



LYMM RFC

**SPONSORSHIP
OPPORTUNITIES**

2024-2025



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Executive Summary

Lymm's senior team find themselves competing in the 4th tier of English Rugby, an immense achievement for a club that does not pay its playing members. Being one of the highest performing amateur clubs in the country, Lymm are searching for new businesses to partner with and support the incredible impact the club has on its members and the wider community. This pack outlines the benefits, prices and perks of becoming one of our valued supporters.

The rugby club is a registered charity, and we rely on generous sponsors and partners to continue to provide an incredible sporting facility for all ages.

MESSAGE TO OUR SPONSORS

David Simpson, Lymm Rugby Club's Chairman, says there's never been a better time to become a club sponsor.

Our club is an amazing resource from the social through to the sporting, providing adults and children of Lymm and the surrounding area with a brilliant opportunity to develop friendships and be active. There are over 1,500 members across the various sections of the club, from rugby and hockey through to squash and now tennis.

Keeping things running is a great team of volunteers and sponsors, who, without their continued support, the club would not exist, let alone thrive.

Around the barriers of our new Artificial Grass Pitch (AGP) and tennis courts, and the playing kits of U5s to the 1st team, the names of many of the companies who currently support the club can be seen. Some of our sponsors are large international businesses but many are smaller Lymm-based enterprises. They have all generously contributed both in terms of money and their expertise and we thank them for all their ongoing support.

Over the coming years the club will be transformed

The AGP was the start of an ambitious development plan for the Crouchley Lane site. Four state-of-the-art tennis courts were completed in the summer of 2023 and the new clubhouse will follow mainly funded through the development of houses on both the old Manor Road Tennis Club and Crouchley Lane sites.

As our facilities improve and membership grows, sponsorship of Lymm RFC, along with the hockey, tennis and squash sections, will become more valuable to the business community.

Why sponsor Lymm Rugby Club?

We are actively seeking new business relationships, so what is in it for our sponsors?

In addition to the purely philanthropic donations, which obviously we welcome, we are aiming to create an environment where sponsoring the club makes good commercial sense for potential sponsors. We are aiming to create a network where sponsors and local businesses can meet and see that there are opportunities to work together. Benefits include:

- Brand awareness
- Increased visibility
- Partnering with a dynamic and successful sports organisation
- Shared values
- Positive public relations
- Networking in a relaxed environment
- Community engagement

OVERVIEW OF THE OPPORTUNITY

There are so many ways businesses and individuals can support the club to ensure it continues to thrive. This is an opportunity to come to a mutually beneficial agreement where both your business can benefit commercially, and the club can continue to grow and support the community it finds itself within.

Package Perks of Sponsoring Lymm RFC (*Subject to Agreement & Sponsor Type*)

- Extensive local and regional exposure via social media, news outlets and more.
- Nationwide coverage through National League Rugby and their highlights show.
- Access to England international games and other major sporting events.
- Discounts at the bar.
- Complimentary pre-match dining experiences.
- Season tickets.
- Exposure to over 1,500 members across the club and having your business promoted to all of these.
- Further exposure to hundreds of supporters from across the North of England at every home game, including ex-premiership teams.

The following packages and quotes in this document are negotiable and the benefits above vary depending on the package selected.

All Sponsorship prices are exclusive of VAT.

1. KIT SPONSORSHIP

The opportunity to be on the 2024-2025 playing or training kit is a great opportunity to be seen across multiple national and regional news outlets, social media platforms and in front of hundreds of supporters each game week. There is availability across both the playing kit and training wear. Both will be worn across each matchday and will feature extensively across Lymm's website and social channels. These packages are some of our most prestigious and the perks on the previous page can be negotiated and added on. It is worth mentioning that as a main sponsor, you will have your logo not only on the senior team shirts but also on over 400 shirts across the M&J section from U5 right up to U18 (Colts).

Playing Kit Sponsorship (Shirt and Shorts)

- Main Sponsor – Prime location on the front of the shirt & over 400 other shirts across the club.
 - £25,000 per annum (multi-year deal negotiable)
- Secondary Sponsor – Around the neckline, rear of the shorts and back of shirt.
 - £10,000 per annum (multi-year deal negotiable)
- Tertiary Sponsor – Sleeve sponsorship.
 - £4,000 per annum (multi-year deal negotiable)



Training Kit Sponsorship (Shirt)

- Main Sponsor – Prime location on the front of the shirt.
 - £1,000 per annum (multi-year deal negotiable)
- Secondary Sponsor – Around the neckline and back of shirt.
 - £500 per annum (multi-year deal negotiable)
- Tertiary Sponsor – Sleeve sponsorship.
 - £300 per annum (multi-year deal negotiable)



2. PITCH SIDE & CLUB SPONSORSHIP

AGP Sponsorship

There are great opportunities for exposure pitch side. The artificial 4G pitch hosts all of the home games for the 1st team and a vast number of other fixtures, trainings and events across the club from 2nd team right the way through to the M&Js. The pitch is also rented out to host other teams, fixtures and events including Sale Sharks training sessions.

The cost of procuring the pitch side advertising boards is included in the cost of the sponsorship, and the club will take responsibility for producing and erecting these boards with the selected graphics. The size is 2m x 0.75m (in landscape format). The club will support you to design these items if required and ensure high quality.

Options

- Pitch side advertisement board
 - £500 for 1 year or £350 per annum for 3 years.
 - The cost is inclusive of production, delivery and erection.
- Scoreboard sponsor
 - £1,500 for 1 year or £1,000 per annum for 3 years.
 - Your brand and business showcased on the scoreboard for the season.
- Corner flags
 - £300 per annum for 3 years
 - Logo printed on the 14 flags used on all rugby matches taking place on the pitch
- Post protectors
 - £1,000 per annum for 3 years
 - Logo printed on all 4 posts that will be visible for all rugby matches on the pitch.

Other Club Sponsorship

The club also has brand new state of the art tennis courts, a halfway house that acts as a bar and food outlet as well as plans in place to place a covered grandstand for supporters to use on match days.

Options

- Halfway house sponsorship
 - £5,000 per annum.
 - This is the outside bar at the club used on Saturdays and Sundays.
- Covered Grandstand
 - £15,000 for 1 year, £10,000 annually for 3 years.
 - This will allow the club to construct a grandstand by the main pitch, giving our loyal supporters of all ages the ability to enjoy the game in comfort, with protection from the elements. For clarity, the grandstand does not exist currently.
 - Branding right around the grandstand.
- Tennis Court
 - £250-£500 for 1 year £200-£400 annually for 3 years.
 - Sponsorship boards across the tennis courts fences, sizes negotiable.
- Tennis Pavilion
 - £750 for 1 year, £500 annually for 3 years.
 - Sponsoring the pavilion outside the tennis courts.

3. MATCHDAY AND PLAYER SPONSORSHIP

Match Day Sponsorships

The first team will be hosting 13 home matches throughout the 2024-2025 National 2 North season hosting a number of local rivals and ex-premiership sides. There are different levels of opportunities ranging in cost depending on your business and their needs. For each of these you can take out a full season, partial season, or one game package.

Options

- Headline matchday sponsor
 - £500
 - Includes 1 table of 10 guests (worth £350).
 - Extensive social media coverage the week before and after the fixture.
- Match ball sponsor (Season)
 - £2,000
 - Your sponsor would be printed on the match balls used throughout the season.
 - Vast exposure online via match day photography, social media and other news outlets.

Player Shirt Sponsorships

This season, for the first time ever, you can sponsor one of the numbers on the first team match day squads. The difference between this and traditional player sponsorship, is you are guaranteed exposure for that number for the duration of the season, no matter which player wears that shirt. This opportunity includes your company being featured on every single starting lineup announcement across social media and on the website.

Options

- Starting XV: Numbers 1-15
 - £500 per season
- Replacements: Numbers 16-20
 - £400 per season

TESTIMONIALS

Below are a select number of testimonials from previous sponsors:

The Dental Academy

At The Dental Academy we are very supportive of the ideals and supporting ethos at Lymm RFC. Our presence as the main sponsor has helped build our business profile and brought us new clients and given us a return in our investment in the financial sense.

However, the greater value has come from the satisfaction of knowing we are helping young people to develop into healthy, mentally strong individuals with an appreciation of the values that the game of rugby instils.

For that alone I would recommend participation in sponsorship at whatever level works for you. If your experience is like mine, you will get out far more than you will put in.

Together Financial Services

As a business we are delighted to provide sponsorship to Lymm Rugby Club. The club is it is at the heart of the community, with both players and results significantly above its amateur status. As part of our own community outreach programme, we are keen to continue to support the club's incredible journey.

Together is very proud to partner with Lymm and with over 1500 active members within the club, both the sponsorship and brand awareness opportunity enables our business to reach a substantial target audience, in a customer segment that matches our own ambitions.

Whilst the club relies on an army of volunteers, its own standing and reputation across the Northwest and wider regions is highly regarded. The work undertaken over the last few years through sponsorship and fundraising has enabled Lymm to become a 'best in class' club.

BESPOKE PACKAGES & DONATIONS

Lymm Rugby Club hosts a wide range of events across the calendar year, from the world famous panto, to sportsman's dinners and other seasonal events for all ages. The rugby club is also host to other sports including hockey, squash and tennis, creating a real community hub of activity for the village.

As a result, there is a fantastic opportunity for businesses to partner with us in order to sponsor various areas of the clubhouse itself as well as get involved with other parts of the club.

All of the offerings listed in this pack can be negotiated and sponsorship agreements can be put in place in order to suit your business' needs and budget. We can combine any of the above packages or even create an entirely bespoke agreement.

If you are interested in supporting the club in the form of a donation (no sponsorship), we also welcome this with open arms and are incredibly grateful to these generous acts. If you are able donate with gift aid, the club can then claim an additional 25% on all donations providing you are a UK taxpayer, which makes a huge difference!

If you are interested in being part of our incredible journey, we would absolutely love your support. Please get in touch for further information or to discuss a quote:

Contact Information

If interested, please contact Rob Makin or Tom Shard on the following emails:

robertmakin@hotmail.co.uk

thomas.shard9@gmail.com

With thanks to our recent sponsors

