

# CARLISLE RFC LTD



A Community Amateur Sports Club  
Founded 1873



***A SUMMARY OF SPONSORSHIP  
OPPORTUNITIES 2010 - 2011***



# CARLISLE RUGBY FOOTBALL CLUB

*A community rugby club since 1873*

## About the club

Founded in 1873 Carlisle RFC has a long and distinguished history. It is renowned for holding three official records in its early years;

- earliest international club fixture,
- hosting the first ever sevens tournament in England
- organising the first ever flood lit games in England

A number of Carlisle players have gone on to represent their Country, including Chris Wardlow in the 1970's and Ian Hunter in the 1990's, both of whom played for England and were also selected for the Lions.

The club has developed rapidly over the last twenty years, resulting in improved facilities and playing opportunities. It now fields three senior men's teams, a colts team and a ladies team. It also has an outstanding junior section with 320 registered junior players between the ages of 5 and 17.

A large group of dedicated volunteers are at the heart of making the club. Coaching, managing, refereeing, fundraising and general administration is provided in this way. Their involvement was tested to the full after the floods in Carlisle in 2005 which left the ground, club house, changing rooms and stand in up to 7 feet of water. The response was magnificent by the start of the 2005/6 season the club house, changing rooms, stand and ground were not only restored but much improved and with one of the best grounds and playing facilities in the North of England.

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## Our main club sponsor



A three-year deal for £10,000 per year includes advertising on:

- first team shirts
- two pitch-side sponsorship boards
- front page advert on every match day programme
- on notice boards outside club (see above) and behind the bar
- on website
- press coverage
- and club stationery.

You will be given honorary membership to the club invited to all sponsors events and welcome to book the club facilities for functions at members rates

### **What will your money do?**

***You will play a key role in your community rugby club.***

Supporting our three senior men's teams campaigns in North 1 East, the Candy League and the Cumbria Shield league and colts rugby. Plus our vibrant and vital youth rugby section, and women's team in Championship North 2, and girl's rugby.

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## Sponsor a room @ Carlisle Rugby Club



We are seeking sponsors for our three function rooms. The room will be named after you or your business with a plaque.

All bookings and references to the room will include your name. Contributions of £3000 per year for three seasons minimum are preferred.

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## Pitch side boards



### **Perimeter boards**

*Show your support for the club for £150 per year.*

Your logo and company slogan will be displayed for all who come to the club to play, support or use the club.

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## Senior men's first XV rugby

### Match sponsorship

Sponsor our first XV in North 1 East league for £425 + VAT. Invite your guests to the match and experience the hospitality of the rugby club. Have your company promoted at the club on match day to rugby supporters and football fans that use the car park and bar facilities. Catering package for 25 guests included.

### Match day programme advertising

Advert size	1 year B/W	3 years B/W	1 year Colour	3 years Colour
Quarter page	£40	£100	£50	£120
Half page*	£80	£200	£100	£260
Full page*	£160	£400	£200	£520
Back page*			£220	£600
Inside front cover*			£520	£700

\* We will endeavour to make agreements with only one example of each type of business (e.g. one florist) for full or half page spreads.

### What will your money do?

*We aim to continue developing and promoting men's rugby in our area building upon our success over many years, including recent promotion of the First XV to the North 1 East.*

**The club has a strong community identity and fosters an all inclusive friendly ethos which your support will help sustain.**

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## Hornets and the Crusaders



Carlisle Hornets are predominately a social side with many of the team having previously played at higher levels of rugby union or rugby league. Last season the Hornets finished top of the league in the Cumbria shield, after another successful season combining the social and playing elements of rugby.

One of our key roles is the development of young players coming through the club. Playing for the Hornets gives young players the opportunity to experience the physicality of the game at senior level with experienced players to give advice and encouragement when needed.

### **Can you help?**

#### **Sponsor a team**

Sponsor the Crusaders the Hornets or the Colts. Get your company logo on the kit and we will draw up a promotional agreement with you for a minimum of £1000.

#### **Sponsor a game? Or donate raffle prizes?**

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## Youth Rugby

### What will your money do?

Our philosophy in youth rugby is to introduce young people to the game of rugby and to give them the opportunity to enjoy the game and all that goes with it.

The Junior and Youth sections at Carlisle RFC have never been healthier; the best quality of rugby is being progressed at every age group. Players from Carlisle are also representing the club at County level and in Newcastle Falcons academy. All volunteers are Criminal Record Bureau checked, we comply with the RFUs safeguarding children policy and our coaches are trained by the RFU to the recognised standards.

<b>Sponsor kit or fund some equipment for a youth squad</b>	<b>Amount per age group</b>
Squad playing kit with your logo*	£1000
Training bibs	£150
Cones	£30
Set of training balls	£70
Warm splash jackets for 2 coaches	£90

\* kit remains with age group e.g. stays with U13 rather than moving up as the players do.

### Other opportunities

- Sponsor our youth handbook which is provided to all our volunteers and over 300 youth players. Fee by negotiation.
- Sponsor the youth Fun day on 2nd May for £500. This will make the day a success and is a good press opportunity.
- Contributions towards training courses for coaches, referees and other volunteers also welcome.

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## Women's and Girl's rugby

### Team sponsorship

Carlisle Cougars are seeking additional team sponsors for the senior and girl's teams. A promotional agreement will be drawn up between the sponsor and club for contributions of £1000 or more.

### Match sponsorship

Carlisle Cougars are seeking match sponsors for all of their home games in 2009/10. For a contribution of £25 to £100 we will promote you on our match posters, website and you will be invited to sponsors events at the club.

### Events

Sponsorship is sought for a girl's rugby tournaments. Contributions of £50 to £500 will contribute to a successful event. Promotion will be in the club, on the website and in the local press.

### Raffle prizes

Raffles are one of our most successful fundraising sources. Can you donate a bottle of wine or dinner for two? Or anything we could raffle?

### What will your money do?

*We aim to provide opportunities for women and girls to experience the health and social benefits of rugby.*

The Cougars have been established for 15 years, now fielding a competitive team in Championship North 2 and players consistently representing the North East of England and progressing to the Higher Performance Academy for elite player selection.

**Sustainable and competitive women's and U18s and U15s girls sections in Carlisle need your support!**

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## Other ways you can help

- Donations for the general 'running of rugby' are always appreciated and benefit all sections of the club.
- We often have projects which we are planning at the club to maintain and improve the facilities. If you would like to contribute to the club in a lasting way please get in touch with us.
- Do you wish to leave your legacy to those in rugby after you have past away? You can make arrangements to leave a donation to the club in your will.

*Carlisle RUFC  
would like to thank all existing  
sponsors and supporters who  
make vital contributions to keep  
the club running.*

# Contact us for more information:

We would like to hear from you if you are interested in any of the opportunities described or if you have other ideas or if you would prefer to make an anonymous donation to the club.

Alternatively you may be able to contribute in another way by providing services or kit or equipment that the club uses at reduced cost rates.

## **For more information please contact:**

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Belinda Lloyd: Ladies and girls sponsorship contact

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Email: [belinda.lloyd@btinternet.com](mailto:belinda.lloyd@btinternet.com)

Ian Gibson: Pitchside boards and match day programme sponsorship

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