

BE PART OF THE  
**HERTFORD**

# PACK

SPONSORSHIP  
BROCHURE  
**2023 / 24**





## TO OUR SPONSORS

*We are here because of you - it's that simple.*

*Everyday, you make it possible for our kids, teenagers and everyone to enjoy not only Rugby as a sport, but to be part of a strong and supportive community.*

*And in return, we will make sure that you will receive the exposure you deserve, as our greatly valued sponsors.*

*Thank you for your generous contributions!*

*The Hertford Rugby Football Club Team*

# THANK YOU



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# WHY BE PART OF THE HERTFORD PACK



## CLUB

Hertford Rugby Football Club is a vibrant community Club providing great facilities for over 650 players in the following sections:

- Over 20 teams across 11 age groups in our Mini & Youth sections (Under 6's to Under 16's).
- Our Mixed Ability section.
- Our Girls (Mini & Youth) section.
- Three teams in our Colts section (Under 17's & 18's age groups).
- Four teams in our Senior section.

Our 1<sup>st</sup> XV plays in the Regional 1 – South East League (Level 5 in the RFU's League structure).

We have an active membership of over 2,000 and together with their families, friends, guests and visiting Clubs, our footfall is over 5,000 individual visitors per month.

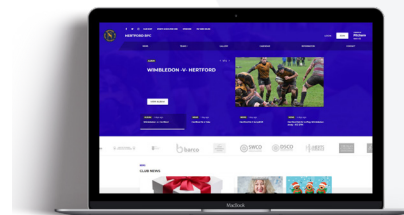
Additionally, we host annual festivals with around 1,500 visitors each day and also host county / representative matches.

## WEBSITE

Hertford RFC's Pitchero website is the hub of Club communication and the central information resource for all members and visitors.

It has over 170,000 page views per annum, more than 90,000 unique website visits per annum, up by some 50% on the figures from 2 seasons ago. Over the last year, it has been ranked in the top 21 of all rugby clubs in the UK using Pitchero websites (which is most of them) but can reach as high as the top 10 on individual weeks.

There are over 3,000 Club members and supporters on the website database.



## FACILITIES

We own and / or manage our 57-acre site in Ware, Hertfordshire with first class facilities. These include:

- **Main & Small bar area** - 84 sq meters with wall mounted TVs and sound system with PA facility.
- **Dining room / Hall** – 130 sq meters / 140-person seating capacity with projector and large screen and sound system with PA facility. Also 65" smart TV on mobile stand.
- **Executive Suite** – upstairs - (fully refurbished 2021) – 57 sq meters / 40-person seating capacity, bar, full multi-media facilities, washrooms, service area and bi-fold doors opening onto balcony.
- **Modern kitchen** (fully refurbished 2021) with Rational ovens and a dumbwaiter to service the Executive Suite.
- **Washrooms** (fully refurbished 2022) – off bar (with Accessible and Baby Changing facilities) and dining room areas.
- 10 Pitches / playing areas
- Changing rooms
- Gym (Athlon Fitness)
- Physiotherapy Centre (Active Body Clinic)
- On-site car parking for over 250 vehicles and 2 large coaches

# EXPOSURE

**3000+**  
active members

**90K+**  
unique website  
visitors / annum

**170K+**  
page views / annum



# HERTFORD RFC - COMMERCIAL

Hoe Lane Ware Herts SG12 9NZ  
hertfordrfc.co.uk 01920 462975

The ideal venue for:

- | Seminars
- | Board Meetings
- | Training Sessions
- | Sales Presentations
- | Social Events



Prime Location with:

- | Full In House Catering
- | Multi Media Throughout
- | Easy Access
- | Extensive Parking

To find out more, please contact the Operations Director:  
[dave.baseley@btinternet.com](mailto:dave.baseley@btinternet.com) 07831 884788



## 90 YEARS OF RUGBY IN HERTFORD



**In November 2022 we celebrated the 90<sup>th</sup> anniversary of the founding of our Rugby Club.**

When we look at the facilities we now have at our disposal, a large social clubhouse, large changing facilities (that will be upgraded and enhanced in the future) and over 57 acres of land for car parking and numerous pitches for our senior, youth, mini, mixed ability and girls sections, we are humbled by all the support of sponsors, patrons, club members and dedicated volunteers who made all this happen.



## GET INVOLVED

Giving back to the local community is very important to our Club.

Our big charity fundraising event takes place on our annual Ladies Day. This has raised over £24,000 during the last six seasons and for the last few seasons we have supported local charities such as Mudlarks, Hertford Disability Support Group, Herts Young Homeless & Keech Hospice Care.

Our grounds are used by a number of local schools for their sports events. We are an active member of the Herts Chamber of Commerce.

Each year we train over 20 new coaches and referees of all ages; and send members onto the excellent RFU Leadership Course.

This results in our young players being taught to understand T.R.E.D.S, being the core values of our sport:

**TEAMWORK • RESPECT • ENJOYMENT • DISCIPLINE • SPORTSMANSHIP**

Everyone involved in rugby at our Club, whether as a player, coach, referee, administrator, parent or spectator is expected to uphold these core values.

As a Club we are inclusive, diverse and maintain the highest safeguarding and anti-bullying standards.

## CHARITIES WE HAVE SUPPORTED





# SPONSORSHIP OPPORTUNITIES



## SPONSORSHIP AT HERTFORD RFC

At Hertford RFC, a variety of Sponsorship opportunities are available to suit any size and budget! Detailed information about many of these opportunities can be found on the next few pages. We are also more than happy to create customised packages tailored specifically to your needs.

### CLOTHING



#### 1<sup>ST</sup> XV

- Playing Shirts (home/away)
- Shorts

#### OTHER SECTIONS & TEAMS

- Playing Shirts
- Training tops for coaches

### MAIN PITCH



- Goal post protectors
- Flag post protectors
- Advertising boards

### EVENTS



- Match Day Sponsor
- Ladies Day & Supporters Charity Lunch Sponsor

### MISCELLANEOUS

- Reusable plastic pint cups
- Beer Mats
- Business Cards



### SERVICE SPONSORSHIP

There are always maintenance and projects being carried out on the Club house and grounds.

Would you prefer to provide a service rather than financial support?



### CUSTOM

#### CAN'T FIND WHAT SUITS YOU?

Contact one of the Sponsorship team to create a custom package.



## SHIRTS & SHORTS

This sponsorship, which is based on a 2 year deal for the shirts, includes:

- Company logo on the 1<sup>st</sup> XV home and away playing shirts / shorts in the position as agreed.
- You will receive a framed shirt / shorts to display at your premises.
- Your logo will be featured on a framed shirt / shorts displayed in the main bar.
- Interactive Company logo on the rolling banner on the home page on the Club's website.
- Interactive Company logo on the sponsors page on the Club's website.
- Interactive Company logo on the 1<sup>st</sup> XV page on the Club's website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- Your logo will be seen on the playing shirts / shorts through the match photos that are shown on the gallery on the website.
- You may leave your business cards in the card holder in the Club house.

## PRICING

### SHIRTS (2-SEASON SPONSORSHIP)

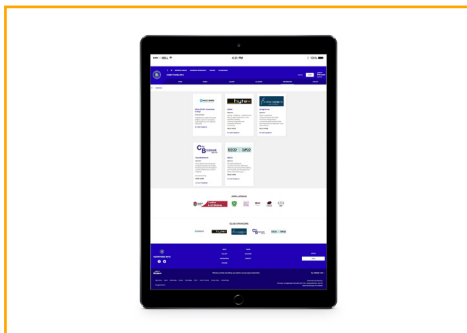
Both sleeves (width: 120mm).....	£1,650 per season
Centre front upper (width: 250mm).....	£3,850 per season
Center front lower (width: 250mm).....	£2,750 per season
Upper back (width: 200 / 240mm).....	£2,200 per season
Lower back - 2 available (width: 250mm).....	£1,100 per season

### SHORTS

Upper back (width: 220mm).....	£1,100 per season
Back of both legs (width: 120 / 150mm).....	£1,100 per season

All the above prices are subject to VAT.

## WEBSITE



## SHIRT FRONT



## SHIRT BACK



## SHORTS



## SHIRTS & TOPS

In addition to sponsoring clothing for the 1<sup>st</sup> XV there are plenty of opportunities to sponsor other sides and sections within our thriving community Club.

In the Senior section there are three other teams, the Extra 1<sup>st</sup> XV (2<sup>nd</sup>s), the Hoes (3<sup>rd</sup>s) & the Termites (4<sup>th</sup>s).

The Mini (Under 6's to U12's), Youth (U13's to U16's) & Colts (U17's to U18's) sections continue to grow and be very successful with over 500 players between them and there are also our Mixed Ability and Girls (Youth & Mini) sections.

These are mainly bespoke sponsorship packages, for example:

- Set of playing shirts for one of the senior sides or the Colts.
- Training tops for the coaches in one of the sections / age groups.

Please contact a member of the Sponsorship team for further details.

## TERMITES SHIRTS



## MINI COACHES JACKET



## GIRLS SECTION SHIRTS







## MAIN PITCH MAP

**GOAL POST PROTECTORS**  
(SET OF 4 AVAILABLE)

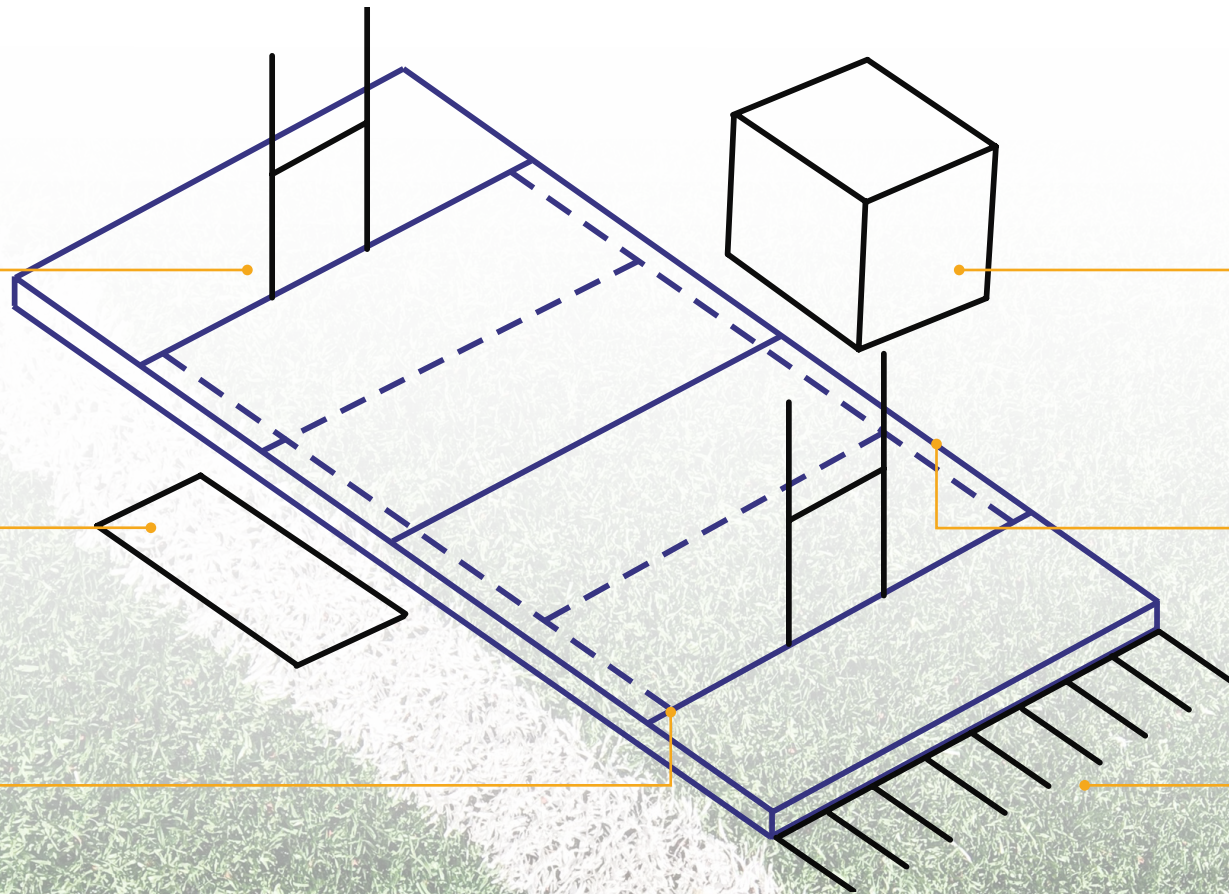
**CLUB HOUSE  
BOARDS**

**JAMIE GEORGE STAND  
BOARDS**

**PERIMETER  
BOARDS**

**FLAG POST PROTECTORS**  
(SET OF 14 AVAILABLE)

**CAR PARK  
BOARDS**



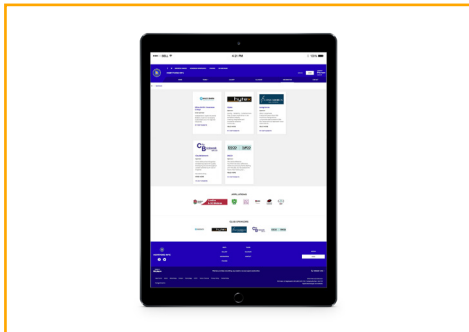


## GOAL & FLAG POST PROTECTORS

This sponsorship, **which is based on a 3 year deal**, includes:

- Company logo on the Goal Post Protectors (set of 4) or Flag Post Protectors (set of 14) to be used on the main pitch.
- Your logo will be featured on a photo of a match action shot by the posts that will be displayed in the main bar.
- Interactive Company logo on the rolling banner on the home page on the Club's website.
- Interactive Company logo on the sponsors page on the Club's website.
- Interactive Company logo on the 1<sup>st</sup>XV page on the Club's website.
- Your logo will be seen on the posts through the match photos that are shown on the gallery on the website.
- You may leave your business cards in the card holder in the club house.

## WEBSITE



## PRICING

### GOAL POST PROTECTORS

3-season sponsorship.....£2,750 per season

### FLAG POST PROTECTORS

3-season sponsorship.....£1,375 per season

*All the above prices are subject to VAT.*

## GOAL POST PROTECTORS



## FLAG POST PROTECTORS



## ADVERTISING BOARDS

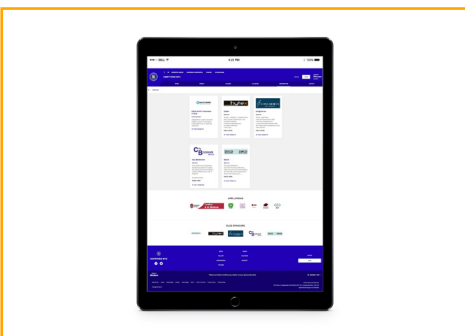
All boards remain in place for the entire year.

This sponsorship includes:

- Company logo displayed on a board situated in the position as agreed.
- Interactive Company logo on the sponsors page on the website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- You may leave your business cards in the card holder in the Club house.



## WEBSITE



## PRICING (per season)

### PERIMETER

#### Left hand posts side

8 x central (4,880 mm x 1,200 mm).....	£1,200 each
7 x outer (4,880 mm x 1,200 mm).....	£1,000 each
5 x outer (2,440 mm x 1,200 mm).....	£600 each

#### Far side (opposite club house)

8 x central (2,440 mm x 610 mm).....	£600 each
26 x outer (2,440 mm x 610 mm).....	£500 each
1 x far right hand corner (4,770 mm x 1,220 mm).....	£750 each

#### Right hand posts side

5 x central (4,880 mm x 1,200 mm).....	£1,200 each
6 x outer (4,880 mm x 1,200 mm).....	£1,000 each
4 x outer (2,440 mm x 1,200 mm).....	£600 each

### STANDS

#### Small stand

2 x signs either side of Jamie George stand (14,500 mm x 610 mm approx.) .....	£2,400
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#### Main stand

1 x In front of balcony (7,320 mm x 610 mm) .....	£2,000
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### OTHERS

1 x in front of shop (4,800 mm x 1200 mm) .....	£1,000
Car park.....	on request
Balcony (behind seats).....	on request

Measurements = Width x Height

All the above prices are subject to VAT.

Prices exclude the design and production costs of boards. Please contact a member of the Sponsorship team for further information.



## MATCH DAY SPONSOR

There are 9 Match Day Sponsorship packages available per season – 7 Supporters Lunches, the Pub Lunch (with up to 12 pubs attending) and the Sponsors & Patrons Lunch.

They offer a unique opportunity for you to entertain your clients, whilst putting your business in the spotlight.

This sponsorship package includes:

- 1 table for 10 at a pre-match Supporters Lunch, including 4 bottles of wine.
- Admission to the match and match programme.
- Introduction about your company from the Hertford RFC President during the lunch.
- Mentions of your company over the public-address system before and during the game.
- Choose your Hertford man of the match and present him with a bottle of bubbly (with photo opportunity).
- A photo opportunity with the 1<sup>st</sup> XV team (on request).
- Display of company banner and business cards / flyers in clubhouse.
- Half page feature in the Match Day programme plus company name / logo on team sheet page.
- Interactive Company logo on the sponsors page on the website.
- Company shown as the Match Day Sponsor and logo featured in the match day media video that is shown on a 55" monitor in the main bar.

# EXPOSURE

**100+**  
pre-match  
lunch attendees

**500+**  
1<sup>st</sup> XV match attendees

# PRICING

£700 per match

*All the above prices are subject to VAT.*

## LADIES DAY SPONSOR

Ladies Day... our biggest lunch of the season with up to 300 attending (150 in the Clubhouse and 150 in the marquee in the front car park). It is also our annual charity fundraising event.

This sponsorship package includes:

- 1 table for 10 at a pre-match Supporters Lunch, including 4 bottles of wine.
- Admission to the match and match programme.
- Introduction about your company from the Hertford RFC President during the lunch.
- Mentions of your company over the public-address system before and during the game.
- Choose your Hertford man of the match and present him with a bottle of bubbly (with photo opportunity).
- A photo opportunity with the 1<sup>st</sup> XV team (on request).
- Display of company banner and business cards / flyers in clubhouse.
- Half page advert in the Match Day programme plus company name / logo on the team sheet page.
- Interactive Company logo on the sponsors page on the website.
- Company shown as the Match Day Sponsor and logo featured in the match day media video that is shown on a 55" monitor in the main bar.



**EXPOSURE**

**300+**  
pre-match  
lunch attendees

**500+**  
1<sup>st</sup> XV match attendees

**PRICING**  
£1,400 per match

*All the above prices are subject to VAT.*

## MERCHANDISE



### REUSUABLE PLASTIC PINT CUPS

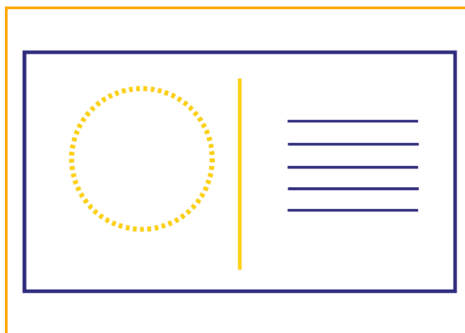
Your company logo will be featured alongside the Club's badge on all plastic pint cups that are used on all match days and will be seen by everybody there – approx. 500 attend 1<sup>st</sup> XV home matches.



### BEER MATS

Your company logo will be featured on Hertford RFC beer mats and will be on the same side as the 1<sup>st</sup> XV fixtures.

These beer mats will be used in the Club bars and will be distributed to a number of local pubs that are associated with the Club (subject to their agreement).



### BUSINESS CARD

Display your business cards in our Business Card holder which will be wall mounted in the Club house and can be seen by everyone using the bar area.

## PRICING

Reusable plastic pint cups.....	P.O.A per 2-season sponsorship
Beer mats.....	£250 per season
Business cards.....	£100 per season

All the above prices are subject to VAT.

## SERVICE SPONSORSHIP

Instead of a financial contribution you may prefer to offer the skillset and experience of your company as a Service Sponsor.

As the Club continues to expand, there are many regular maintenance jobs and new projects that need to be carried out on our grounds and facilities and also on the administration side of the Club that would benefit hugely from the assistance and input of service sponsors.

Examples of where you may be able to help are general building and maintenance, grounds work, plumbing, electrics, tree surgery, log supplies, flooring, printing, window cleaning and transportation to name just a few!

So, if you believe your line of business would benefit the Club then why not consider offering your services as a "Service Sponsor" by contacting:

**Dave Baseley – Operations Director – email: [dave.baseley@btinternet.com](mailto:dave.baseley@btinternet.com)**

As a Service Sponsor:

- You will receive an invitation to the Club's annual Sponsors and Patrons Lunch
- Interactive Company logo on the sponsors page on the Club's website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- You may leave your business cards in the card holder in the club house.
- If you are not already a member, you will become an Honorary Member of Hertford RFC.





# SPONSORSHIP PACKAGES



CATEGORY	PLATINUM	GOLD	SILVER	BRONZE
AGREED VALUE OF PACKAGE (EX VAT BASIS):	IN EXCESS OF £10,000	£2,500 TO £9,999	£1,000 TO £2,499	UP TO £999
<b>SPONSOR BENEFITS:</b>				
Number of invitations to to the Club's annual Sponsors & Patrons Lunch:	4	2	2	1
Number of invitations to a Supporters Lunch:	4	2	No	No
Interactive Company logo on the rolling banner on the Home page on the Club's website:	Yes	Yes	No	No
Interactive Company logo on the 1st XV page on the Club's website:	Yes	Yes	No	No
Interactive Company logo on the Sponsors page on the Club's website:	Yes	Yes	Yes	Yes
Company logo featured in the match day media video that is shown on the monitor in the main bar:	Yes	Yes	Yes	Yes
Leave your business cards in the card holder in the Club house.	Yes	Yes	Yes	Yes
If you are not already a member, you will become an Honorary Member of Hertford RFC.	Yes	Yes	Yes	Yes

## JOIN US

We would love you to join our "team" of sponsors and in return you can:

- Fulfil your corporate social responsibilities
- Support your local community sports club
- Become further ingrained in the hearts and minds of the members, their families and your local community.

Please contact us to discuss the opportunities available to sponsors.

## CONTACT

If you have any questions or require more information about our sponsorship packages or bespoke sponsorship opportunities, please contact a member of the Sponsorship team at Hertford RFC:

**Andrew "Bunter" Green:**

[andrew.green07@hotmail.com](mailto:andrew.green07@hotmail.com)

**Gary Bullen:**

[garyandsueb@btinternet.com](mailto:garyandsueb@btinternet.com)

**Andrew Sanderson:**

[asanderson74@hotmail.com](mailto:asanderson74@hotmail.com)

**Nigel Waller (Club Treasurer):**

[nigel.waller63@yahoo.co.uk](mailto:nigel.waller63@yahoo.co.uk)





## OUR MISSION

*At Hertford RFC we aim to promote participation in the game of Rugby by people from all sections of our community, whether as a player, coach, referee, administrator or simply as a spectator.*

*It is our aim, not only to compete at the highest sustainable level but also to recruit, develop and retain players of all ages and abilities and allow them to reach their full potential, through the provision of outstanding facilities, coaching and management in a safe and fun environment.*

### **Hertford Rugby Football Club**

Hoe Lane, Ware, SG12 9NZ  
01920 462975  
admin@hertfordrfc.co.uk  
www.hertfordrfc.com

### **About this document**

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