



# WOODBIDGE RUGBY CLUB



## Sponsorship Options

# Woodbridge Rugby Union Football Club

Year 2022-2023



@woodbridge\_rufc



/wruvc



woodbridgerugbyclub.co.uk



# Message From **The Chairman**

## Dear Supporter

Woodbridge Rugby Club was founded over fifty years ago back in 1969 following several requests in the local press for the formation of a rugby team. Like many clubs at that time, the origins of a side were then established in a local Woodbridge pub and the seed of a men's team established – a team started by the community for the community, a core principle that is still at the heart of the club today.

Today, Woodbridge is still a community club – run by volunteers with a passion for providing, a friendly and inclusive club environment with a one club ethos and where enjoyment and having fun is at the heart of what we do.

Driven by our amazing volunteers we have throughout the club, we have seen growth in our membership, year on year. We now boast more than 100 volunteers who dedicate their time in supporting rugby on and off the field. Our on-field rugby activities provide a safe and enjoyable place for our 500 + membership base. From what has evolved from a single men's team, we are now proud to have 16 squads covering male and females from age 6 to 60 and, of course, our very own indomitable Wheelchair Warriors.

With this success and growth in the club it is key we re-invest to improve our facilities so that we can continue to drive forward community rugby at Hatchley Barn for further generations to come. This will ensure Woodbridge Rugby Club continues to be the club of choice for our community, providing

the best facilities to support the needs of our membership. Not only an expansion of our current facilities but also those facilities need to become increasingly more sophisticated to meet the diverse requirements of our membership.

Our players once used to shower in the local pub. As you can imagine though, it becomes increasingly crowded when we support multiple age groups, coaches, physios, first aiders and referees of different genders even before you take into consideration the easy access required around the club by our Wheelchair Warriors.

In this Sponsorship pack, you can learn about our club, our links with the community and our vision to build on our grass roots and establish Woodbridge as an outstanding amateur club, which is fit for the future. Whilst financial sponsorship is extremely welcome, we are always on the lookout for volunteers to help with the ever-increasing tasks required to run a complex club.

I would like to thank those who already volunteer and give their time to our club both on and off the field, along with our current sponsors, whom without we wouldn't have the club we have today. If you would like to know more, about our club further to what is outlined, please approach me or another member of the committee, we are very sure that you will find being a part of our club an enjoyable and rewarding experience.



**Tim Johnson**  
Chairman, Woodbridge Rugby Club





# Message From The Junior Chair

At the heart of Woodbridge Rugby Club is our thriving junior section with over 350 players. We have squads from U6 to Colts and our goal is to produce players that embody the core values of rugby and provide a pathway to our senior squads of the future.

We provide opportunities for players to progress and to enjoy their rugby. This season fifteen boys in our youth section have been selected to become part of the Northampton Saints Academy Pathway and 8 of our Colts have represented Suffolk. In 2022, our U10s squad were victorious at the Prima Cup played at Leicester Tigers and our U11 and U12 squads will take part in the Northampton Saints Defender Premiership Rugby Cup event growing our reputation locally and further afield.

In addition to home and away fixtures against other local clubs, we host our own minis development festival each year involving 800 children from clubs in Suffolk and surrounding counties. At Christmas we have a festive fun session with games and food, and at the end of each season, we hold an awards presentation party to recognise the achievements of our players.

As a community club WRUFC prides itself on our strong links with local suppliers and organisations. To this end we are proud to have Woodbridge School as our principal junior section sponsor embodying the importance of providing sporting opportunities and strong community based relationships. From our origins, Woodbridge School have supported the club and have been key in deepening our player base as well as helping us to advance our club via volunteers and members.



**Claire Cole**

Junior Chair, Woodbridge Rugby Club





# WOODBIDGE RUGBY CLUB



## Vision

To be an outstanding amateur Rugby Union Football Club recognised as a valued contributor in the local community.

## Mission

To be a high quality, inclusive rugby club, offering opportunities for all ages, genders, and levels of ability; embracing the RFU core values by championing an environment and culture promoting teamwork, respect, enjoyment, discipline and sportsmanship whilst honouring the club's history.

## Core Values

- Teamwork
- Respect
- Enjoyment
- Discipline
- Sportsmanship



# Partnership

Woodbridge RUFC is committed to providing facilities that support the local community to enjoy rugby through all age groups and backgrounds. Our youngest members join the club at five years of age and enrol into a development programme that ensures we nurture and encourage players of all abilities both on and off the pitch.

To maintain the daily running of the club, as well as to support the development and growth of the clubs facilities, funding is now required given the rapid expansion of teams and supporters in recent years.

# Sponsorship

When you become a sponsor of our club, you are not just providing a financial support, you are enabling our club to continue to grow, support our staff and volunteers to deliver a high standard of training and to maintain outstanding facilities for all our players, members and guests.

## Some of our current sponsors



# Player and Supporter Base

WRUFC hosts a base of more than 500 players and over 2,000 supporters

There are multiple ways to support the club even if your interest is specific to a team. Our sponsors help ensure we offer the best kit, equipment and facilities for all our teams - and in return, we want to champion our sponsors and continuously recognise their value and importance.

Senior Section	1st XV Warriors
	2nd XV Saxons
	Wheelchair Warriors (Men & Women)
Senior Women	1st XV Amazons
Junior Section	Colts XV U18
	U16 - Year 11
	U15 - Year 10
	U14 - Year 9
	U13 - Year 8
Mini's Section	U12 - Year 7
	U11 - Year 6
	U10 - Year 5
	U9 - Year 4
	U8 - Year 3
	U7 - Year 2
	U6 - Year 1/ Reception







TIER	LOCATION
TIER ONE	A - Welcome Boards Principal Sponsor only
	F- Score Board – Principal Sponsor or Gold Sponsors Only
TIER TWO	F - Centre of Pitch One up to the 22
TIER THREE	E - Behind the posts
	D - Up to the 22
	G - Car Park
TIER FOUR	B1 Pitch Two
	B2 - Pitch Three & Pitch Four

ZONE	FEATURES	OPPORTUNITIES
A	Welcome Board (*2)	Advertising space on board for Principal Sponsor
	Club Sign	Club sign, advertising space for new players or users of facilities
	Car Park	Ample parking for site users and to advertise potential for hosting other events
B	Multiple Sites	Equipment sponsorship potential
	Enclosed Fencing	Space for advertising boards around training areas & pitches
C	Match Day Luncheon/VP Packs	Principal, Gold, Silver & Bronze, Matchday Sponsorship packages
	Private Hire	Private parties, weddings, conferences Capacity up to 120 persons
	Bar	Subsidised bar Great benefits for members and for hosting events
	Wall Space/TV Promotion Screen	Use for match day promotions/sponsors etc.
	Gym	Small gym, potential for sponsors to use
	Physio	Physio could be made available for weekly access and private hire
	Club Open Days	Player recruitment and sponsored events. Combined with other local organisations and youth groups
D	3' x 8' Advertising Boards	Currently 20 issued with space for more
	Potential for 2' x 8' boards	Pitch Two and training pitches
E	Goal Post Protectors	Focal point for sponsorship/partnership advertising
	Touch Line Flags	Focal point for sponsorship/partnership advertising
	Advertising boards	Team/Individual photos
F	Score Board Advertising	Prominent position for principal/gold sponsors
	3' x 8' Advertising Boards	MOTM prize related to sponsor and photos taken by advertising boards with all parties
G	Website	Advertising space, news and profile raising opportunities
	Communications (Email, Letters)	Logos on emails, letters etc, Matchday PA
	Social Media Platforms	Over 2,000 followers, great reach for photos/updates
	Physio/Medical Sponsor/Travel	Potential opportunities for companies operating in these areas

# Pitch-side Sponsorship (B, D, E & F)

## Advertising Boards

- The advertising boards are for those wishing to affiliate directly with the club or available if you sign up to a sponsorship package
- The fees shown are for Tier Four areas; Tier Three are plus £100, Tier Two plus £200
- For companies that provide the club services, such as those businesses that support the ground work, building work or maintenance and other on site costs or act as a supplier, a £100 partner discount is available to these advertising costs
- Please note, all prices subject to VAT at the prevailing rate

### Main Pitch Side Boards (3' x 8')

Board Placement Term	Sponsorship	
	Total Cost	Annual Cost/Year
Board Placement - 2 Years	£400	£200
Per Year After	£200	£200
Board Placement - 3 Years	£570	£190
Board Placement - 4 Years	£720	£180
Board Placement - 5 Years	£875	£175

### Training Area Boards (2' x 8' Size)

Board Placement Term	Sponsorship	
	Total Cost	Annual Cost/Year
Board Placement - 2 Years	£300	£150
Per Year After	£300	£150
Board Placement - 3 Years	£420	£140
Board Placement - 4 Years	£520	£130
Board Placement - 5 Years	£625	£125





# Our Key Packages – Individuals

## VP

£60 per annum



### Benefits Include:

- Subsidised drinks & meals at the clubhouse
- Complimentary annual Chairman's Lunch
- Ability to hire the clubhouse facilities at a discounted rate (subject to availability)
- Free sporting events shown at the clubhouse
- Listed as a named supporter on the website as a key supporter of WRUFC
- Access to apply for England international Tickets

## Life VP

£750



### Benefits Include:

- All benefits for VP plus
- Lifetime VP Membership
- Name added to Life VP Frame

## Our Key Packages Individuals and companies

### Match Day

£500 + MOTM Prize (up to £50)



### Benefits Include:

- VP Luncheon for 4 guests (inc. Wine).
- Advertising on TV screen in club house.
- MOTM award and publicity photo publication.
- Photos published featuring matchday sponsor to all our social platforms
- MOTM award promoting sponsor. (N.B. Prize to provided by sponsor).



# Sponsorship Packages

## Bronze

£800 for two years of sponsorship



### Benefits Include:

- Tier 3 advertising board
- Logo placement & link on club website & social media sites.
- VP membership for 1 person for two years

## Silver

£2,000 for two years of sponsorship



### Benefits Include:

- Tier 2 advertising board
- Logo placement & link on club website & social media sites.
- VP membership for 2 people for two years
- One Matchday Sponsorship





# Our Elite Partner Programmes

## Gold

£4,000 for two years of sponsorship



### Benefits Include:

- Advertising on first team kit for two seasons
- VP Membership for 4 people for two years
- Two Tier-Two advertising boards
- Prominent logo placement on kit and link on club website & social media sites
- Logo added to all correspondence from club
- Matchday sponsorship of two league lunches
- Two tickets to the annual Woodbridge Ball

## Principal Sponsor

£10,000 fixed for two years



### Benefits Include:

- Tier-one on main entrance with prime brand positioning
- Four Tier-Two advertising boards
- Logo as header placement on club website, club correspondence & on social media sites
- Prominent advertising on first team kit for two seasons
- VP Membership for four people
- Matchday sponsorship of two League Lunches with four guests including complimentary food and drink
- Four tickets to the annual Woodbridge Ball
- Two England international tickets with hospitality





# WOODBIDGE SCHOOL

A co-educational independent day and boarding school for students aged from 4 to 18

Our all round provision is integral to providing a life long love of sport, which develops key skills and habits for personal health and fitness. Supporting all students to achieve their potential, from those participating solely for health and enjoyment to those aspiring for a career in professional sport.



Want to see for yourself?  
Book a visit at [woodbridgeschool.org.uk](http://woodbridgeschool.org.uk)

RUGBY HOCKEY FOOTBALL NETBALL ATHLETICS  
GOLF CROSS COUNTRY CRICKET EQUESTRIAN SKIING

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Community is a fundamental part of the foundations of Woodbridge School and remains one of our key values today. Being principal sponsor of the WRC juniors and minis is so much more than a transactional agreement.

Our aim with Woodbridge School sport moving forward is to be a meaningful part of sport provision in the area, building positive links with the local sporting community and becoming a hub for sport and physical activity within our area. Our link with Woodbridge Rugby Club is absolutely key in this aspiration and through mutual support we will be able to deliver on our shared goals. We are truly proud sponsors of the club.

**Ralph Pruden**

Head of Sport, Woodbridge School



If you are interested in supporting your local rugby club, please contact [sponsors@woodbridgerugby.net](mailto:sponsors@woodbridgerugby.net)



@woodbridge\_rufc



/wrfuc



[woodbridgerugbyclub.co.uk](http://woodbridgerugbyclub.co.uk)

