



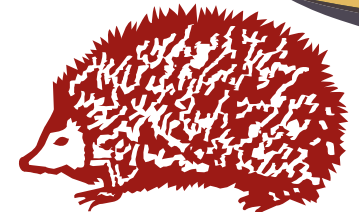
# Partnership opportunities with Hitchin Rugby Club

Hitchin Rugby Club is a registered charity whose mission is to participate in and promote the sport of rugby at all age levels within the Hitchin area.

This includes Mini (U5-U12), Youth (U13-U18), Seniors (18+), Vets (35+), Ladies and Girls Rugby (U13, U15 and U18) as well as Adult Touch-Rugby.

This participation and promotion is accomplished through various means including playing, coaching, refereeing and community development.

Registered charity number: 1159772



**HITCHIN RUGBY CLUB**

For more details of sponsorship, or to discuss a bespoke package, contact Phill Ryan, Carly Jones or Simon Cook ([sponsorship@hitchinrugby.com](mailto:sponsorship@hitchinrugby.com)).



# Supporting sport and your local community

The local community is at the heart of Hitchin Rugby Club and our goal is to provide active sport and a social hub for as many people, from whatever background, as possible. Everyone is welcome.

If you want to give back to the community and have an opportunity to be noticed by over 1,500 families and individuals, aged from 4 to 95, then we would be delighted to welcome you as one of our club partners.

We cannot provide rugby for boys and girls aged from 4 to 18, our successful men's and women's teams or our touch

rugby group without the invaluable help of our sponsors and partners. We will undertake to give you as much publicity as we can or dovetail with any of your goals.

Any support we are given goes back to help rugby in the locality directly – whether equipment, coaching, developing our facilities or just cutting the grass. We encourage all of our members to embrace the social side of rugby too, so important to mental health, and the club itself is a centre for interaction.

At Hitchin Rugby we have ambitious plans. Our membership has been growing

dramatically and we have added six new changing rooms in recent years. We have the desire to turn our club into even more of a community hub.

Please be part of the rugby community in Hitchin and surrounding villages and partner with us. Come and visit, especially on a Sunday when you will see hundreds of local children and parents enjoying the game and the club. We have packages from as little as £200 to main club partnerships. Please contact us to find out more and to chat through the benefits of linking with Hitchin Rugby Club.



# Partnership packages

## MAIN CLUB SPONSOR PACKAGE

- Six Twickenham tickets for each of England's Six Nations home games
- Six Twickenham tickets for each of England's Autumn International home games
- Ten tickets to the annual Sponsors' Dinner
- Two reserved spaces for each VP Lunch
- Logo on matchday post protectors
- Main logo on all club shirts
- Hyperlinked logo on Hitchin Rugby Club website
- Social media tag on matchdays and match related posts
- Company details in digital game day programme
- Business logo and adverts on clubhouse screens
- Advertisement in *Club points* newsletter – sent to 1,200 members three times a year
- Name on shirts board
- Hitchin Rugby Club bar 10% discount card
- Club takeover weekend
- Targeted offer to club members



**We are grateful to local company Mason Navarro Pledge for a generous long-term partnership which has allowed the club to develop and grow, providing rugby for all ages, gender and all abilities.**



# Partnership packages

Annual cost  
**£10,000**  
+VAT

## PLATINUM PARTNERSHIP PACKAGE

- Four Twickenham tickets for two of England's Six Nations home games
- Four Twickenham tickets for two of England's Autumn International home games
- Six tickets to the annual Sponsors' Dinner
- Large logo on club shirts\*
- Hyperlinked logo on the Hitchin Rugby Club website
- Social media tag on matchdays and match related posts
- Company details in digital game day programme
- Business logo and adverts on clubhouse screens
- Advert in our *Club points* newsletter – sent to 1,200+ members, three times a year
- Name on shirts board
- Six Hitchin Rugby Club bar 10% discount cards
- Club takeover weekend
- Targeted offer to club members

\* Logo on shirt is dependent on new kit order and commitment for three years for agreed team.



# Partnership packages

Annual cost  
**£5,000**  
+VAT

## GOLD PARTNERSHIP PACKAGE

- Two Twickenham tickets for two of England's Six Nations home games
- Two Twickenham tickets for two of England's Autumn International home games
- Four tickets to the annual Sponsors' Dinner
- Large logo on club shirts\*
- Hyperlinked logo on the Hitchin Rugby Club website
- Social media tag on matchdays and match related posts
- Company details in digital game day programme
- Business logo and adverts on clubhouse screens
- Advert in our *Club points* newsletter – sent to 1,200+ members, three times a year
- Name on shirts board
- Four Hitchin Rugby Club bar 10% discount cards
- Club takeover weekend
- Targeted offer to club members

\* Logo on shirt is dependent on new kit order and commitment for three years for agreed team.



# Partnership packages

## SILVER PARTNERSHIP PACKAGE

- Two Twickenham tickets for one of England's Autumn International home games
- Four tickets to the annual Sponsors' Dinner
- Small logo on club shirts\*
- Hyperlinked logo on the Hitchin Rugby Club website
- Social media tag on matchdays and match related posts
- Company details in digital game day programme
- Business logo and adverts on clubhouse screens
- Name on shirts board
- Two Hitchin Rugby Club bar 10% discount cards

\* Logo on shirt is dependent on new kit order and commitment for three years for agreed team.

Annual cost  
**£3,000**  
+VAT



## BRONZE PARTNERSHIP PACKAGE

- Two tickets to the annual Sponsors' Dinner
- Hyperlinked logo on Hitchin Rugby Club website
- Social media tag on matchdays and match related posts
- Company name in digital game day programme
- Business logo and adverts on clubhouse screens
- Name on shirts board
- One Hitchin Rugby Club bar 10% discount card

Annual cost  
**£1,000**  
+VAT



# Partnership packages

## PLAYER OF THE MATCH PACKAGE

**£500**  
**+VAT**  
per season,  
per team

- Two tickets to Sponsors' Dinner
- Hyperlinked logo on Hitchin Rugby Club website
- Social media tag on matchdays and match-related posts
- Company name in digital game day programme
- Name on shirts board
- One Hitchin Rugby Club bar 10% discount card

## BALL SPONSOR PACKAGE

Annual cost  
**£1,500**  
**+VAT**

- Company name on match balls (Men's or Ladies)
- Two tickets to Sponsors' Dinner
- Hyperlinked logo on Hitchin Rugby Club website
- Social media tag on matchdays and match-related posts
- Company name in digital game day programme
- Business logo and adverts on clubhouse screens
- Name on shirts board
- One Hitchin Rugby Club bar 10% discount card

## CLUB SUPPORTER PACKAGE

Annual cost  
**£200**  
**+VAT**

- Your name on club numbers display board
- Approximately 1,000 "opportunities to see" per week
- Hyperlinked logo on Hitchin Rugby Club website
- One Hitchin Rugby Club bar 10% discount card



# Partnership packages

## CLUB TAKEOVER DAY

Hitchin Rugby Club are delighted to offer our partners the chance to 'Take over' the rugby club for the day or weekend. We are totally open to your suggestions but here are some ideas we came up with...

**Saturday Men's 1XV Team home game (pm)**  
– target audience approximately 300 local people.

**Sunday Mini & Youth (am), Ladies Home Game (pm)**  
– target audience approximately 500 local people.

- Company-branded gazebo between clubhouse and pitch promoting your product
- Product showcase and demonstrations
- Pull-up banners around clubhouse
- Distribution of promotional material
- Company advert/logo in digital programme
- Company video on screens in clubhouse

**Monday follow-up emails of special offers/discounts**  
– targeting approximately 1,200 Hitchin RFC members.

**Please note:** gazebos, banners, promotional materials, decorations to be provided by partner.

Price on application

## Clubhouse for hire

The clubhouse is alive and buzzing throughout the year.

We offer the space for hire, including corporate meetings, birthday parties and celebrations.

For more information email:  
**[bookings@hitchinrugby.com](mailto:bookings@hitchinrugby.com)**

We also host many club events throughout the year such as:

- EoS awards dinners
- Sponsors' dinner
- Christmas fair
- Herts County Festival 2023
- Hitchin CAMRA Beer Festival
- North Herts Rugby and Netball Festival.





# What our partners say

Hitchin Rugby Club is so grateful to all of our current partners who help us serve the community.



*"We are passionate about taking an active company-wide approach to Social Responsibility that connects us to our local community in a way that is more than just charitable giving.*

*"We are also huge rugby advocates and have been the proud main sponsors of Hitchin Rugby Club for over five years now. We do remember signing the paperwork to sponsor the rugby club like it was yesterday – time flies! It has been rewarding to see the membership of the club grow over the years and give something back to a community which has supported our growing business.*

*"Our values are aligned, and we share the same passion to realise the benefits of great teamwork, commitment to training and being fit and ready to take on the next challenge: on the pitch, on-site, in the office or in the boardroom."*



*"Kelly Group are proud to have been sponsors of Hitchin RFC for over 20 years. The Club have had some great successes over the years with promotions and cup runs but for us the big win has been Hitchin's commitment to development of the game in the local community.*

*"The Men's, Minis and Boy's sections are well established, and have had excellent numbers for a long time, but in recent years it has been great to be associated directly with the very successful development of the Ladies and Girls teams.*

*"We know how important sponsorship is to a Club like Hitchin and we would like to acknowledge the Club's dedicated army of volunteers who make these successes happen."*



**RAYMOND JAMES®**

Hitchin

*"It is our privilege to sponsor the Ladies & Girls teams. We can see the success they have on the pitch but also the fantastic community that they have built throughout the Club.*

*"One of our passions is empowering everyone, especially women, regarding their finances and we love that, through our sponsorship of the Club, we are empowering women and girls in a different way.*

*"The teams are fantastic in promoting rugby and their partners through social media so it is a great way for us to be recognised as a business that is part of the Hitchin community."*



*"My family have been in Hitchin for 140 years. My three passions in life are Theatre, Hitchin & Rugby. It just makes sense for the Market Theatre to support Hitchin Rugby Club who give so much to our town.*

*"I always knew I had made the right decision when I was called forward after a home match that Hitchin lost and was 'fined' for being the matchday sponsor! The club still play rugby in the right spirit on and off the pitch."*

# A massive thank you to all our sponsors

Hitchin Rugby Club is so grateful to all of our current partners who help us serve the community.



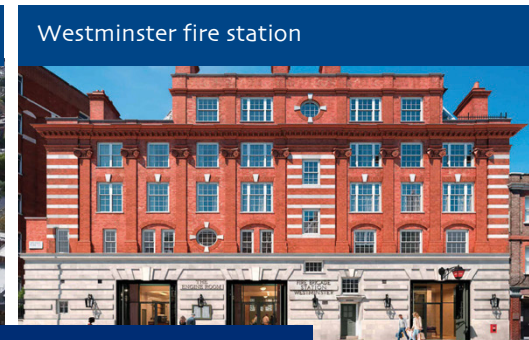
And a big thank you to *The Comet* newspaper for their continued support.



Tower Super Bloom



Eden Campus



Westminster fire station



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