

# DATCHWORTH R.F.C



## **Sponsorship Policy**

The club has the following schemes to allow companies and/or individuals to donate money to the club:-

### **Shirt sponsorship**

This will only be available to one company and is targeted to be agreed on a long term basis ideally 3 years. The shirts targeted for sponsorship are Senior and Youth only with a target income of £3000 per annum. At this point mini shirts are not available for sponsorship.

The following benefits should be extended to the sponsors:-

- company's name on all shirts
- Prominent advertising on our web site and fixture card.
- An invitation to all vice president lunches
- Pair of tickets to the annual dinner and dance.
- Pair of tickets to an international match hosted by up to two of the main committee. Committee funding their own tickets.

### **Vice President**

Our VP scheme is the vehicle for donations from individuals (as opposed to businesses). It will cost £250 one off to be a VP of the club. For this an individual will get their name on the VP's board. They will then be invited (plus guest) to two VP lunches per season. The VP will be expected to donate £5 per person for the lunch. Other people are free to attend the lunch but a donation of £10 per person is expected. If the initial donation of £250 is recorded as gift aid then all meal donations should also be able to be included for Gift Aid.

### **Sponsors board**

This is a simple board displayed in the club and on our web site that will allow companies or individuals to sponsor sides e.g senior 1-4 and mini/ youth 7-18. The cost is £250 per annum and all sponsors will receive the following:-

- invites to both VP lunches at no additional cost
- access to international tickets.
- Prominent advertising in all mediums i.e web, card etc.

### **Ad-hoc Sponsorship**

This is to accommodate where a parent or company wants to sponsor a specific side for a specific reason i.e funding equipment, clothing. Ideally we would encourage the company or individual to first consider the VP or Sponsor's board scheme where the funding benefits the whole club. It is recognized that this will not suit everyone and therefore ad-hoc sponsorship is allowed within the following rules:-

- Playing kit cannot be sponsored by team and only as part of the Shirt sponsorship.
- Any training or external clothing must be purchased through the club shop to ensure that we keep continuity between the different sides. Additional embroidery for sponsor placement can be done as part of the order.
- Ideally if it's an individual we would like them to record the amount as gift aid.

If the nature of the sponsorship cannot fit within these rules then it should be referred to the Chairman of the club for consideration and agreement by the committee