



**FROM  
SPONSORSHIP  
TO PARTNERSHIP ...**

**P**romotion

**A**lignment

**R**eciprocity

**T**eamwork

**N**etworking

**E**mployment

**R**ecognition



**COLCHESTER**  
RUGBY FOOTBALL CLUB

# FROM SPONSORSHIP TO PARTNERSHIP

The relationship between business and sport is changing. No longer can clubs rely on a few arms' length offers to 'buddies with budgets'. Instead we need close, long-term relationships that provide mutual benefit to both parties. We don't want you to just be a CRFC Sponsor any more, but a CRFC Partner. This means ...

**Promotion.** We understand that promoting your business through your association with CRFC is important. We've got more ways than ever to do this and our PR team can help you do this for both B2B and B2C through traditional and digital methods.

**Alignment.** We're making it much easier for businesses to align themselves with specific parts of our club. You can now support individual players, teams, sections, events or anything else that matters to you or your business.

**Reciprocity.** We already have reciprocal arrangements with suppliers of print, fitness, supplements and IT services. We're keen to find more, especially if you can support clubhouse maintenance, player welfare and other off-field activities.

**Teamwork.** We're run entirely by teams of volunteers and can always use more especially if you or your colleagues bring useful business expertise. We are a well-managed club and have a clear framework to work in. Donating your time and skills will help us work even better.

**Networking.** Nobody does match lunches better than CRFC and we're now extending this into the virtual world too. A new online directory enables you to share your services with other business partners and club members.

**Employment.** We often need to find temporary or permanent placements for people coming to Colchester to play rugby. This is usually a real win-win for both parties. Getting our youth players into the world through apprenticeships or jobs is a massive help too.

**Recognition.** We recognise player achievements through Man of the Match, Team of the Month and lot of other rewards throughout the club. Providing these rewards is a practical way for you and your business to get directly involved at all levels.



# WELCOME

Colchester Rugby Club (CRFC) needs the support of local business to help meet the ever-changing needs of a growing community amateur sports club. It works both ways, and partnering with CRFC allows you to ...

- 🍪 Align your business with an outstanding amateur club in a popular sport
- 🍪 Access over 1,000 adults, 750 junior and 100 corporate members
- 🍪 Advertise to thousands of visitors at home games and festivals
- 🍪 Network with like-minded local business people
- 🍪 Make a genuine contribution to your local community

This booklet outlines the ways we partner with local business. If you'd like to find out more, please go to the back page for contact details.

## CRFC IN NUMBERS

Colchester Rugby Club is one of the biggest and best amateur rugby clubs in the country. Here are just some of the numbers ...

- 🍪 1,000 adult, 750 youth, 100 corporate members
- 🍪 6 mini age groups, 4 teams at each age group
- 🍪 5 youth age groups, 2 or 3 teams in each age group
- 🍪 5 senior sides
- 🍪 3 women's / girl's teams
- 🍪 3 formats – 15s, 7s, Touch
- 🍪 2 colts teams
- 🍪 1 U21 team
- 🍪 1 1st XV squad
- 🍪 0 paid players



## CORE VALUES

If we are to work together it's important that our club values reflect your business values. CRFC adheres strictly to those set out by the Rugby Football Union ...

- |            |              |                 |
|------------|--------------|-----------------|
| 🍪 Teamwork | 🍪 Enjoyment  | 🍪 Sportsmanship |
| 🍪 Respect  | 🍪 Discipline |                 |

If these resonate with the way your business works then we'd like to talk.

# ALL SHAPES AND SIZES WELCOME

Like our rugby, everyone is welcome. CRFC commercial support come in all shapes and sizes. Below are just some of the ways you can help us. Prices exclude VAT.

## PROMOTION

- 🍌 **Playing Kit.** You can advertise your business with any of our five senior teams, five youth teams or six mini teams. Prices range from £250 to £1,500 depending on location.
- 🍌 **Pitch hoardings.** Hoardings around the 1st XV pitch and clubhouse offer permanent brand exposure at our busy Mill Road HQ. Prices start at just £350 pa plus £100 origination.
- 🍌 **Playing equipment.** Running nearly thirty teams requires a lot of balls, bags, bibs and other baggage. You can help provide equipment for the team or teams of your choice.
- 🍌 **Fixture card.** We're replacing our bulky Handbook with a slimmer, more useful Fixture Card. Partners will have a listing or logo included depending on commitment.
- 🍌 **Partner directory.** For just £25 you can list your services to our many members who are always keen to support the people who support our club.
- 🍌 **Web presence.** Our CRFC web site is one of the most visited in UK rugby. All partners get web recognition depending on your level of commitment.
- 🍌 **Email advertising.** We now allow controlled promotion to our database of over 1,000 members. They are profiled too to ensure you get the right message to the right people.
- 🍌 **Match balls.** Match balls are not cheap and you can buy one for just £50. In return you get publicity on match day and a miniature CRFC match ball for your office.

## ALIGNMENT

- 🍌 **Youth festivals.** We run several incredibly popular festivals which are great if you want to support youth sport. Prices start from £2,000. Rain and mud optional extras.
- 🍌 **Club sections.** Supporting our Senior, Youth or Minis ensures prominent exposure on all playing kit. As premium partners other benefits accrue too. Prices start at £5,000.
- 🍌 **Playing teams.** You can now align yourself with the team of your choice. This means you get kit advertising, web promotion and other benefits for as little as £500.
- 🍌 **Players.** All 1st XV players are now available for partnership at just £250 each. Players and partners are listed on both web site and match programmes.

## RECIPROCITY

- 🍌 **Reciprocal services.** We're always keen to talk to businesses that supply the goods and services we need in return for partnership recognition.

## TEAMWORK

- 🍌 **Team volunteers.** We run ten commercial teams and always need more people to help. If your business can provide time to help run ours, then please get in touch. Cost £0.
- 🍌 **Corporate membership.** Joining CRFC as a corporate member allows you to use all our facilities. Membership also enable you to apply for International tickets. Price is just £60 pa.

## NETWORKING

- 🍷 **Match sponsorship.** Our legendary lunches cost just £350 to sponsor plus guests at just £20 per head. Benefits include match programme advert and promotion in the clubhouse.

## EMPLOYMENT

- 🍷 **Adult recruitment.** We don't pay players but we do help them find work if moving into the area. Posting your vacancies on our web site costs £0 but is a massive help.
- 🍷 **Youth apprenticeships.** We're always keen to help keep our youth players stay local when making the move into work. Your apprenticeships can help them do this.

## RECOGNITION

- 🍷 **Player recognition.** We're keen to reward player commitment through our 'Man of the Match' programme. You can help by providing a small reward for them for just £50.
- 🍷 **Volunteers.** We also try to recognise our many volunteers. This could just be a meal out or a bottle of wine but is always appreciated.

# PARTNERSHIP PACKAGES

We've five Partner Packages that reflect the value of your contributions.

- 🍷 **Platinum Partner.** Platinum Partners are headline supporters of club sections. You get all the benefits of Gold plus kit advertising or other high value exposure. Platinum partnership starts from £2,500 pa.
- 🍷 **Gold Partner.** Going for Gold allows you to enjoy all the benefits of Silver but with more web recognition, a bigger fixture card presence and other benefits. Gold partnership starts at £1,500 pa.
- 🍷 **Silver Partner.** Silver Partnership provides main match-day sponsorship for six people, full page programme advertisement, pitch hoarding, web presence, clubhouse listing and two corporate memberships for £1,000 pa.
- 🍷 **Bronze Partner.** Bronze Partners get a listing in the clubhouse and on our web site, a pitch hoarding and two corporate memberships. You can bring four people to a game of your choice and have a half-page advertisement in the match programme. Cost is £500 pa.
- 🍷 **Business Partner.** Any organisation that provides assistance below £500 in monetary value.



# WHAT NEXT?

Many of the above opportunities are limited by number and time so if you are interested, please get in touch as soon as possible via any of the below. Many thanks. Richard Parker, Commercial Team

## **Richard Parker, Commercial Team**

Phone: **Phone: 07971 464279**  
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