



Chorley R.U.F.C



CHORLEY
RUGBY
UNION
FOOTBALL
CLUB

**SPONSORSHIP
BROCHURE**

2021-2022 SEASON

ABOUT CRUFC

Striving for Excellence

We are currently looking ahead at our 2021-2022 season, where our 1st XV mens team will be competing in the NOWIRL Division 2 North for the first time in many years.

In the wake of the COVID-19 pandemic and Chorley RUFC returning to our new home and purpose built facility, there will no doubt be more financial pressure on the club this year, and so we rely on the support of our sponsors now more than ever.

This season will of course look a little different to the many seasons before but we are raring to go when the leagues and various cup competitions return.

No doubt this will bring exiting and competitive rugby back to the heart of Chorley.

In the meantime, Chorley RUFC have commenced Touch Rugby sessions on Astley Park and with the return of players and new players coming along there appears to be a bit more of a buzz around the club this season.

With the fairly big changes around the club and the new clubhouse facility at Brookfields, the support of our sponsors helps us to cover the running costs of the club and buy the new equipment that is needed by the club at the new facility that will be being used for years to come.

This is your opportunity to get in on the ground as we rebuild our club to its full potential.

Off the Field

Although we work and train hard, we also do off-the-pitch activities to give back to our local community.

In the past few years we have worked with our Charitable Partner



We have used our collective efforts as a club to donate gifts to the children under Derian House's care at Christmas and during the pandemic the players and community around Chorley RUFC raised **over £2000** through online challenges which went a small way to assisting with their funding shortfall.

Its not all about the rugby!



Social Media

Getting You noticed

Facebook
ChorleyRUFCl'

492 followers

The popularity of local rugby means that our social media channels are popular locally and obtain engagements from all over England.

We have a combined total of 1,164 followers across our three social media accounts, alongside our club website.

Instagram
ChorleyRUFCl'

167 followers

We use our social media to provide updates on our training activity, game day preparations and results, social and charity events, and also to promote our Sponsors.

Utilising our social media presence to promote your brand will provide a lift to your own typical engagements, and promote your services to a whole new audience.

For the 2021-2022 season we will be featuring in local press too.

Twitter
ChorleyRUFCl'

505 followers

Our Packages

We have a number of Sponsorship Packages available for the 2021-2022 season as detailed below.

While we do have these pre-determined packages available, we are always happy to discuss bespoke packages if you have specific arrangements in mind.

Match day Sponsor

£250

- ✓ A dedicated social media post about our partnership
- ✓ Your company logo displayed on the sponsor page of our website with a link to your website or social media pages.
- ✓ Pitch-side advertising board for your selected game day
- ✓ Invitation to the club to watch the game and meet the team on your allotted game day
- ✓ Advertising board kept up at every home game
- ✓ Promotional photograph of your advertising board with 1st XV.
(At least 12 home games to choose from)

Kit Sponsor (1st XV)

£500 - £800

- ✓ Sponsorship of our Senior Mens 1st XV
- ✓ Your logo to the
 - left arm £500
 - right arm £500
 - upper back £800
 - lower back £650of match day shirts
 - Shorts £800
- ✓ A dedicated social media post about our partnership
- ✓ Your company logo displayed on the sponsor page of our website with a link to your website or social media pages.
- ✓ Advertising displayed pitch side at all home games.
- ✓ Promotional photograph of your advertising board with 1st XV.
- ✓ Logo featured on both Home and Away shirts; totally 40 shirts/ shorts.

Headline Sponsor 1st XV

£1500

- ✓ Sponsorship of our Senior Mens 1st XV
- ✓ Your logo to the chest of the *home and away* kits
- ✓ A dedicated social media post about our partnership
- ✓ Your company logo displayed on the sponsor page of our website with a link to your website or social media pages.
- ✓ Pitch-side advertising board for all home games
- ✓ Invitation to the club to watch a match and meet the team on a game day
- ✓ Promotional photograph of your advertising board with 1st XV.
- ✓ Regular social media promotion of your company on your club-side social media

Bespoke Extras

- Purchase of specific items of kit eg hoodies, warm up tops, subs jackets and flags
- Sponsor of awards
- Provision of discounted goods or services to our members

What your support provides

Your much valued support will allow our club to grow and for Chorley RUFC to be equipped with the most important pieces of training equipment.

If you're interested, please get in touch.

Thank you for your support.

Please contact

chorleyrufc@outlook.com

