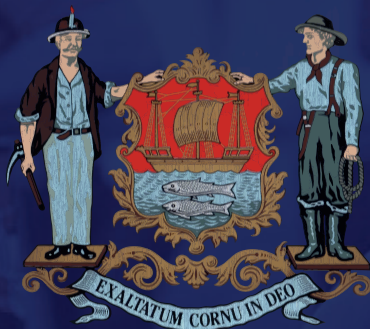




TRURO RUGBY FOOTBALL CLUB

Building a club that's 'Fit for the Future'
2022/23 Sponsorship Pack



RFU

WHY SPONSOR TRURO RUGBY CLUB?

- To increase your customer reach through our extensive network of members and supporters both on and off the pitch
- Be seen as an organisation that cares about supporting a club that is at the heart of the local community



Note: a selection of partners currently using our facilities

**COMMUNITY HUB
WITH AN AVERAGE
MONTHLY FOOTFALL
OF ~5000 PEOPLE**



1189



1569



2344

**GROWING
SOCIAL MEDIA
PRESENCE**



**LOCAL,
REGIONAL
& NATIONAL
REACH**



**522
TOTAL
MEMBERS**

WELCOME TO TRURO RFC

Dear future partner,

Hello & welcome to Truro Rugby Football Club.

Truro Rugby Football Club sits at the heart of the local community, and is one of the oldest rugby clubs in Cornwall, formed in 1885. As a club and stronghold in the community there are a wide range of partnership opportunities, to suit small and large businesses. Our differentiator to similar opportunities is that, when the club engages with you, your brand will span all ages, genders and forms of the game that are played and as a partner you are not just speaking to a rugby club but a local community (see Numbers Infographic and Club Facts in the Appendix).

While the club has had success through the men's senior sides, we have also seen further growth and success through the club's ladies, girls, colts and minis and youth programmes. As a hub for other sporting clubs and acting as a focal point for the local community, we have also seen the formation of Truro RFC's Touch team which has recently been led by Lexie Williams, a national coach for England Touch as well as representing at regional bodies.

Off the back of a successful table-topping 2019/20 campaign, and after the enforced cancellation of the 2020/21 leagues, the first team were promoted into Western Counties West League for the 2021/22 season – which sits in Tier 7 of the RFU's league system.

We are inviting you to seize the opportunity to be part of a club that is built on the values of the game with a mission to enhance our family orientated, open and inclusive environment for all, working with local businesses & organisations (partners) that share these values and ambitions.

We hope you enjoy this document and we are excited to be discussing your partnership with Truro Rugby Club. Please contact our sponsorship leads who will be more than willing to support any queries you may have.

Steve Nicholls

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Chris Morrison

07507903753

eMail

sponsor.trfc@gmail.com

Yours sincerely

Carl Price
TRFC Chair

OUR MISSION & GOALS

Align your business with a club that is at the heart of the local community, that is fit for the future. Here is our mission and our goals, and we hope these align with your organisation to create a successful partnership.

Our Mission is...

- To promote all sports and social activities, primarily through the sport of rugby, developing players to their highest potential in a positive environment while encouraging discipline, commitment, integrity and honour both on and off the pitch.

Our values mirror those of the RFU...

- Teamwork, Respect, Discipline, Sportsmanship & Enjoyment.



Our Goals are...

- To play as one club, in an inclusive environment that promotes all levels of the game;
- To encourage the development of a rugby family ethos, providing a warm welcome to new players and providing mentoring support for all;
- To highly value volunteers, and provide support of every club member both on and off the field;
- To dedicate ourselves to the creation of a professionally run community environment with passionate staff, to engage players and supporters who will support its growth;
- To broaden the reach of our facilities and open our doors to the wider community.



REACHING OUR COMMUNITY OF AVID FOLLOWERS

WEBSITE

As a sponsor, there are a number of different levels of recognition available online. You may choose to sponsor a specific team and be featured on their team page, or as a premium sponsor you could see yourself prominently featured on the front page.

We are pulling together a vision for our website to play more of a role to communicate all the activities of the club.



SOCIAL MEDIA

Via social media, your business could be mentioned in tweets or featured in photographs alongside the teams. We can work with you on the type of branded content that could be used to reach our network.



f 1189
t 1569
i 2344

Note: these numbers do not include arrangements with individual age groups who have separate accounts to help co-ordinate age specific activities

KIT

Aligning with our vision as one club, our sponsorship packages take into consideration that your brand will feature across all age levels and formats in the club. This is a key differentiator that sets us apart from other clubs.



Note: images show current 2021-2022 kit

SPONSORSHIP PACKAGES

	Bronze	Silver	Gold
Logo on playing jersey front chest			○
Logo on playing jersey front shoulder - L / R		○	
Logo on playing jersey side panel - L / R	○		
Logo on playing jersey upper back		○	
Logo on playing jersey lower back		○	
Logo on shorts front right	○		
Logo on shorts side panel - L / R	○		
Logo on shorts across back	○		
Logo & Link on Club Website	○	○	○
Logo & Link in monthly e-newsletter	○	○	○
Logo on Training Kit - F / B / Sleeves / Bag		○	○
Logo on Casual Kit - Front Chest			○
Promotion through Social Media	○	○	○
Training Equipment			○
Scoreboard		○	○
Entrance Signage	○	○	○
Clubhouse Signage		○	○
Pitch Board Banners	2	4	6
Match Day Sponsorship - within programme		○	○
Match Day Sponsorship - players bar & catering			○
Annual Sponsorship 'Thank You' Event	○	○	○
Free entry to all home games	○	○	○
Full page advert in match day programme			○
Half page advert in match day programme	○	○	

In addition to our tiered sponsorship packages there are also a number of one-off sponsorship opportunities, see table below:

**all prices inclusive of VAT*

	Included	Price*	Period
Annual Player Sponsorship	Player Game Day, Training & Social Kit Away game transport Player Membership Game Day Programme Logo with player profile Website Player Profile Social Media Post	£295	1 season
Minis & Youth and Touch Rugby Festivals	We can work with you to find the right way to activate your brand at one of these major events	£TBC	per festival
Pitch Boarding	Printing, Installation & Upkeep	£295	1 Year
	Printing, Installation & Upkeep	£575	2 Years
	Printing, Installation & Upkeep	£825	3 Years
1st Team Game Day Sponsorships	Room Booking Game Day Programme Pre/During/Post Game Announcements Free entry for 50 people	£720	per game
1st Team Game Day Programme	Quarter page advert	£90	1 Year
	Half page advert	£180	1 Year
	Full page advert	£360	1 Year
	Full page advert (inside cover)	£480	1 Year
	Full page advert (outside back cover)	£540	1 Year
Player of the match / tournament	Social Media Post Gift courtesy of Sponsor Post Game / Tournament Announcements	£150	per game / tournament
Post protectors and pitch flags	Social Media Post Gift courtesy of Sponsor	£1800	1 Year

Note:

- We are always looking for creative ways to aid our sponsors brand exposure with our members, players and supporters. If you think there are other ways in which you would like to see your brand being viewed then please be sure to speak to our sponsorship team to discuss ideas.

- Discounts will be applied to multiple year commitments

FIT FOR THE FUTURE CAPITAL PROJECT OPPORTUNITIES

Truro Rugby Club are also excited to offer your organisation the opportunity to 'Leave a Legacy' through our ambitious Fit for the Future Capital Project. This opportunity is in addition to our sponsorship packages and one-off sponsorship offers detailed on the previous pages.

The 'Fit for the Future' clubhouse redevelopment is looking for members, supporters and local businesses to sponsor individual elements of the project.

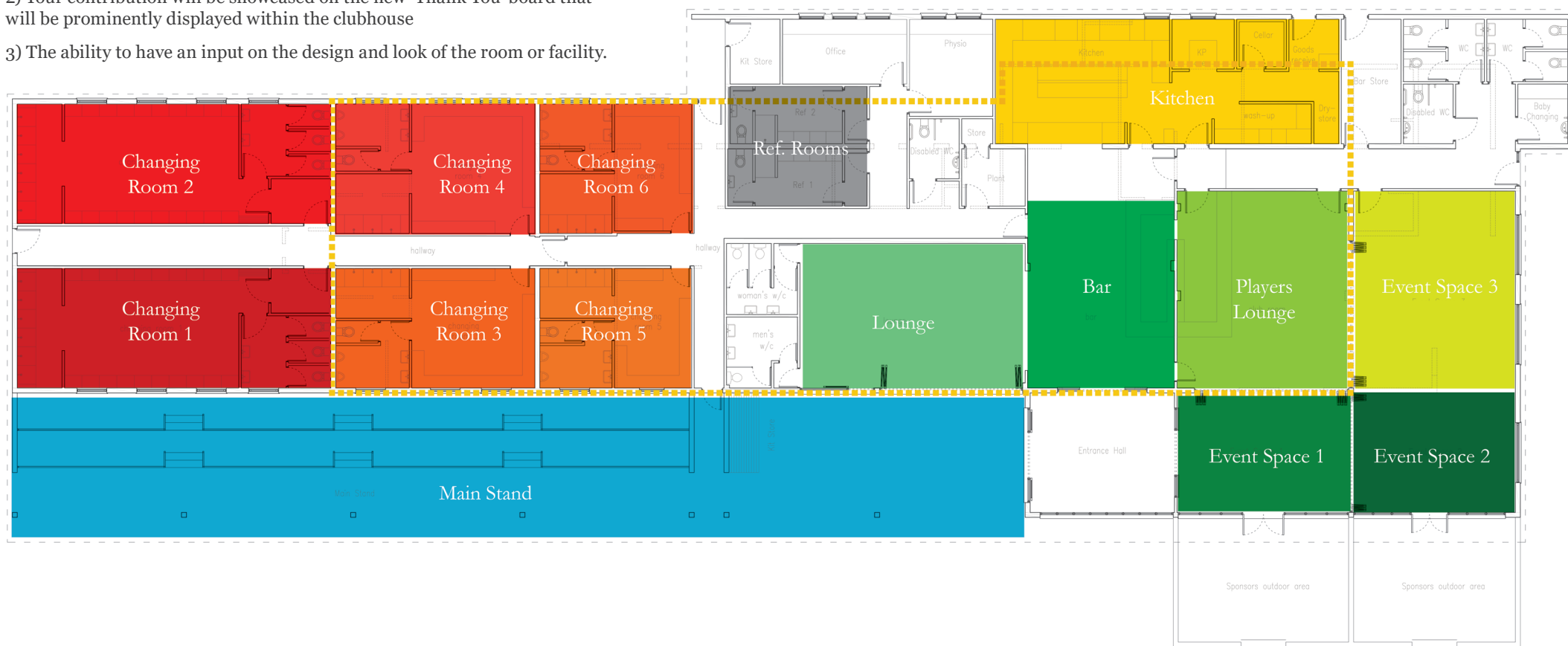
There are changing rooms, entertainment spaces, the bar - and many other rooms to support. Leave a legacy for the club and the local community that will last for generations to come.

What do I/we get for our donation:

- 1) The room/structure will be named after you
- 2) Your contribution will be showcased on the new 'Thank You' board that will be prominently displayed within the clubhouse
- 3) The ability to have an input on the design and look of the room or facility.



To find out more information about the project visit: <https://trurorfc.rfu.club/>



APPENDIX: History & Club Facts

Truro RFC is a well-established amateur rugby club that has been operating in the city for over 130 years. Established as a Community Amateur Sports Club (CASC) and as a Limited Company, the club operates the strongest of governance through its Managing Board and Managing Committees. Truro RFC aim is to conduct itself as an amateur club run in a professional manner.

The club played at multiple venues across the city prior to the first games being played at the St. Clement's Hill site in 1947. The clubhouse and grounds are owned by the club / company, with the site having been purchased in 1953 with the assistance of the RFU, now offering mixed use of both indoor clubhouse and outdoor pitch-based space, coupled with considerable and extensive on-site parking facilities.

The original clubhouse was built in 1957, with the first formal changing facilities added in 1963 playing a key role in building and supporting the community of Truro. Enhancements to clubhouse, social and changing facilities followed, but the clubhouse and facilities you see today is very much the same as it has been for the last ~50 years. The only exception being the addition of two changing rooms and the clubhouse conservatory that was kindly donated to club by the Bond family back in 2002.

Truro RFC has 522 registered members with some 19 teams, Coaches, Referees and Social Members.

This membership provides direct regular access to approximately 1000 people given the family connections associated with our formal members.

When are our seasons?

- Senior Rugby Season runs from September to May
- Minis & Youth Rugby Season runs from September to May
- Touch Rugby Season runs Pan National on-season from April to September and Regional SW off-season from September to April.

What leagues exist and what areas do they cover?

- The 1st team plays in the Western Counties West League. The league is made up of 14 teams. This expands into Somerset, and includes a number of teams from Devon and Cornwall.
- The 2nd team plays in the CRFU Duchy League which is made up of 2 pools each comprising 7 sides all based in Cornwall.
- Our Ladies play regular fixtures across Cornwall and Devon.
- The minis & youth, girls and Colt teams play regular fixtures across Cornwall.

- The Touch team has both an on and off season. During the on season they are likely to play in up to 8 tournaments across England and in the off season they will play in regional tournaments across the south west from Bristol to Falmouth.

What number of home fixtures take place throughout the season?

- 1st team – 28+ league fixtures, pre-season friendlies, touring teams and CFRU Cup fixtures
- 2nd team - Part of the newly formed Duchy League which consists of 7 other teams play 15 fixtures
- Ladies - 6 Fixtures throughout the season, but the game has grown significantly in recent seasons and we are expecting this number to increase.
- Colts - approx. 12 fixtures in a regular season
- Girls - approx. 37 fixtures across 3 age grades
- Minis & Youth - approx. 200 fixtures across 10 age grades
- Touch - 6 to 8 national tournaments along with 7 regional tournaments in the SW

Member Profiles	2018/19	2019/20	2021/22
Senior Mens	43	68	75
Senior Ladies	0	0	17
Minis & Youth	163	172	198
Touch	0	24	47
Social	52	61	75
Coaches	66	69	87
Referees	10	18	23
TOTAL	334	412	522

Average game attendances

- 1st team ~500 per home fixture with that increasing to in excess of 1000 supporters for local derby games (i.e. other Cornish sides within our league)
- 2nd team - 50-100 per fixture
- Ladies - 50-100 per fixture
- Colts - 50-100 per fixture
- Minis & Youth Mixed/Boys/Girls Tournaments ~500 per fixture
- Touch Tournaments - 400-500 depending on the number of teams and support crew.

Are there cup games?

- Mens 1st Team - The Cornwall Cup is played across Cornwall spanning all levels of the game.

What other organisations currently use the facilities at Truro RFC?

Our clubhouse and grounds have been a long-standing focal point for many of the local community's clubs, societies and meeting points. We look to continue this long-standing tradition and ensure that Truro RFC is a club for the game of rugby and a club for the community. Here are just a few of the communities that we continue to support:

- Truro College for classes 4 days a week
- Truro Running Club - >80 active members
- Weightwatchers
- Lifestar ambulances, supporting the NHS
- Exeter Chiefs stage training camps at the ground throughout the holidays and playing season
- Bristol Meats serves the local community on Fridays
- First aid training centre with Lifestar
- Inoculation centre for the local school
- Truro Walking Club
- Cornwall RFU Referees Meeting
- Truro boat owners society
- Weddings, parties and wakes
- didi rugby Cornwall





RFU accreditation no. TRUR1016
Charity ID 3114460,
St Clement's Hill, Truro, Cornwall, TR1 1NY

