

BRIGHTON FOOTBALL CLUB (RFU)

EST 1868

ADVERTISING, SPONSORSHIP & PARTNERSHIPS

ONE CLUB – TAKE THE OPPORTUNITY

SEASON 2019/20



COMMERCIAL ADVERTISING & PARTNERSHIP OPPORTUNITIES

- Shirt Sponsorship
- Pitch Side Advertising
- Match Day Sponsorship
- Player Sponsorship
- Digital Opportunities
- Printed Media Opportunities
- Women Mini & Youth Development Initiatives
- Partnerships

TAKE THE OPPORTUNITY
SEASON 2019/20

1868
EST

Established in 1868 Brighton Rugby Club is proudly named 'Brighton Football Club (RFU)', a testimony to being one of the oldest rugby clubs in the world, having formed even before the creation of the Rugby Football Union (RFU) itself!

Affectionately nicknamed the 'Brighton Blues' the 'noughties' saw the club turn a significant corner in its development. In 2012 they became one of only 2 Junior Clubs in the country to have won all three of the RFU Knockout Trophies.

Now in 2019 after a dramatic climax to their commemorative 150th season, the Club achieved promotion to the 5th Tier of the RFU League system and will now play in the London & SE Premier Division, one step away from reaching National League status.

300 Players make up 4 Senior teams, coupled with a further 400 youngsters from a thriving Mini & Youth section and the introduction of Women's Rugby ensures there is rugby for everyone from u6's through to Veteran's at Brighton.

Brighton Blues puts Youth Development at the heart of its strategy and is active in all the local schools, and universities. This focus on coaching, ensured 75% of the first team have progressed through the Mini & Youth section. Over the last ten years we have produced many players into the top tier of rugby too. Most notably Marcus Smith of Harlequins and Sam Morley of Exeter Chiefs came through the Brighton Blues Mini & Youth system.

We have a rapidly expanding following and our digital presence reflects a healthy interest with Social Media and our website, enjoying increasing activity :-

- 4000 followers via Twitter, Instagram and Facebook
- 5000 unique monthly visitors to our Club Website

Match day programme advertising and Quarterly Newsletter, adds reach a circulation of well over 5000 from our First XV home fixtures, 7s, Youth and Mini Festivals.



BRIGHTON BLUES

SHIRT SPONSORSHIP

Brighton Football Club (RFU) is looking for businesses to come on board for the current and future seasons by taking out one of our excellent value for money shirt sponsorship packages which can be tailored to suit your individual requirements and budget.

The chance to have your company name on the front of Brighton Football Club (RFU) shirts is a fantastic opportunity to put your business in the spotlight. For anyone following sport it is impossible to escape the notice of the shirt sponsor, whether fans follow them in the papers, on the internet, match day programmes or pitch side.

We have 1stXV , A XV , B XV , Vets , 12 x Age Groups and Women's squads to sponsor

Some of the benefits for our shirt sponsors include: -

- Press release announcement
- Advert in day/mini festival programs
- Pitch Barrier advertising
- Table of 10 Guests at the Sponsors Lunch
- 2 x Hospitality Lunch tickets to 13 London & South East Premier Division Home fixtures
- Ballot entry for England Home international tickets *

Shirt Sponsorship **: Starting from £350.00 per season

TAKE THE OPPORTUNITY

CALL John Blackburn 07717415502 OR
EMAIL sponsorship@brightonblues.co.uk
for more information.

All Prices are plus VAT

Front of Shirt: -

- Whole Club £15k
- First XV £5k
- Senior Team £2k
- All Youth Teams £10k
- Youth Team £1k each
- All Mini Teams £5k
- Women's Team £2k

Collar: & Sleeves -

- Whole Club £2.5k
- First XV £750.00
- Senior Team £350.00
- All Youth Teams £1.5k
- Youth Team £350.00 each
- All Mini Teams £750
- Women's Team £350

Below Number: -

- Whole Club £3k
- First XV £1k
- Senior Team £500
- All Youth Teams £2k
- Youth Team £500 each
- All Mini Teams £1k
- Women's Team £500



Shorts: -

- Whole Club £3k
- First XV £1k
- Senior Team £500
- All Youth Teams £2k
- Youth Team £500 each
- All Mini Teams £1k
- Women's Team £500

*England Home International tickets (excluding any world cups) cannot be guaranteed due to unknown RFU allocation however priority of allocation to a ballot will be provided to main club sponsors. Tickets have to be bought separately .

**Shirts Sponsorship Ideally suited for minimum 3 year commitment



Artwork design details
 Bleed area 2450mm x 910mm (trimmed to 2440mm x 900mm)
 Display area 2340mm x 800mm

PITCH BARRIER ADVERTISING

The installation of the pitch barriers will maximise exposure of sponsor brands. Priority of prime locations will be afforded to our biggest sponsors and with weekly photographs posted on all our platforms and in the local press it raises your company's profile to all our supporters and visitors. So grab your space now!

One Board

First Year from £500.00*
 Following Years £360
 Includes ¼ page advert in programme

Three Boards

First Year £1,400.00 *
 Following Years £900
 Includes ¼ page advert in programme

Five Boards

First Year £2,100.00*
 Following Years £1,200.00
 Includes ½ page advert in programme

**Post Pad Protectors +
 14 Sideline Flags**

Embossed with your Company Brand
 First Year £2,100.00*
 Following Years £1,200.00
 Includes ½ page advert in programme

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* Prices include board manufacture, customer to supply artwork

MATCHDAY & MATCH BALL SPONSORSHIP PACKAGES

MATCHDAY SPONSORSHIP PACKAGES

The Blues 1st XV play their 13 home fixtures of the season at their purpose-built facility at Waterhall Playing Fields, the home of rugby in Brighton. This represents an ideal opportunity for business, commercial operations and members to support the local sporting community at Brighton.

Pre-game league lunches along with watching 80 minutes of league rugby provide a natural environment to entertain and support friends & family, colleagues, partners and clients at a Club working hard to deliver the best rugby on the South East coast.

Match Sponsorship - £1000 + VAT

- 2 course lunch for up to 20 guests including 1/2 bottle of wine per person
- Full page in the match day programme and logo on the front and middle pages
- Tannoy announcements throughout the game
- Presentation to the Man of the Match
- Website editorial and links to your website
- Social media marketing running up to, during and after the game
- President's welcome and editorial.
- Signed rugby ball

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more information.

All Prices are plus VAT

MATCHBALL SPONSORSHIP

- 2 course lunch for up to 10 guests including 1/2 bottle of wine per person
- Logo printed on Match Balls for 1st XV games on the day
- Logo on the front and middle pages of the match day programme
- Tannoy announcements throughout the game
- President's welcome and editorial
- Signed rugby ball with your company logo

Match Ball Sponsorship £500 + VAT



150
YEARS



1

James Trevis

29 - 6' 4" - 123kg

SPONSORED BY



4

Jordan Wythe

27 - 6' 4" - 102kg
Sponsor



PLAYER SPONSORSHIP

This is a great opportunity for you or the company to be associated with your favourite Brighton Football Club (RFU) player. As a player sponsor you will benefit from:

- Company logo or personal name on the Player Sponsors page of every home match day programme throughout the season and team list on the centre pages when your player is selected.
- Your company logo or personal name will feature on your chosen players Player Profile on the Brighton Football Club (RFU) website for the season

Player Sponsor: £200.00 per player

SCOREBOARD + OUTSIDE BAR SPONSORSHIP

This is a great opportunity for you or the company to be associated with Brighton Football Club (RFU) pitch side score updates & refreshment . As a supporter one place everyone will be checking is the scoreboard or the pitch side bar . The sponsor will benefit from:

- Company logo or personal name on Scoreboard + Bar and every home match day programme throughout the season on prominent pages .
- Your company logo or personal name will feature on the Brighton Football Club (RFU) website for the season
- Your Logo on Digital display screen in the clubhouse and on outside bar

Scoreboard Sponsor: £2,000.00 per season



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All Prices are plus VAT

LONDON & SOUTH
EAST PREMIER
DIVISION

DIGITAL OPPORTUNITIES

Brighton Football Club (RFU) is pleased to provide new digital opportunities to meet your business needs, aims, and objectives. The new digital opportunities offer the most relevant and effective digital inventory possible for outstanding promotion and exposure.

OFFICIAL CLUB WEBSITE SPONSORS

Your Company can be in a prestigious position alongside the Brighton Football Club (RFU) crest in the navigation bar. This high impact position – viewable on all pages and aligned with the club crest. It has mass reach and with such proximity to the club crest it is considered to be the most valuable digital opportunity.

Official Club Website Sponsor: £300.00 month or £3,000.00 per season

WEBSITE – NAVIGATION TAB SPONSOR

Your Company can be the sponsor of the News and Events, Fixture or other website navigation tabs. News and Events and Fixtures sections are high traffic areas and well engaged by regular users of the website. Each section has three advertising opportunities for each of the navigation tabs.

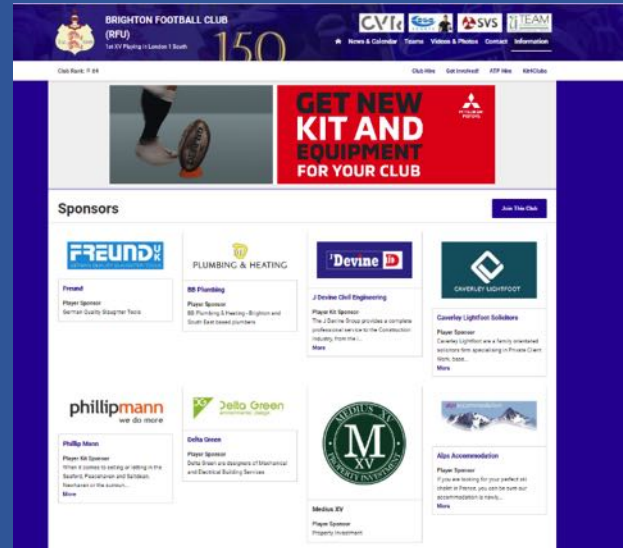
News and Events or Fixtures Tabs: £200.00 month or £2,000.00 per season
Other Section Tabs: £100.00 month or £1,000.00 per season

DIGITAL OPPORTUNITIES

OFFICIAL 'Team App' SPONSORSHIP

Your Company can be the Brighton Football Club (RFU) internal app sponsor reaching our members audience by email and app. Updates, Announcements & Newsletters are delivered on a daily basis drawing members attention to your brand. Your company logo will be in the top right hand corner – a premium position.

Official Newsletter Sponsor: £300.00 quarterly or £1,000.00 per season



150 YEARS

TAKE THE OPPORTUNITY

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information.

All Prices are plus VAT

PRINTED MEDIA OPPORTUNITIES

MATCHDAY PROGRAMME

Advertise your company in the Brighton Football Club (RFU) match day/festival programme. Programme circulation: over 2500 per season – readership between 200-300 per match and minimum 1000 for a festival.

- A5 Portrait inside front – primarily reserved for First XV Match /Event Sponsor
- A5 Portrait inside back – primarily reserved for Mini & Youth Sponsors
- A5 Portrait back – primarily reserved for Main Club Sponsor
- A6 Landscape (under First XV League Table) Reserved for Kit Sponsor
- A 8 Portrait – provided for all pitch side sponsors
- A5 Portrait (Premium spot – left of written articles or First XV Table) £200
- A6 Portrait (Premium spot – left of written articles or First XV Table) £100
- A5 Portrait £100
- A6 Landscape £50

FIXTURE CARD

2000 Brighton Football Club (RFU) booklets distributed. There are 3 adverts available giving your company unique association with Brighton Football Club (RFU) for the 2019/20 season

Adverts: £300.00 per season

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All Prices are plus VAT



OFFICAL CLUB PARTNER OPPORTUNITIES

Whatever field or industry your company is within, your company can be an official Club partner. Your company will be able to state it is an official Club Partner of Brighton Football Club (RFU) and use the logo*.

You will receive fantastic advertising opportunities and benefits which will include pitch perimeter boards, inclusion on the official partner list, match day program adverts. We will work with you to tailor your Official Club Partner package specifically for your company requirements which may include existing products and packages or new bespoke products and packages to suit.

AS AN OFFICIAL CLUB PARTNER YOU WILL ENJOY

- Official Club Partner Status
- Official Club Partner Website Advertising
- Pitch Barrier advertising**
- Entrance Board Promotion
- Match Day Programme Advertising
- Inclusion in Official Club Partner List
- Table for 10 guests at Sponsors pre match Lunch
- 2 places for 13 x 1st XV home fixtures Pre-Match Lunches
- Free Hire of Clubhouse (subject to booking)
- ***International Ticket Ballot entry

Official Club Partner Packages Start from £5,000.00 ***

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OFFICAL CLUB PARTNERS

Club Sponsors

*Subject to Club Approval ** 5 Boards included ***England Home International tickets (excluding any world cups) cannot be guaranteed due to unknown RFU allocation however priority of allocation to a ballot will be provided to main club sponsors. Tickets have to be bought separately .
Sponsorship Ideally suited for minimum 3 year commitment

Young Match Official Sponsorship

Did you know that Brighton Football Club (RFU) is at the leading edge of Young Match Official (YMO) Development in both Brighton & Hove, Sussex and the London & South East playing region? Are you or your business interested in supporting aspiring youngsters from the Club to develop a set of life skills that will empower them as individuals and support the game of rugby?

The Brighton Young Match Official (YMO) Program has been set up to qualify, equip, develop and encourage young Brighton players from the ages of 14-18 to become qualified Match Officials. The YMO Program at Brighton supports the development of our YMOs. Brighton YMO's officiate at all Brighton Club Mini & Youth Fixtures, as well as providing the Touch Line Officials for all Brighton 1st and A XV home and away league games.

Be at the forefront of what we do at Brighton and support a YMO. The Direct YMO Sponsorship Scheme, supporting a YMO directly, for 2019/20 season includes;

- 2 course lunch for you and a guest at the Sponsors Lunch
- Your company name / logo next to your sponsored YMO on the Club Website and in the match day program
- Your company name announced on the PA system when the teams and officials are announced on Match Day
- Website article announcing your YMO sponsorship with details of your company, your company name and logo alongside team & official announcements on the Club Twitter feed, Facebook pages and website on match day
- Company logo and company name placement delivered to over 2000 Twitter followers, Club Facebook pages, 1000 club website members and all match day spectators

The cost of the package is only £2000 + VAT as the Lead YMO Sponsor

The Lead Sponsor package ensures the training, kit and continuing support for 10 YMO's from across the male and female playing groups of the junior club

TAKE THE OPPORTUNITY

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EMAIL sponsorship@brightonblues.co.uk for more information.

All Prices are plus VAT



What it takes to be a YMO

All YMO's have to undertake the RFU Entry Level and Level 2 'Refereeing the 15 a side game' qualification. Continuous Professional Development (CPD) courses continue their referee education, as well as a commitment to officiating on rugby playing weekends.

Each sponsor ensures that a YMO has;

- Qualification courses paid for
- An official Brighton YMO 'clothing and equipment' pack
- Ongoing CPD courses paid for
- Their 'playing' expenses are met
- As a sponsor you will be aligned to the progress of a named YMO

Women's and Girls Rugby at Brighton

Be at the start of something amazing

Rugby is the fastest growing womens sport in the world. Equally it is estimated that by 2026, 40% of all players in the world will be female. What was once the preserve of men is now for everyone in the community to enjoy. On a local level Sussex has seen the female game grow from a handful of teams, to what is now multiple age groups, from multiple clubs, all across the county. What has made this possible has been a lot of hard work and sheer determination. What is needed now to see it grow even further and reach even more women and girls is a sustained push in investment of enthusiasm and funding.

Be at the forefront of what we do at Brighton and support our investment in the game.

The benefits of sponsoring Brighton Girls. By investing in our club, your support will not only be actively growing the female game, but it will make it more sustainable in the long term. In helping establish girls rugby in the city, you are enabling and securing rugby not only for the present generation but for future one's too.

- 2 course lunch for you and a guest at the Sponsors Lunch
- Your company name / logo on the Club Website and in the match day program officially connected to the Women's and Girl's set up at Brighton
- Your company name announced on the PA system when the teams and officials are announced on Match Day as part of the overall Club Sponsor Scheme
- Website article announcing your sponsorship with details of your company, your company name and logo alongside team & official announcements on the Club Twitter feed, Facebook pages and website on match day
- Company logo and company name placement delivered to over 2000 Twitter followers, Club Facebook pages, 1000 club website members and all match day spectators

The cost of the package is only £2300 + VAT to be the Main Sponsor supporting Women's and Girls rugby at Brighton

The Main Sponsor package ensures the training, equipment, coaching and continuing support for the female playing groups of the club

TAKE THE OPPORTUNITY

CALL John Blackburn 07717415502 OR

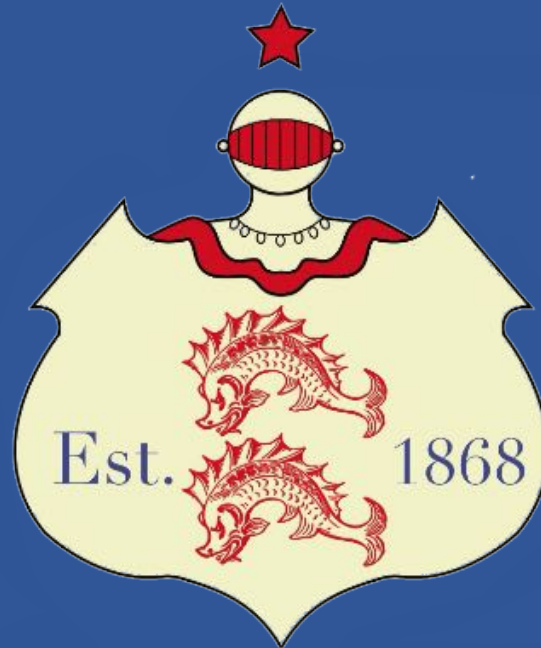
EMAIL sponsorship@brightonblues.co.uk for more information.

All Prices are plus VAT



What is great about Rugby? It cannot be stated enough just how effective rugby it is at impacting positively on individual's lives.

- Mental - Improves **self-confidence**, builds **discipline**, reduces **stress**, builds **resilience**, gives **enjoyment**.
- Physical - Develops **speed and endurance**, increases **bone density**, improves the **body's cardiovascular system**, improves flexibility, **builds** strength.
- Social - Builds **team skills**, increases **social interaction**, improves **communication**, builds a sense of **community**, heightens **respect for others**, it fosters **responsibility**, it makes **friends**.



BRIGHTON FOOTBALL CLUB (RFU)

www.brightonblues.co.uk

COME JOIN US – TAKE THE OPPORTUNITY



Brighton Rugby Club



BrightonBluesRugby



@brightonblues

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