

**CARLISLE
RUGBY
FOOTBALL
CLUB**

Sponsorship Deals

**WHAT YOU
NEED TO KNOW**



MATCH BALL DONATION

*Match ball sponsorship
available for match
days -*

£50

*Acknowledgement of
your donation appears
on the team page of
the Match Day
Programme*

WHO ARE WE?

Carlisle RFC is a thriving Community Amateur Sports Club that provides rugby for boys and girls, men and women, right through from the under 7 age group to senior rugby. The Club provides a focus for young people to develop their interpersonal skills, character and leadership abilities, and helps them to become excellent ambassadors for themselves as individuals, for the City of Carlisle and for Carlisle RFC. To enable the Club to thrive, regular income is essential and we are always striving to find new ways of increasing our income to ensure that we can continue to provide the training, coaching and rugby matches that is expected of us. Apart from the usual income streams we are anxious to encourage local businesses and organisations to assist by way of sponsorship or other helpful contributions. There a variety of ways in which this can be done and this leaflet is designed to give potential sponsors ideas of how they can help - from small donations to larger sums if they fell able to do so.



Caption describing picture or graphic.



SPORTS MATCH

Sports Match is a scheme that is designed to allow sporting organisations to double up any amount of money over £1000 that is given to them by way of sponsorship or donation. The cash must be allocated for a new initiative that has not been previously funded in a similar way previously. An example might be replacing the ageing floodlight system on the 1st XV pitch. If a company or organisation was kind enough to offer, say £5000 towards the project, then in all probability the sponsorship or donation would be worth £10000 to the Club, and the original benefactor would have the satisfaction that his money had been put to good use. ****Note - this scheme has been temporarily suspended to allow diversion of funds to the 2012 Olympic Games!**



GENERAL SPONSORSHIP

Some of our existing sponsors prefer to make cash contributions towards the Club rather than enter into any specific arrangement. There are those who have given x several hundred **£££'s** and there are those who have been extremely generous by handing over x several thousand **££££'s**. Should any prospective sponsor decide to go down this route, they can specify what their money has to be directed towards or, the money will simply go into the general fund for the overall benefit of the Club. Whatever, we are very grateful for any help and generosity that comes our way.



SPONSORED MAINTENANCE

It may be that if you were considering sponsorship of the Club, that you would like to actually undertake some work on behalf of the Club. We are continually striving to improve the quality of the playing and buildings environment at our Warwick Road HQ. A hard spectator standing area around the perimeter of the 1st XV pitch is one of our priorities, as is a metalled approach to, and in front of the grandstand. The replacement of the 1st XV pitch floodlighting system could also be a consideration. Or, you may have seen something at the Club that you consider is worthy of some improvement, and would like to help with that. We are always open to suggestions.



PITCH PERIMETER (& OTHER) ADVERTISING SIGNS

ADVERTISE ON THE PITCH PERIMETER OR ELSEWHERE ON THE PREMISES

Signs to your own design

-manufacture from £150 + VAT

& £150 pa + VAT site rental

- a 3 year minimum rental period is expected



Signage to meet your own specification

MATCH DAY SPONSORSHIP

REWARD YOUR LOYAL CLIENTS & CUSTOMERS

Take a match day sponsorship package and invite them along for the afternoon

£425 + VAT

includes

HOT BUFFET LUNCH FOR 25 GUESTS

FREE MATCH PROGRAMME for each guest

(includes prominent mention of your kind sponsorship)

CLUB SHIELD OR OTHER MEMENTO

EXTRA GUESTS AT £5 per head + VAT

BAR ACCOUNT EXTRA BY ARRANGEMENT



Entertaining clients

SHIRT SPONSORSHIP



There are deals available in shirt sponsorship - an ideal way to advertise your business or organisation, not just in Carlisle, but because of our fixture programme, throughout the North of England and the South of Scotland. Packages are as follows (junior rugby teams less 25%). Your company logo emblazoned on the front or back of shirts. Normally a 3 year deal is looked for although shorter terms can be considered.

1 team @ £3500 pa plus VAT

2 teams @ £5000 pa plus VAT

3 teams @ £6500 pa plus VAT

INDIVIDUAL PLAYER SPONSORSHIP

YOU CAN SPONSOR AN

INDIVIDUAL PLAYER OF YOUR CHOICE

@ £200 + VAT per season

Your contribution is acknowledged on a picture collage on the Club notice board and your business or

organisation is recognised on the team page of match programmes alongside your chosen player

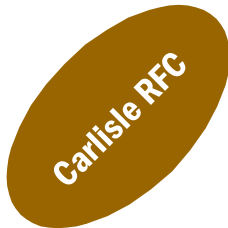




CARLISLE RFC
The Rugby Club
Warwick Road
CARLISLE
CA1 1LW

01228 521300

Secretary on:
01228 515486 or
07812 110 782
mortwas82@aol.com



ROOM SPONSORSHIP

We boast a Club with excellent facilities, and include lounges and function rooms appointed to a high standard. They are all in frequent use by people from across the spectrum, and what better way to advertise your business or organisation than to SPONSOR ONE OR MORE OF THE ROOMS. Your company logo will be prominently displayed at the entrance to any room you choose to sponsor, and also with prominent professional signs in the room itself.

Room sponsorship will include the opportunity once a season for you to entertain 35 guests to lunch etc. on a 1st XV match day.

Other benefits can be included by negotiation,

1. MAIN CLUBROOM - £6000 pa + VAT
2. LOUNGE BAR - £5000 pa + VAT
3. FUNCTION ROOM - £3500 pa + VAT
4. 2 & 3 COMBINED - £6500 pa + VAT
(or by negotiation)

Appropriate businesses may also consider sponsoring the kitchens & dining area or our changing room complex (or parts of).

FUNCTIONS, CONFERENCES, MEETINGS

The Clubhouse is ideally suited for a variety of functions ranging from conferences, meetings and seminars, as well as being a great venue for that special party, christenings, funeral teas, dances and a wide range of other events. Our prices are very competitive and a variable range of catering is also available in house. Or, if you prefer, you can bring in your own catering.

The main club room can accommodate up to 120 people depending on the type of function proposed.

The lounge bar and the small function room are suitable for up to 75 guests in each.

Prices vary depending on the type of use and the time of day.

All rooms are fully licensed and we are able to serve alcohol until a late hour.

Contact the Club for further details.

