

# The Cherries



## SPONSORSHIP PACKAGES 2020-21



[www.paigntonrugby.com](http://www.paigntonrugby.com) @PaigntonRFC  
[paigntonrfc](https://www.instagram.com/paigntonrfc) Paignton Rugby Football Club  
[paigntonrugby](https://www.facebook.com/paigntonrugby) [info@paigntonrugby.com](mailto:info@paigntonrugby.com)

EREBUS  
DIGITAL  
MEDIA PARTNER

18  
73

**FOUNDED NEARLY 150 YEARS AGO, WE ARE A COMMUNITY RUGBY CLUB WITH A NATIONAL REACH**

**WE HAVE BUILT THE LARGEST LOCAL FOLLOWING OF ALL AMATEUR RUGBY CLUBS IN SOUTH DEVON WITH AN ENGAGED AUDIENCE ACROSS THE NATION**

# THE BUSINESS OF RUGBY

**112%**

FAN BASE INCREASE SINCE 2017

**11K+**

NUMBER OF IMPRESSIONS THAT ENGAGE WITH US ON SOCIAL MEDIA

**36**

AVERAGE AGE OF OUR RUGBY FANS

**43%**

FEMALE FAN BASE

PAIGNTON RUGBY AIMS TO GIVE A GREAT EXPERIENCE ON AND OFF THE PITCH.

WITH HOSPITALITY AND SPONSORSHIP OPPORTUNITIES AVAILABLE TO SUIT ALL BUDGETS, BUSINESSES CAN ALIGN THEMSELVES WITH OUR COMMITMENT TO DELIVER GREAT PERFORMANCE ON A SEASONAL OR PER-MATCH BASIS. WE CAN TAILOR PACKAGES TO SUIT YOUR ASPIRATIONS.

ON MATCH DAY, WE TAKE GREAT PRIDE IN OFFERING A WARM, HOSPITABLE EXPERIENCE TO ENABLE YOU TO NETWORK AND ENJOY THE SOCIAL BONDING EXPERIENCE THAT OUR CLUB CREATES.

AWAY FROM THE MATCH, WE ARE EQUALLY HAPPY TO ENSURE THAT WE DEVELOP A PACKAGE THAT GIVES VALUE. ENHANCES YOUR COMPANY'S PROFILE AND, ULTIMATELY, REPEATS THE SUCCESS OF OUR CLUB AND THE COMMUNITY WE HAVE CREATED.

**WELCOME TO THE CHERRIES**

# CHAIRMAN'S MESSAGE

It is our community focus that has been a source of strength for our club over the years. Whilst the game has evolved and changed, it has always needed the support of our fans, our sponsors and staff to be able to deliver accessible and enjoyable rugby for all players, whether they are 6 years old through to veterans. The last few months have seen unprecedented times and the time is now to support each other at a local and regional level.

All of the Board of Directors are grateful and appreciate the continued support of those that have been sponsors of the club and we always like to see new brands join as well. We look forward to welcoming you to our Rugby family on match days, both for Senior Rugby and Juniors.

We welcome you to join us and let us give your brand exposure as we focus on our growth and performance. We have recently published a strategy that sets out our vision for the club as we approach our 150th year. It has ambitious targets for the club to continue our journey in terms of performance rugby and achieve even greater goals for the wider club.

Through our packages, you can be part of that journey and align your success with ours.

**NICK MOLONEY, CHAIRMAN**  
**PAIGNTON RUGBY**



**ALIGN YOUR BRAND**  
**WITH THE COMMUNITY**  
**SPORTS CLUB AT THE**  
**HEART OF TORBAY**



# 1ST & 2ND XV KIT SPONSORSHIP

One of our most popular packages, this really is a great way for your company to gain exposure in a cost effective way, whilst supporting The Cherries, to a wide audience.

With opportunities to sponsor the 1st & 2nd XV shirts, Colts XV shirts, the warm up kit and more - there is a package that suits your needs.

## 1ST XV SHIRT SPONSOR PACKAGES:

Primary Sponsor (Front Centre)	£850.00
Back Top Centre	£350.00
Back Bottom Centre	£350.00
Left Sleeve	£200.00
Right Sleeve	£200.00
Left Shoulder	£200.00
Right Shoulder	£200.00



## YOUR PREMIUM SHIRT SPONSOR PACKAGE INCLUDES:

- Recognised as a Premium Sponsor
- Branding and link on the official Paignton Rugby website
- Mentions on the Tannoy during matches
- Branding on our screens in the bar
- 4 x Social Media Promotions per season
- Full Page in our Match Programme

\*All prices are exclusive of VAT

# COLTS KIT SPONSORSHIP

Be at the forefront of our developmental squad by supporting our future stars as they travel around the South West showcasing what Paignton Rugby has to offer.

## COLTS SHIRT SPONSOR PACKAGE INCLUDES:

- Branding and link on the official Paignton Rugby website
- 3 x Social Media Promotions per season
- Third Page Advertisement in our Match Programme

\*All prices are exclusive of VAT

## COLTS SHIRT SPONSOR PACKAGES:

Primary Sponsor (Front Centre)	£600.00
Back Top Centre	£200.00
Back Bottom Centre	£200.00
Left Sleeve	£100.00
Right Sleeve	£100.00
Left Shoulder	£100.00
Right Shoulder	£100.00



BY BECOMING A PLAYER SPONSOR, NOT ONLY ARE YOU PINNING YOUR COLOURS TO PAIGNTON RUGBY, YOU WILL ALSO BENEFIT FROM VALUABLE MARKETING EXPOSURE BY SHOWCASING YOUR COMPANY TO ALL OF OUR SUPPORTERS ON MATCH DAY AND ONLINE

## PLAYER SPONSORSHIP PACKAGE BENEFITS:

- Mentions on the Tannoy during matches (Senior Players only)
- 3 x Social Media Promotions per season
- Branding on our screens in the bar
- Image Rights on the player for external use



**£140.00 PER SENIOR PLAYER**

\* All prices are exclusive of VAT

**£80.00 PER COLTS PLAYER**

\* All prices are exclusive of VAT

# PLAYER SPONSORSHIP

# MATCH DAY SPONSORSHIP

Watch the match day unfold in style from the comforts of our Dando Suite, situated in our Club House.

With great food, networking opportunities with all the excitement of game day, there really is no better local hospitality to host clients, colleagues, friends and family.

Your hospitality package will include:

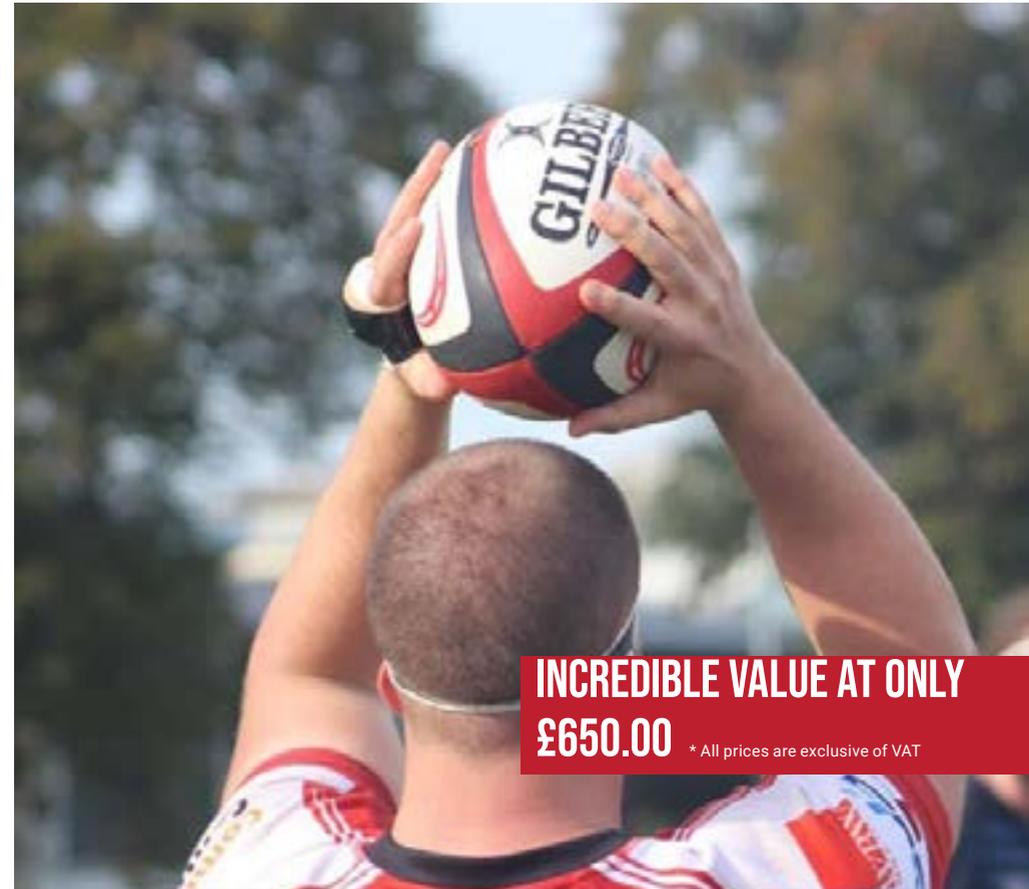
- Up to 30 guests entry
- Generous pre-match Buffet
- Pre-Match Q&A with our President and members of the 1st XV or coaching team
- Mentions on the Tannoy during the matches
- Branding on our screen in the bar
- Branding on Social Media on Team Selection for the match



**FROM ONLY £300.00**

\* All prices are exclusive of VAT

# MATCH BALL SPONSOR



**INCREDIBLE VALUE AT ONLY  
£650.00** \* All prices are exclusive of VAT

Introducing a new, exciting and innovative way to maximise your brand exposure.

Without question, this exclusive and highly desirable package presents exceptional value for the impression it makes. Your brand will be imprinted on to all of our senior match balls which will be used in our matches at Queens Park for the entire season, visible to all at the very heart of the action - there is no better way to be seen by all.

Your Match Ball Sponsor package will include:

- Brand printed on all match balls
- Presentation Ball signed by the Senior Squad for you to keep & display
- Recognised as a premium sponsor
- Branding and link on the official Paignton Rugby website
- Mentions on the Tannoy during the matches
- Branding on our screen in the bar
- 3 x Social Media Promotions per season

# ADVERTISING



## MATCH DAY PROGRAMME ADVERTISING

Get coverage of your brand to all of the fans at our matches by being in our Match Day Programme.

This cost-efficient vehicle to promote your business is a great way to target both home and away fans exposing your brand in a modern, lively and relevant form created by a professional creative studio.

Your advert will be a permanent feature for the entire season making sure that you get superb value for money.

## FULL PAGE ADVERT

# £75.00

\* All prices are exclusive of VAT

## HALF PAGE ADVERT

**£50.00**

\* All prices are exclusive of VAT

## THIRD PAGE ADVERT

**£30.00**

\* All prices are exclusive of VAT

## MENTION IN OUR PROGRAMME

If you simply wish to support our club, you can donate a small fee and get a mention in our Match Day Programme for only £10.00 ex VAT. This will be for the duration of the season.

# 50 RAFFLE

If you want to get amazing value for money, you can get our 50 Raffle. This is another innovative advertising opportunity for your business to maximise its exposure.

For only £50.00 ex VAT, you will be placed in a draw to get guaranteed advertising for the entire season of one of the following:

- Scoreboard Sponsorship (1 available)
- Match Day Sponsorship (1 available)
- Pitch Side Advertising Board (1 available)
- Full Page Match Day Programme (7 available)
- Half Page Match Day Programme Advert (30 available)
- Third Page Match Day Programme Advert (10 available)

You will also receive for your investment:

- 2 x Social Media Promotions per season
- Branding on our screen in the bar



# ADVERTISING BOARDS

Have your brand be part of the action. By being on the pitch side, you have a powerful platform to add a new dimension to your advertising strategy.

Pitchside advertising boards provide opportunities for brands and businesses to gain better exposure by:

- Increasing brand loyalty
- Creating awareness & visibility
- Changing or reinforcing image
- Driving Sales
- Hitting your target audience
- Showcasing community responsibility

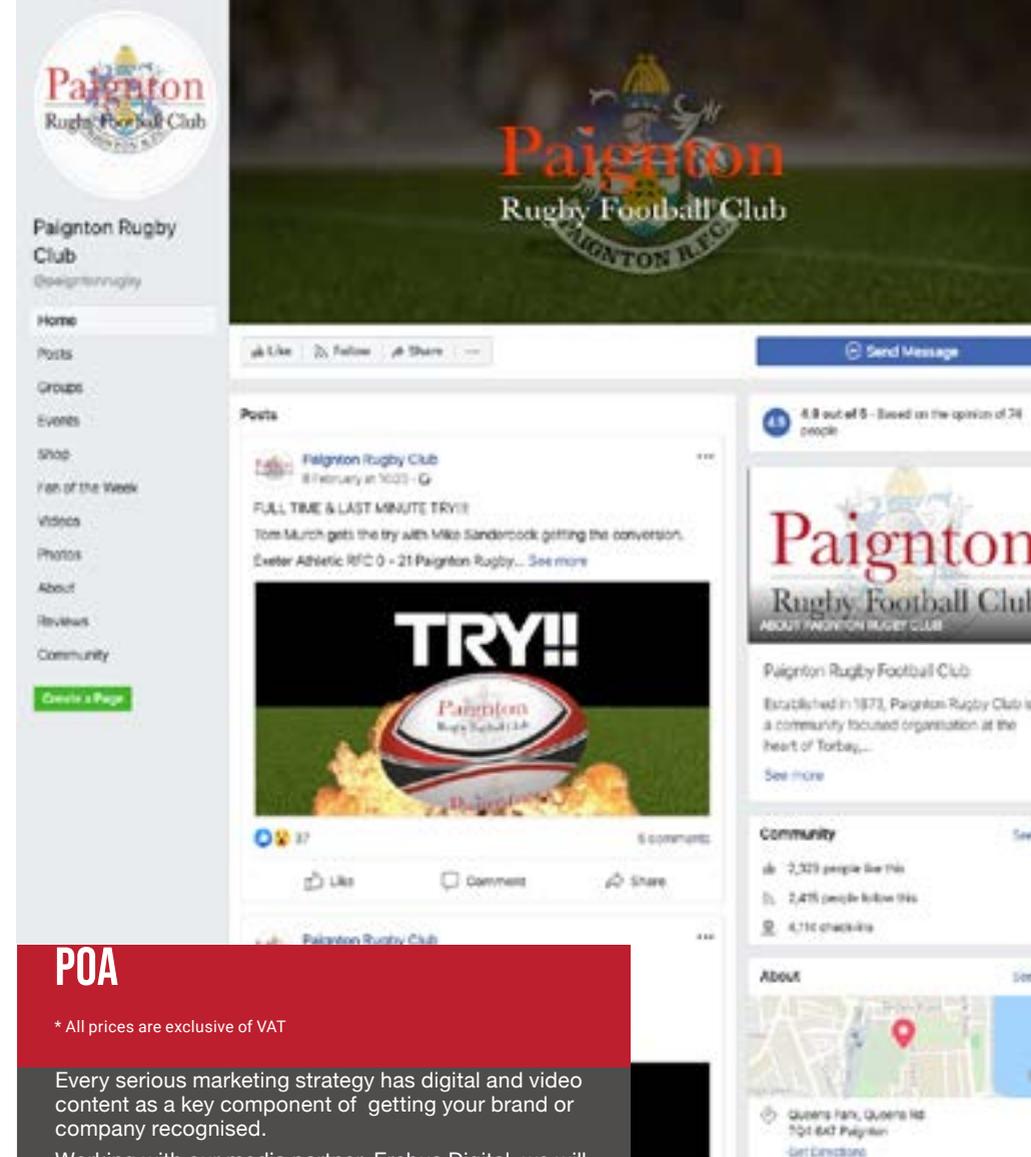
Your advertising board will not just span the duration of the Rugby Season, it will also be in place throughout the Cricket Season, at no extra charge - making this a superb option.



**FROM ONLY £250.00 PER SEASON**

\* All prices are exclusive of VAT

A new board will cost an additional £50.00 ex VAT and has a 5 year life



## POA

\* All prices are exclusive of VAT

Every serious marketing strategy has digital and video content as a key component of getting your brand or company recognised.

Working with our media partner, Erebus Digital, we will work with you to create relevant digital and video content that will work in synergy with with us and is in the heart of popular culture.

By creating campaigns that will be distributed on your social media channels and ours, you can connect emotionally to our extensive audience making the fans of your brand and ours.

We can also create short pre-live adverts on our livestream matches simply put the opportunities are nearly unlimited

# DIGITAL & VIDEO CONTENT



# AGE GRADE RUGBY SPONSORSHIP

Getting children active, learning life skills to grow and to develop bonds within teams are key stepping stones for the well-being of the next generation. Sponsoring a youth team not only enables this, it also meets your Corporate Social Responsibility agenda too.

What better way is there than at THE community sports club based in the heart of Torbay.



**VX3**

PAINTON RFC - 2021

**£275.00 PER SEASON**

Package is for 20 shirts with your brand on front centre and includes 2 x social media promotions per season

**VX3**

PAINTON RFC - 2021

**£350.00 PER SEASON**

Package is for 20 shirts with your brand on front centre and includes 2 x social media promotions per season

**VX3**  
VENI VIDI VICI

**£450.00 PER SEASON**

Package is for 20 shirts with your brand on front centre and includes 2 x social media promotions per season.

It is possible for a number of companies to have multiple brands on the shirt for the same price

**TO FIND OUT MORE ABOUT ANY OF  
THE SPONSORSHIP OR ADVERTISING  
OPPORTUNITIES IN THIS BROCHURE,  
PLEASE CONTACT:**

**[SPONSORSHIP@PAIGNTONRUGBY.COM](mailto:SPONSORSHIP@PAIGNTONRUGBY.COM)**

