






Stafford Rugby Union Football Club

# **Sponsorship and Advertising Opportunities**

[www.staffordrugby.com](http://www.staffordrugby.com) |     
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STAFFORD RUFC

# Stafford Rugby Club

Stafford Rugby Union Football Club is a family orientated, community rugby club with a diverse range of teams of all ages and abilities.

The Club was founded in 1876, and today is one of the largest sports clubs in Staffordshire with 23 teams and over 650 playing members. We have Senior Men's, Senior Women's, Mixed Ability, Touch and Walking Teams as well as large Mini and Junior Sections for girls and boys and an excellent reputation for training. Our new modern, multi million pound facility has 4 pitches, including an all-weather pitch, 6 changing rooms, a strength and conditioning gym alongside 3 well equipped meeting rooms accommodating up to 180 delegates, multiple bars and a beautiful outdoor patio space. We offer the perfect venue for conferences, meetings, exhibitions, corporate events as well as weddings, wakes and parties. Over 150,000 people visit the club each year.

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## Facilities

The club's excellent corporate, sporting and leisure facilities are used regularly by national sports clubs, major companies, local businesses, the community, and our local public sector organisations, including: Wolverhampton Wanderers Football Club, Staffordshire Police, Staffordshire County Council, Stafford Borough Council, Ramsay Heath Care, NHS and Staffordshire Chamber of Commerce.



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## Sponsorship Enquiries

We are pleased to offer a great range of sponsorship and advertising opportunities for the 2023-24 season, if you would like to discuss a package, or have an idea for a bespoke package, please get in touch.

**Lisa Clemson, Business Development Lead, Stafford Rugby Club**

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## Charities

The club is proud to support Terrible Titties, Andy's Man Club and RFU Injured Players Foundation









# Highlights



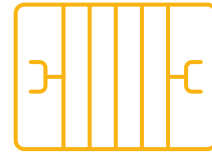
**23 Teams**

Men, Women  
and Junior



**Over 150,000**

visitors each year for  
business and leisure



**4 Pitches**

including an  
all-weather pitch



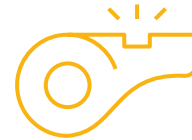
**650**

**Players**



**80,000**

web page views



**Training  
Ground**

Used by major rugby  
and football teams



**2,270**

**Members**



**7,500**

Followers on  
social media



**Hospitality**

Bar serving food and  
drink 7 days a week



**Over 200**

**Volunteers**



**Large Venue**

Available for events  
and conferences



**250**

car parking  
spaces





If you are a community focused local company with a passion for supporting one of Stafford's largest and oldest sports clubs, we would love to hear from you.



# Sponsorship

We know that the best sponsorship partnerships are those that are mutually beneficial, we are keen to work closely with our sponsors to help activate a sponsorship package in line with your key business objectives. If you would like further information on any of the packages or would like to explore a bespoke sponsorship package, to fit your business needs, large or small, please contact us.

## PLATINUM | £6,500<sup>+vat</sup>

**Your company logo on the front of team shirts**  
of all four senior teams, minimum of 72 players.

**Two pitch side advertising boards**  
around our all-weather pitch.  
Boards are 2m wide x 75cm high.

**Your company logo and bio featured on the club website** along with your contact details and a link to your company website

**Business spotlight feature**  
on our Facebook and LinkedIn channels, one per season, 7,500 followers and growing.

**Your company logo on our sponsor exclusive scrolling banner** on the homepage of our website for one month, over 80,000 page views per year.

**Back page advert in our A5 annual match programme** 3,000 copies printed per season.

**Your company advert featured on TV screens** located in the bar.

**Reserved seats in our Grandstand**  
for first and last games of the 1st XV team.

**Pre-match lunch for six guests**  
at the first and last home games of the 1st XV team.

**Welcome team to meet you and your guests**  
on arrival to introduce you to the Club President or Chairman.

**Framed photo of you and your guests**  
with one of our team captains.

**Framed SRUFC rugby shirt**  
presented to your business.

**One free meeting room hire.**

**Access into our international ticket draw**  
for a chance to win four international tickets to watch England play at Twickenham.



## **GOLD** | £5,000<sup>+vat</sup>

**Your company logo on the back of team shirts** of all four senior teams, minimum of 72 players.

**One pitch side advertising board** at our all-weather pitch. Boards are 2m wide x 75cm high.

**Your company logo and bio on the club website** along with your contact details and a link to your company website

**Business spotlight feature** on our Facebook and LinkedIn channels, one per season, 7,500 followers and growing

**Full page advert in our A5 annual match programme** 3,000 copies printed per season.

**Your company advert featured on TV screens** located in the bar.

**One free meeting room hire.**

**Pre-match lunch for six guests** at the first and last home games of the 1st XV team.

**Framed photo of you and your guests** with one of our team captains.

**Framed SRUFC rugby shirt** presented to your business.

**Access into our international ticket draw** for a chance to win 2 international tickets to watch England play at Twickenham.



## **SILVER** | £4,000<sup>+vat</sup>

**Your company logo on the back of team shorts** of all four senior teams, minimum of 72 players.

**One pitch side advertising board** around our all-weather pitch. Boards are 2m wide x 75cm high.

**Your company logo and bio on the club website** along with your contact details and a link to your company website

**Business spotlight feature** on our Facebook and LinkedIn channels, one per season, 7,500 followers and growing

**Full page advert in our A5 annual match programme** 3,000 copies printed per season.

**Your company advert featured on TV screens** located in the bar.

**Pre-match lunch for six guests** at the first and last home games of the 1st XV team.

**Framed photo of you and your guests** with one of our team captains.

**Framed SRUFC rugby shirt** presented to your business.

**One free meeting room hire.**





# BRONZE | £2,000<sup>+vat</sup>

## SENIOR TEAMS

### Two packages available

**Your company logo on the right or left arm on team shirts of all four senior teams,** minimum of 72 players.

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#### **One pitch side advertising board**

at our all-weather pitch. Boards are 2m wide x 75cm high.

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**Your company logo and bio on the club website** along with your contact details and a link to your company website

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**Framed photo of you and your guests** with one of our team captains.

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**Half page advert in our A5 annual match programme** 3,000 copies printed per season.

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**Your company advert featured on TV screens** located in the bar.

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## COLTS TEAMS

### Two packages available

**Your company logo on the front of team shirts on our girls or boys Colts teams,** home and away shirts.

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#### **One pitch side advertising board**

at our all-weather pitch. Boards are 2m wide x 75cm high.

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**Your company logo and bio on the club website** along with your contact details and a link to your company website

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**Framed photo of you and your guests** with one of our team captains.

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**Half page advert in our A5 annual match programme** 3,000 copies printed per season.

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**Company advert featured on TV screens** located in the bar.

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# Junior Team Sponsorship

## PRICE ON APPLICATION

We have lots of junior teams and around 450 players from age 6 to age 16 so there are many opportunities to sponsor an age group, or a boys or girls team of your choice. We would welcome the opportunity to discuss a suitable package, which as a minimum could include:

Company logo on the front of one junior squad team's shirt

Breakfast for six at a home game of your choice

Your company advert featured on TV screens located in the bar.

One free meeting room hire.



## Match Day Sponsor | £499<sup>+vat</sup>

### 1ST XV MEN OR 1ST XV WOMEN

Game named after your company

Pre-match lunch for eight guests at a home game

Framed photo with a team captain

Opportunity for your children to be team mascots for the game and to run out with the home team.

News article and photo featured on SRUFC website and social media channels.

## Post Match Shirt Sponsor | £750<sup>+vat</sup>

### AVAILABLE THIS SEASON FOR THE 1ST XV MEN

Your company logo will be embroidered on the dress shirts our players wear after the game, minimum of 20 shirts.

## Sponsor an Individual Player

PLEASE CONTACT US FOR FURTHER INFORMATION





# Advertising

Over 150,000 people visit our club each year. Showcase your business to a wide and varied audience.



## Grandstand Front

### ADVERTISING BANNER | £3,000 +vat

Your company logo featured on the front of our large grandstand for the whole season. Pitch facing, 10m wide x 90cm high.

Your company advert featured on TV screens located in the bar and Fitzherbert Suite.

Ask about our three year deal!

## Pitch Side

### ADVERTISING BOARDS

2m wide x 75cm high and made of good quality di bond material. Prices are plus vat and include, supply of board, print and installation.

#### SINGLE BOARD




£495 for one year | £395 renewal per year

#### DOUBLE-SIDED BOARDS

£795 for one year | £695 renewal per year





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## **SPONSORSHIP TERMS AND CONDITIONS**

All sponsorship and advertising is for one year only,  
please visit [www.staffordrugby.com](http://www.staffordrugby.com) for full details.