

# Kettering Rugby Football Club



Sponsorship & Advertising

Opportunities

Help us become,

“The best Community Club that we can be”

# The Club

Kettering Rugby Club is one of the senior rugby club in the East Midlands. Our 1st XV plays in the fiercely competitive Midlands 1 East League.

In addition to the 1st XV we have four further senior teams and a thriving Youth section developing players from the age of 5 onwards.

Our junior teams have a tremendous record and a number of our under 16s have made the England squad, while others have gone on to join clubs such as Saints, Wasps, Exeter Chiefs, Connacht, Bedford Blues, Cornish Pirates, Plymouth Albion and gain full International honours (Will Chudley is a recent example).

## Join and use the Club

There is much more to Kettering Rugby Club than 80 minutes of blood and thunder on a Saturday afternoon. The success of the 1st XV is the centrepiece of our activities and the winning of trophies and titles are important, but the pleasures of Membership extend far beyond that. The Club provides a wide range of social events, a multi-screen presentation of major matches and the chance to meet friends, old and new, in a convivial atmosphere. So, whether you are a potential player, the parent of a potential player or a spectator who would like to become more involved, you will be very welcome. See Membership section for details.

Not only does the club have a vibrant and successful rugby history, going back over 140 years, and we aim to continue to provide the opportunities for our players to be the best they can, but our policy of continuous improvement of our facilities, has seen the use of the club increase dramatically over the past 5 years, which not only enables many clubs, businesses and societies to benefit from these improvements, but it also means that our sponsors benefit from their name being seen by a very broad spectrum of individuals and companies.

The club is now used for weekly business meetings, conferences, weddings, christenings, confirmation days, all types of celebratory parties, funerals, fun days, football tournaments, our annual beer festival and many other social events, which has seen it become an everyday use, rather than mainly evening and weekend, facility.

One of our latest developments, has been the conversion of our squash courts into a state of the art gym, in a joint venture with Limitless Training Club, which is available to all members, sponsors and members of the public. Sponsors will all have access to this superb facility and its expert personal trainer and proprietor, Dwayne Paul, at reduced rates.

## **A message from our Chairman, Lennie Newman:**

Kettering Rugby Club is moving into a new era both on and off the pitch. Over the next three years the Club has aspirations to move back up to Level 5, after just missing out in the play-off game in the 2016-17 season.

We also want to build on the huge success of our thriving Youth section and ensure that Kettering is seen as one of the very best Clubs for developing Youth talent in the Country. Kettering runs a full complement of Youth teams from U6 to U17 with over 400 playing members. We have a remarkable record of developing top flight players, not least of which being James Cannon and Will Chudley. James now plays for the Irish Provincial side, Connacht. Will plays for Premiership side Exeter Chiefs and played for England against the Barbarians last season. Both players came through the Kettering Mini and Junior systems and were part of our successful COLTS team and 1st XV's before going on to higher honours.

We are also very excited about the return of a former player, Brett Sturgess, who played for Northampton Saints and Connacht, before settling down at Exeter Chiefs, where he made 160 first team appearances. Another player who learnt his trade at Kettering RFC, where he received England caps at U18, 19 & 21 age groups. Will played professionally for Worcester Warriors, Japanese side Toyota Shokki, and then returned to the UK and played for Rosslyn Park, before coming back to the club during 2016/17 season and playing a key part in the success the side had, in finishing 2<sup>nd</sup> in Midlands 1 East.

As the Chairman, I am very keen to see both the Senior sides and Youth section develop to their full potential. I firmly believe that Kettering Rugby Club has the playing talent, coaching structure and desire to reach the National Leagues and am sure that our Youth section will continue to produce players who will not only play for our own Senior squad, but go on to play first class Rugby and attain National honours like James and Will. Kettering is an amateur, community Rugby Club, which to me means that our whole club ethos is built on the very best sporting qualities of teamwork, respect, honesty, commitment and passion. I believe these are excellent life qualities to coach into our youth players and this is why Kettering Rugby Club is such an important part of our local community.

Being 'amateur' does however mean that we rely heavily on sponsors to help fund the core activities of the Club and why we are seeking support from a broader range of businesses within the local community. As you will see, there are a full range of sponsorship options, starting from reasonably modest involvement by sponsoring a match ball, through to our Club Main sponsor package. Please have a look at the packages within this document and hopefully you will feel that helping us achieve our goals will also be of value to you and your business.

# Sponsorship and Advertising Opportunities

Please talk to Doug Bridsgeman (07715 653378) or Peter May (07704 336733) to discuss any other opportunities or ideas you may have. Or e-mail [sponsorship@ketteringrugbyclub.com](mailto:sponsorship@ketteringrugbyclub.com).

## Club MAIN Sponsor 2017/18 Season

HIGHAM FLAT ROOFING LTD.

For possible opportunities in future years, please speak to the sponsorship team

## Player Sponsorship

- |  |         |
|--|---------|
| 1). Kit Package for player (2pr. Shorts, 2pr socks, warm up top, hoody, poloshirt, dress shirt, kit bag) - | £200.00 |
| 2). As above (1) with addition of membership fee for the player -  | £320.00 |
| 3). As above (2) with the addition of gym membership for the player -                                      | £500.00 |

### Sponsors Benefits:

- Invite to Sponsors Day Lunch
- Link to your company's website from KRFC website
- Framed picture of your player
- Social Membership for 2
- Reduced rates for hire of club facilities
- Reduced monthly rates for membership of our new gym facility
- joint venture with Limitless Training Club
- Photograph of your player with reference to you as sponsor on web-site and in program
- Knowledge that you are contributing to the players kit and membership (subject to the package you have chosen)

# 1st XV Match Day Sponsorship



Cost per Match - £500.00

Match Sponsors Benefits include:

- Table for 10 with a 2-course homemade meal.
- Entry and Match Day Programmes for 10.
- 2 bottles of wine on table.
- 10 drink tokens for first drink.
- Cheeseboard and bottle port at half time or end of game.
- Framed photograph of 1st XV squad.
- Mention in Match Day Programme.
- Mention on clubs' website in build-up prior to the game
- Promotion on TV screens around clubhouse.
- Mentions on club tannoy system
- Name Kettering's Man-of-the-Match

Additional Sponsors Benefits:

- Invite to Sponsors Day Lunch
- Link to your company's website from KRFC website
- Framed 1st XV picture or framed 1st XV shirt (dependant on value of sponsorship)
- Social Membership for 2
- Reduced rates for hire of club facilities
- Reduced monthly rates for membership of our new gym facility joint venture with Limitless Training Club

# Programme Advertising



Outside Back Cover	-	£500.00 (£38.46 per game)
Inside Back Cover	-	£400.00 (£30.77 per game)
Inside Front Cover	-	£400.00 (£30.77 per game)
Inside Full Page Colour	-	£250.00 (£19.23 per game)
Inside Half Page Colour	-	£150.00 (£11.54 per game)

## Perimeter Board Advertising



Small (top of bank)	-	£300.00
Medium (top of bank & pitch side) - pictured	-	£500.00
Large (facing clubhouse)	-	£700.00

### Sponsors Benefits:

- Invite to Sponsors Day Lunch
- Link to your website from KRFC website
- Framed 1st XV picture or framed 1st XV shirt (dependant on value of sponsorship)
- Social Membership for 2
- Reduced rates for hire of club facilities
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# Other Sponsorship Opportunities

- Post Protectors and Flags



- Scoreboard



- Sponsored 'Drinking Bottles' for all senior teams



- Warm Up Tops

- Shirt Sponsorship

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