, first aiders, and the necessary equipment for administering pitch side first aid. We also need to have spinal boards and stretchers.
- Qualifications – to ensure those providing coaching and physiotherapy are skilled to RFU standards.



OUR SOURCES OF INCOME

Our main source of income is the payment of membership fees. We have several membership packages based on the level of involvement with the club, e.g. regular players, social members, life members and Vice-Presidents.

Income is also derived from match day fees, contributions to transport costs and periodic fund-raising events e.g. as Chair's/Vice-President Lunches. We are fortunate to have some regular sponsors but with increasing costs we are always looking out for new sponsors. None of our players receive any remuneration from the club to play the game.

BENEFITS OF BECOMING A SPONSOR

We are very keen to engage new sponsors to support us, and we will work with you to ensure you enjoy being part of our club and that you benefit from the partnership. Such benefits may include:

- Advertising as our sponsor via the East London RFC website. Our website is updated regularly and is a highly effective promotional vehicle. Many club members have joined as a result of finding us on the web.
- Networking and marketing opportunities at matches through other sponsors/members/ suppliers.
- Increased profile in the local and sporting communities by working with an ambitious prominent club.
- Promotion as sponsor at club events including the Annual General Meeting, Cup Finals, awards ceremonies and social events.
- Exposure through press releases, news items, and social media.
- Feature in end-of-season brochure when produced.
- Company/business branding on kit and publicity material.
- Opportunity to present prizes at events.

SPONSORSHIP PACKAGES AVAILABLE

GOLD PACKAGE

- Shirt sponsorship - your name or logo as 1st XV main shirt sponsor for one season (can be agreed for longer).
- Pitch-side banner when available at our main pitch for home games.
- Press release announcing sponsorship.
- Company name and logo on club website, social media platforms, and advertisement in end-of-season brochure when produced.
- An opportunity to market to club members through social media and player group sites.
- Social membership of East London RFC, which allows up to four applications into the club's ballot for tickets to all England home international matches.
- Name and logo in player membership and information packs.



- Complimentary club tie and pin badge.
- Complimentary tickets to annual dinner (2).
- Complimentary drinks (2) per home game attended.

COST PER SEASON: £1,500



SILVER PACKAGE

- Your name or logo on the arm or back of the 1st XV club shirt for one season.
- Pitch-side banner when available at our main pitch for home games.
- Press release announcing sponsorship.
- Name and logo on club website, social media platforms, and advert in end-of-season brochure when produced.
- An opportunity to market to club members through social media and player group sites.
- Social membership of East London RFC, which allows up to two applications into the club's ballot for tickets to all England home international matches.
- Complimentary club tie and pin badge.
- Complimentary drink (1) per home game attended.

COST PER SEASON: £750



BRONZE PACKAGE

- Name and logo on club website, social media platforms, and advert in end-of-season brochure when produced.
- An opportunity to market to club members through social media and player group sites.
- Complimentary club tie and pin badge.
- Press release announcing sponsorship, hosted on all digital channels.
- Complimentary drink (1) per home game attended.

COST PER SEASON: £500

SHIRT NUMBER SPONSORSHIP

Running a rugby club is an expensive business these days and we cannot rely on match fees and membership fees alone so we have to be creative in how we raise vital funds.

You can support us by sponsoring one of the 1st XV match-day squad shirt numbers for the season, either personally, with a group, or as a business.

Your name/business name will feature on the shirt sponsor board in our clubhouse bar and you will receive one complimentary drink each time you attend one of the 1st XV or Vixens home games.

You will receive a club gift and a mention on our website and social media channels and in end of season brochures when produced.

COST PER SEASON: £300 PER SHIRT

MATCH BALL SPONSORSHIP

An economic way to support the club is by sponsoring the match ball for our teams at each home fixture. Sponsors are guaranteed a prominent mention on social media platforms.

COST PER GAME: £50

PLAYER OF THE MATCH SPONSORSHIP

A unique way to support the club is by sponsoring the player of the match award for either of our teams. Sponsors are guaranteed a mention in the match report which is posted to the East London RFC website and social media channels. The award is made after the match in the clubhouse.

COST PER SEASON: £150



BESPOKE SPONSORSHIP

If you wish to sponsor the club in a specific way or a combination/part of the packages described above, we can discuss this with you. Some ideas are:

- Sponsorship of set of team shirts with company/individual name or logo.
- Training shirts sponsorship.
- Advertising banner at the side of the pitch where possible.
- Advert on our flat screen televisions in the clubhouse.
- Logo on the website and social media.
- One-off social event sponsor – e.g., ladies' day, Vice-President lunch.
- Transport costs – contribution towards costs of coach travel.
- Raffle prizes.

**THANK YOU FOR YOUR INTEREST IN SPONSORING
EAST LONDON RFC**

**MORE INFORMATION ABOUT THE CLUB IS AVAILABLE
ON OUR WEBSITE AT www.eastlondonrfc.com**

**YOU CAN ALSO FIND US ON FACEBOOK, TWITTER,
LINKED IN AND INSTAGRAM**

**INFORMATION ABOUT ANY OF OUR SPONSORSHIP
PACKAGES IS AVAILABLE ON REQUEST**

**CONTACT ASSISTANT TREASURER GARY BIRD ON
07534 438365 OR EMAIL eastlondongb@gmail.com**



THANK YOU TO ALL OF OUR 2022/23 SPONSORS



Abbey Travel



IME Group Ltd



Undercover Events



UBS



McGill and Partners



WAVI



Richard Delahaye



T.Cribb & Sons Ltd



DS Medical



Jim Crick Coaching

ADDITIONAL SPONSORS: Chris Fisher; Steve Smith; Rich Gregory; John Kershaw Surveying; Glint Dentists; Chris Brown and Katie Robinson; James Narramore; George Collins; Finn Beattie; Flight Design Ltd; Paul Richards; Mark Hucker; Barrie Challingsworth; Deborah Bird Consultancy Ltd; Armond Consulting; the Topping family; Love of the Game; and Luke Herlihy.