

GREENOCK WANDERERS RUGBY FOOTBALL CLUB



SPONSORSHIP BROCHURE



Looking for a way to make your brand stand out?

You're in the right place.

Since 1873 Greenock Wanderers has been bringing amateur rugby to the Inverclyde community. This year we celebrate 150 years of playing rugby in Inverclyde.

We cater for all levels of rugby, from our Wee Wandies all the way to senior 1st XV squads for both men and women.

Our club simply could not do what we do without the support of our Sponsors. We offer various different tiers of Sponsorship to suit all budgets, and each sponsor receives an individual service with your own dedicated Relationship Manager.

We also own a state of the art clubhouse in which we regularly host functions including lunches, parties, weddings and funerals. Come in and see for yourself the beauty of our grounds in the West End.



**3 x Womens
National Finalists**

**Tennents West
League Division 1
Winners 2018-19**

Mens 1st XV

**Over 250
Registered
Adult & Youth
Players**

About GWRFC

A vibrant, community rugby club providing opportunities for everyone in Inverclyde

The upcoming 2023-24 Season is going to be our most exciting and busy yet as we celebrate our 150th Anniversary.

We have thriving teams across all levels and genders at the club, and our sponsors play a hugely important role in making sure that we can continue to grow and drive participation across all teams.

The support of our sponsors helps us to cover the running costs of the club, travel costs and supporting all of our individual teams and players to reach their full potential. This is all the more important this year as we support a number of celebration activities such as our launch weekend, black tie ball and history events. We are also launching more accesible forms of rugby to a wider audience, including Walking Rugby and Mixed Ability Rugby.

With all of the extra celebration comes extra opportunities to get your brand exposure in Inverclyde and beyond, whilst also supporting our players and volunteers to have the most enjoyable rugby experience possible.

Off the Field

Work hard, Play harder

Although we work and train hard, we also do lots of off-the-pitch activities to bring our teams together and give back to our club and local community.

We have previously worked with a number of local Charities to use our collective efforts to raise much needed funding for good causes. This has included sponsored fitness challenges, quiz nights, and foodbank/toy drives.

We also run a number of fun social events for our club members and teammates, including Club Lunches, Ladies Day, Family Fun Day and themed social events throughout the year.

We have a state of the art function suite in which a number of functions regularly take place, and certain levels of sponsorship allow you to enjoy this facility free of charge.

It's not all about the rugby!



Facebook

'Greenock Wanderers RFC'

'Greenock Wanderers
Women & Girls Rugby'

5,335 Combined Followers

25,156 Average Monthly Reach

11,834 Average Weekly
Engagemnets

Instagram

@gwrfc.official

@gwrfc_women

1,893 Combined Followers

1,146 Average Post Reach

44 Average Post
Engagement

Twitter & TikTok

@GWRFC_official

@gwrfc.women

622 Twitter Followers

1,351 TikTok Followers

28,700 TikTok Likes

SOCIAL MEDIA

Getting You Noticed

The popularity of local Rugby means that our social media channels are popular locally and obtain large engagement numbers all over Scotland.

We have a combined total of 7,850 followers across our 4 social media accounts, alongside a running match centre on our club website and weekly newsletter and mailing list.

We use our social media to provide updates on our training activity, game day preparations and results, social and charity events, and also to promote our Sponsors.

Utilising our social media presence to promote your brand is guaranteed to provide a lift to your own normal engagement figures, and also promote your services to a whole new audience.

We also frequently feature in both local and national press, and have an active Youtube channel for our post-match videos.

WHY BECOME A PARTNER?

- Be closely linked with one of the most established sports clubs in Inverclyde
- Have the opportunity to support specific teams or sections which may suit your advertising demographic most
- Expand your advertising efforts across our social media
- Tap into a whole new consumer base of players, friends, family and club members
- Receive a number of sponsor benefits including discounted or free hall hire for functions.

OUR PACKAGES

We have a number of Sponsorship Packages available for the general club during the 2023-24 season, all detailed overleaf.

Whilst we do have these pre-determined packages available, we are always happy to discuss bespoke packages if you have a specific arrangement in mind. We also offer the opportunity to sponsor specific teams or sections, or to provide discounted goods or services to our membership in return for sponsorship. We also offer a pay monthly option, if you would prefer to pay for your sponsorship in installments across the course of 3, 6 or 12 months.



BRONZE PACKAGES

Bronze Package 1 - Sponsor a Shirt **£125 +VAT**

- Your name or company name displayed on all team sheets and match day advertising next to your chosen shirt number.
- For additional £50 you can receive 150th Anniversary shirt.

Bronze Package 2 - Programme Package **£192.50 +VAT**

- 1/2 page colour advert in Match Day Programme - both electronic and hard copy
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages.

SILVER PACKAGES

Silver Package 1 - Programme Package **£330 +VAT**

- Full page colour advert in Match Day Programme - both electronic and hard copy
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Complementary hall hire for Corporate events.
- Company brochures displayed in our clubhouse.

Silver Package 2 - Pitchside Advertising **£330 +VAT**

- Company advertising banner displayed pitchside during all games
- Promotional photograph of your banner with current 1st XV captains
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Complementary hall hire for Corporate events.
- Company brochures displayed in our clubhouse.

GOLD PACKAGES

Gold Package 1 - Programme & Banner Combo £550 +VAT

- Company advertising banner displayed pitchside during all games
- Promotional photograph of your banner with current 1st XV captains
- Full page colour advert in Match Day Programme - both electronic and hard copy
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Complementary hall hire for Corporate events.
- Company brochures displayed in our clubhouse.

Gold Package 2 - Match Day Package **£660 +VAT**

- Match Lunch Sponsorship (match of your choice)
- Table of 8 at Lunch
- Match Day Sponsor for all home matches that week
- Company logo displayed as cover photo on club social media pages during week leading up to game
- Company logo displayed on team sheets for game
- Company logo & advert displayed during TV team sheet display during game
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Complementary hall hire for Corporate events.

Gold Package 3 - Match Day Package with Pitchside Banner £880 +VAT

Everything included in Gold Package 1 & 2 above, with combination discount

PLATINUM PACKAGES

HEADLINE SPONSORS

Our Platinum Sponsors are our Headline Sponsors, and benefit from the most prominent sponsorship opportunities. Our current Headline Sponsorship vacancies are noted below. Please note that our Platinum Sponsorship slots for our 1XV Men, 1XV Women, Youth Section and Mini & Micro's are currently filled. Please enquire about other opportunities for those squads.

Platinum Package 1 - Coaches Package

**£3,000
+VAT**

- Exclusive sponsorship of our Coaches
- Purchase of Jackets and Hoodies for all our club coaches
- Company advertising banner displayed pitchside during all games
- Promotional photograph of your banner with current team players
- Social media post announcing the partnership
- Your logo on sponsors page and website homepage with link to your company website.
- Complementary hall hire for corporate & personal events
- Corporate leaflets displayed at clubhouse
- Regular social media promotion of your company on our club-wide social media

Platinum Package 2 - 1XV Playing Shorts

**£3,000
+VAT**

- Exclusive sponsorship of Men and Women 1XV Playing Shorts
- Providing Playing Shorts for both teams.
- Company advertising banner displayed pitchside during all games
- Promotional photograph of your banner with current team players
- Social media post announcing the partnership
- Your logo on sponsors page and website homepage with link to your company website.
- Complementary hall hire for corporate & personal events
- Corporate leaflets displayed at clubhouse
- Regular social media promotion of your company on our club-wide social media

Platinum Package 3 - Player of the Match Sponsor

POA

- Player of the Match Sponsor (Various Teams Available)
- Provide your product/service to the Winner and social media posts each game
- Company advertising banner displayed pitchside during all games
- Promotional photograph of your banner with current team players
- Social media post announcing the partnership
- Your logo on sponsors page and website homepage with link to your company website.
- Complementary hall hire for corporate & personal events
- Corporate leaflets displayed at clubhouse
- Regular social media promotion of your company on our club-wide social media

BESPOKE PACKAGES

- Player of the month (various teams available)
- Sponsor end of season awards (Various Sections available)
- Sponsor of specific items of kit (Various Teams available)
- Sponsor of Bar staff T-Shirts
- Headline sponsor of GWRFC 7s Tournament

Please ask for more details of other opportunities we can provide.

WHAT YOUR SUPPORT PROVIDES

Your much valued support will allow our teams to continue to grow and to flourish, alongside supporting our wider club with maintenance and facilities.

It will provide the club with the ability to fund travel to away games, equipment for training, attracting coaches and support staff such as physios and medical support, alongside the maintenance and upkeep of our performance centre gym and youth academy pathways.

In our Gold and Platinum Packages, your support also allows the team to be equipped with the most important pieces of training equipment such as hoodies, warm up tops, subs jackets and of course our game day strips.



SOME OF OUR CURRENT SPONSORS



mclaren
packaging..



INTERESTED?
GET IN TOUCH TO JOIN THE SQUAD!



KEY CONTACTS

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