



Season 25/26

SPONSOR BROCHURE

Latton Park, Harlow, Essex, CM20 2FD



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INTRODUCTION

We're fast approaching our 70th anniversary at our new home at Latton Park, where our award-winning state of the art facilities provide a springboard to deliver our ambitious plans for grassroots rugby and provide support to other community/not for profit groups.

A thriving Youth and Mini's section, full array of Youth Girls Teams, together with four Senior Men's Teams, one Women's Team, and a Mixed Ability Team, demonstrates our openness, accessibility, diversity and inclusivity, and our substantial position within the local community.

Our new website, new social media strategy and new inhouse digital signage, in partnership with your business, will help raise your commercial profile whilst enabling your Company to increase its social impact.

Sponsorship is vital to help us to deliver all our current and aspiring rugby projects, and to maintain our spectacular facilities. We have several exciting sponsorship opportunities and match day hospitality packages, with additional bespoke options, that can be tailored to meet your needs.

We would love for you and your Company to join our journey and be part of our Community!



OUR CLUB

OUR COMMUNITY

Across our senior men and women, youth boys and girls, mini's, and mixed ability teams we have over 400 players at the club. In addition, we have over 650 non- playing social members who regularly attend fixtures and club events across the year.

OUR VENUE

Built in 2016, our 740SqM venue is fully licensed with 3 bars (1 outdoor), and 4 spaces to cater for events up to 650 people including 3 indoor spaces and an outside terrace. In addition, we also host civil ceremonies and private functions.

FACILITIES

Our award winning playing facilities include 4 full size rugby pitches (3 floodlit), additional training areas, 8 changing rooms, and 2 sports therapy rooms. In addition, we host a gym and physiotherapy onsite (third party owned).

EVENTS

As well as hosting over 40 fixtures per season, Harlow Rugby club also holds live events including quizzes, brunches, bingo, and live music. Our club is a vibrant home for local rugby and entertainment.



A group of men, likely a sports team, are huddled together on a field. The image is overlaid with a dark green tint. The text "TEAM SPONSORSHIP" is prominently displayed in the center in white, bold, sans-serif capital letters. In the background, a building with windows is visible. Some of the men in the huddle are wearing jerseys with "GILBERT" and "Princip" visible on them.

TEAM SPONSORSHIP

MEET OUR TEAMS

MENS 1ST XV

Playing at their highest level for over 20 years, further promotion is firmly in the Red Men's sights. A squad of over 50 players coached by an exceptional and exciting team, the Rams play a fast-paced game that's thrilling to watch!

MENS II | MENS III

In addition to our first XV, we also have a thriving senior mens section that fosters player development. In addition, this gives new players access to rugby no matter their experience or level. Each team plays on average 10 games per season.

LADIES 1ST XV

Currently playing at NC2 level, our Ladies team comprises of over 20 players lead by a dedicated and skilled coaching team. An inclusive space for players of all abilities, the Ladies section is continually growing aiming to of creating 2 teams in the coming years

YOUTH BOYS

A key area for player development, our Youth Boys section includes teams ranging from under 13's- under 18's. Fostering a culture of teamwork and respect, the Youth Boys coaching team focuses on giving players the skills to progress in the sport, no matter their playing level.

YOUTH GIRLS

With teams across all age ranges from under 12's to under 18's, the Youth Girls section serves as an excellent entry point to female rugby. Continually growing, our girls teams often pair with other local clubs, which has created strong partnerships across the grassroots level.

MINI'S

Our Mini's section is made up of over 175 players with ages ranging from under 6 to under 12. Playing in mixed teams, our Mini's coaches work on developing fundamental rugby skills, gradually introducing our youngest players to non-contact, and then contact rugby (ages 9+).

Not mentioned but also available for bespoke sponsorship: *In addition to the above we also have a veterans team for players aged 35+ **Our Mixed Ability team comprises of over 50 players aged 6-24 who learn key rugby skills

TEAM SPONSORSHIP

PACKAGE ELEMENT	PLATINUM	GOLD	SILVER	BRONZE	RED & GREEN
TEAM POSITION	MEN 1ST XV SHIRT FRONT	MEN 1ST XV SHIRT BACK	WOMEN 1ST XV SHIRT FRONT	MINIS SHIRT FRONT	OTHER TEAMS SHIRT FRONT
PITCHSIDE BOARD	✓ 3M	✓ 3M	✓ 3M	✓ 1.5M	✓ 1.5M
FOYER SIGNAGE	✓	✓	✓	✓	✓
DIGITAL SIGNAGE	✓	✓	✓	✓	✓
SOCIAL MEMBERSHIPS	4	2	2	2	2
ANNUAL SPONSORS LUNCH	6 PLACES	4 PLACES	4 PLACES	2 PLACES	2 PLACES
ANNUAL VENUE HIRE	FUNCTION & FULL VENUE	FUNCTION & FULL VENUE	FUNCTION & FULL VENUE	FUNCTION & FULL VENUE	
INTERNATIONAL TICKET ACCESS	✓	✓	✓	✓	✓
TOTAL COST	£ Negotiable	£ Negotiable	£ Negotiable	£ Negotiable	£ Negotiable

TEAM SPONSORSHIPS SUMMARY

- Whole Grounds and Stadium £150k
- Building Sponsorship £50k
- Car Park £25k
- Room Sponsorship from £15k
- Social Value/Community - i.e. Ken Spooner & Chris Locke Fund from £10k
- Colts from £7,500
- Youth from £6k
- Mini's from £5k
- Mixed Ability from £5k
- Shorts Sponsor from £5k, Logo on shirt/sleeves etc £Neg
- Corporate Sponsorship from £2,500
- Prime Slot i.e. 2 entrance boards are Prime Slots from £2,000
- Pitch Boards from £1,250
- Online Sponsorship supporting teams from £500



ADDITIONAL SPONSORSHIP OPTIONS



MATCHDAY SHIRT SPONSOR - £500 + VAT PER YEAR

Pick your player and have your name/logo added to their matchday shirt for the season! This package includes a post-game meet & greet with your player, your name on our shirt sponsor wall, and your name/logo mentioned on club social media and our internal digital signage .



MATCHDAY BALL SPONSOR - £500 + VAT PER GAME

Join us on game day as our match day ball sponsor! This package includes 6 tickets to a 2 course pre-game lunch before you present the team captain with the ball ahead of the game. In addition, your name/logo will be mentioned on club social media and our internal digital signage.



PITCH 1 POST PROTECTORS - £1,500 + VAT PER YEAR

Protect our pitch posts for an entire year, and have your name/logo displayed on our post protectors. These will be used for every fixture played on Pitch 1 (located in front of the club house), and your name/logo will be mentioned on club social media and internal digital signage.



LOCAL CLUB PARTNER - £600 + VAT PER YEAR

Are you a local business looking to sponsor a local sports team but test the water before committing? Our local partners contribute funds that are used to help maintain playing areas. This package includes your name/logo being mentioned on the club website in our partners section and internal digital signage.

A group of athletes in a huddle, overlaid with a red tint and the text "VENUE SPONSORSHIP". The athletes are wearing dark-colored athletic gear with white accents. The text is centered and rendered in a bold, white, sans-serif font. The background image shows the athletes' arms and hands clasped together in a huddle, with some wearing headbands and wristbands. The overall mood is one of teamwork and focus.

**VENUE
SPONSORSHIP**

VENUE SPONSORSHIPS SUMMARY

PACKAGE ELEMENT	TERRACE	CORPORATE	AD BOARD	CLUB ADS	HOSPITALITY
AREA	TERRACE NAME AND LOGO	-----	CHOICE OF PITCHES 1-4	THROUGHOUT CLUB	2 COURSE MEAL FOR 10 GUESTS
PITCHSIDE BOARD	<input type="checkbox"/>	<input checked="" type="checkbox"/> 1.5M	<input checked="" type="checkbox"/> 1.5M	<input type="checkbox"/>	<input type="checkbox"/>
FOYER SIGNAGE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
DIGITAL SIGNAGE	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
SOCIAL MEMBESHIPS	2	2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ANNUAL SPONSORS LUNCH	4 PLACES	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ANNUAL VENUE HIRE	FUNCTION & FULL VENUE	FUNCTION & FULL VENUE	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL TICKETS	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL COST	£15,000 + VAT	£3000 + VAT	£1,000 + VAT	£500 + VAT	£1,250 + VAT

SPONSORSHIP LOCATIONS



INTERNAL SPONSORSHIP LOCATIONS

FOYER SIGNAGE



Located immediately to the right as you walk into the main club foyer. All logo placements are printed on perspex and wall-mounted.

DIGITAL SIGNAGE



Brand new for 2024! Our digital signage will be displayed on all TV's in the club daily. Logos feature on a ticker at the bottom of the screen or in the centre of the display.

MATCHDAY SHIRT



The Matchday shirt sponsor wall includes 15 shirts mounted to the wall in the corridor between both bars, opposite the Presidents Lounge

EXTERNAL SPONSORSHIP LOCATIONS

PITCH BOARDS



Our pitch board advertisements are located around the edges of pitch 1 facing the club house. Printed in full colour, we have 3m and 1.5m options available to sponsors.

POST PROTECTOR



Post protectors are wrapped around the base of each set of posts at both ends of each pitch. These are only used on match days.





Season 25/26

THANK YOU

-  sponsorship@harlowrugby.club
-  www.harlowrugby.club
-  [@harlowrufc](https://www.instagram.com/harlowrufc)
-  www.facebook.com/harlowrugbyclub

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