

A Warm Hello from Ash Rugby Club,

## Sponsorship Opportunities with Ash Rugby Club

As you may know, Ash Rugby Club is a proud small village club competing in the Kent Leagues. We're deeply rooted in the community, with a thriving Minis and Juniors section. While memberships provide some support, the club relies significantly on the generosity of sports grants and sponsors like you to ensure we can offer the best for our players.

Sponsorship plays a crucial role in helping us maintain and enhance our resources, from ensuring all players have the necessary equipment to fostering an inclusive and enjoyable rugby environment for everyone. With rising costs impacting all grassroots sports clubs, your support would not only help Ash Rugby Club to thrive but would also contribute to sustaining the values and spirit of rugby within our community.

We were wondering if you would be interested in exploring sponsorship opportunities with our club, and below I've outlined a key option we currently offer. Of course, we are flexible and happy to tailor options to suit your budget and goals—there's absolutely no obligation.

### Game Day Sponsorship - £150 per home game

This sponsorship helps cover essential match day expenses, including:

- Referee fees
- Meals for the visiting team
- Contributions toward utilities such as electricity and heating

As a Game Day Sponsor, we actively promote your business across our vibrant social media platforms, ensuring your support is recognised by our club members and followers. Additionally, we're eager to collaborate with you to cross-promote and engage with your social media presence, amplifying your visibility within our community.

We've outlined some further sponsorship options that contribute directly to the club's success and also offer opportunities for your business to gain visibility within our community.

### Equipment Sponsorship

Donations from businesses enable us to purchase vital items such as rugby balls, first aid equipment, and tackle shields—key essentials used across all sections of the club throughout the season.

For businesses interested in larger contributions, we also have opportunities to sponsor more substantial items:

#### **Post Protectors – £1,300.00 – Cost for TWO Seasons**

These can be customised with your business logo, providing great visibility at every home game.

#### **Flags – £800.00 – As above, Cost for TWO Seasons**

Like the post protectors, these flags can also be branded with your logo and displayed prominently at the club.

Your support ensures our players have access to high-quality equipment while showcasing your brand in a meaningful way. With this in mind we also have the option of -

## Pitch-Side Advertising Boards – £275.00 per season

Advertising boards are displayed prominently around the pitch and are visible at all home games. This sponsorship option guarantees excellent exposure for your business within our community, with additional promotion through our active social media channels. We also engage with your social media platforms to help maximize your visibility and connect you with our audience.

## Corporate Sponsorship – Playing Kit

Support our teams by sponsoring their playing kits. Prices range from £375.00 to £1,200.00 per season, depending on the placement of your business logo on the garments. This is a fantastic opportunity to align your brand with the club and be part of every match played during the season.



### Training Shirts – £775 per season

Your business logo will be prominently displayed on the training shirts worn by the team during warm-ups before every game. This ensures regular exposure both on and off the field.

### Hoodies – £800 per season

Your logo will feature on the hoodies worn by players post-game, offering excellent visibility at matches and club events.

### Training Bibs – £150.00

Your logo will be placed on the training bibs used during pre-game warm-ups and practices, showcasing your support for grassroots rugby.

## Exclusive Sponsor Benefits

As one of our sponsors, you'll receive:

- **Social Media Promotion:** We actively endorse our sponsors on our social media channels, featuring your logo in posts, tagging your business, and sharing your content.

- **Community Engagement:** Opportunities to participate in club events, game days, and member activities, helping you build a strong connection with the local community.
- **Membership Privileges:** Complimentary club membership, including exclusive benefits such as access to international tickets at Allianz Stadium.

## Flexible Sponsorship Options

We understand the financial challenges many businesses face today and aim to make sponsorship accessible. Flexible payment options, including monthly instalments, are available to help you tailor your support to suit your budget.

If any of the above opportunities resonate with you or your business, we'd love to hear from you. Your support makes a direct impact on our club and helps us continue to provide an inclusive, vibrant rugby experience for all.

Thank you for considering Ash Rugby Club as a partner—we look forward to the possibility of working together!



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