



Old Coventrians RFC

Club-house -Tile Hill Lane, Coventry CV4 9DE

Tel: 024 7671 5273

Information for Prospective Sponsors – 2008/9

Our aims and values

Old Coventrians RFC is a leading local sports club, originally formed by old boys from King Henry VIII School, Coventry, but for many years now it has been an open club, drawing its members from the wider community. Several past players have played for England including David Duckham and Peter Rossborough.

Our main focus is on rugby union but we also host the 'Coventry Bears' rugby league team and other small sports clubs such as Flat and Crown Green Bowling.

For Rugby Union Football, we run:

- Mini and Junior rugby from ages 6-15 (boys and girls)
- Colts rugby
- Senior rugby
- Vets rugby

The club aims to promote and develop rugby football within the Community and we have been very successful in recent years in introducing many local youngsters safely into the sport of rugby. On a typical Sunday we now have around 250 youngsters learning and playing the game, and these numbers are growing. We aim to help these young people to develop the skills needed to be good rugby players but also to learn the values of fair play, working together as a team and of being good team mates.

Our Junior Colts (Under 17 XV) has won the local U17 League and has a real opportunity to achieve national prizes this year both in the RFU Midlands Divisional and National Under 17 XV Competition.

At Senior Colts level we have an exciting new partnership with Coventry RFC to develop an 'OC Coventry Colts' team (Under 19 XV). We have played several strong colts sides from local and National 1 Clubs and are doing well in the National Colts Plate Competition. The strength of our Under 17XV bodes well for the success of this initiative next year.

At senior level in 2007/8 we are currently playing in the Midlands 4 West League and our immediate ambition is to gain promotion back to the league above and then progress onwards to Midlands 2 which we feel is as far as we can go on an amateur basis. However we place equal value in playing for the pure enjoyment of the sport, which means arranging friendly matches, playing visiting touring sides and touring ourselves.

Club Finances

The Club is a non-profit making organisation, run and managed on a voluntary basis, through the devotion and hard work of parents and past players keen to promote and support the continued growth of the game and the success of its teams.

The club owns its own ground and club house and is without debt, but needs further funds to progress. Although we are an amateur club, there are significant costs in maintaining our playing fields and club-house and in ensuring we can offer our players professional coaching and physiotherapy. The club is fortunate to have benefited from the support of several local businesses and individuals in bringing it to where it is today. To sustain and develop the club further we need the continuing assistance of these and new sponsors who are keen to support the playing of rugby football and the future success of the Old Coventrians RFC.

The Benefits of Sponsorship

We hope that all our sponsors will have satisfaction from seeing that their financial assistance is applied well but more importantly that they gain real enjoyment from being an active member and supporter of the Old Coventrians Club:

- Supporting the OC's 1st XV,
- Supporting the Colts and junior teams
- Pre-match lunches
- Attending the Annual Sponsors dinner
- Occasional sportsmen's dinners
- Watching major internationals on our big screen TV
- Enjoying the company and camaraderie of like-minded people and players in the bar.
- Enjoying occasional social events such as our 'Beef and Beaujolais' and Paddy's nights

We also help businesses to promote the name of their company or organisation in the context of supporting community sport. Businesses may wish to provide sponsorship by way of advertising hoardings, match day lunches or web-site publicity. Major sponsors may also wish to see their name on players' kit.

The Club house also has excellent facilities for holding small business meetings, lunches and dinners, and many of our sponsors make use of this as part of their sponsorship arrangement.

Pre- match lunches offer a wonderful opportunity to entertain friends and business colleagues. Sponsors, Vice Presidents and their guests always enjoy an excellent meal in our new function room before walking out to cheer on the first XV or Colts. Afterwards we return for the final course and perhaps then move on to some post-match analysis in the bar.

The Annual Sponsors Dinner each year is always a memorable event, with an opportunity to learn how sponsorship monies have been applied and how the club has progressed. This usually includes a speech from a well-known and humorous after-dinner speaker, which may well be a little risqué in accordance with the traditions of rugby football.

There is a variety of ways that you can sponsor the Club – from £50 upwards. If you would like to know more then please contact Bob Holland (Club President) on 07816-773191 or Mike Owen (Chairman) on 07855-424097 or Bill Whetstone (Secretary) on 07966 064684 .

OLD COVENTRIANS RFC – TYPICAL ANNUAL SPONSORSHIP PACKAGES (2007/8)

	<u>Sponsorship Package</u>	<u>Indicative Cost (ex VAT)</u>
MAJOR CLUB SPONSORS		
- Senior Section	- Exclusive Name/Logo on our 1 st XV shirts or Club Casual Wear	Details by individual arrangement £2000-£3500
- Junior Section	- Prominent advertising hoarding on our main entrance drive	
	- Prominent flashing Banner Advertisement on front page of our web-site	
	- Publicity in OC Press Releases and programmes	
	- Option to purchase 2 guaranteed 6-Nations tickets to the match of choice	
	- Table for 4 at our Annual Rugby Sponsors Dinner	
	- Annual Vice President's membership	
PITCH-SIDE ADVERTISING SPONSORS		
	- Advertising hoarding along-side our first team pitch (2m ^s)	£200 p.a. (pitch-side)
	- Name/advert on our web-site 'Sponsors Wall'	+ £50 board set up costs
	- Web link to own business web site	£350 p.a. (1 st XV score-board)
	- Two tickets to our Annual Rugby Sponsors dinner	£500 p.a. (Entrance notice board)
		£500 p.a. (Post-Guards/Flags)
TEAM AND PLAYER SPONSORSHIP		
- 1st XV Tracksuits/Kit bags	- Exclusive name/logo on our 1 st XV & 2 nd XV tracksuits or Kit Bags	approx £1000
	- Prominent flashing Banner Advertisement on front page of our web-site	to enable subsidised cost to players
	- Two tickets to our Annual Rugby Sponsors dinner	
- Mini/Junior tracksuits/Kit bags	- Exclusive name/logo on our mini/junior tracksuits or Kit Bags	approx £250 - 500 per age group
	- Name/advert on our web-site 'Sponsors Wall'	to enable subsidised cost to players
	- Two tickets to our Annual Rugby Sponsors dinner	
- 1st XV and Colts Squad No Sponsorship	- Publicity on our Club House 'Team Sponsors Board'	£100 for yr1 / £ 80 continuing year
- Physiotherapists sponsorship	- Name/logo on our Physiotherapists tracksuits & Medical Bags	£600 p.a.
	- Prominent flashing Banner Advertisement on front page of our web-site	
	- Two tickets to our Annual Rugby Sponsors Dinner	
- Kit sponsors – Senior and Junior	- Publicity in Club House and on programmes and web site	Individual arrangement
EVENT SPONSORSHIP		
- Match Day VP Lunch Sponsors attended by VPs and guests (typically 120+)	- Named sponsor of home match and lunch table for 8 persons	£500 - £750
	- Prominent flashing Banner Advertisement on front page of our web-site	
	- Two tickets to our Annual Rugby Sponsors dinner	
- Match Ball Sponsorship for above	- Named sponsor for the home match	£50
- Tour Sponsors for Senior or Juniors	- Name/logo on tour shirts, tracksuits or casual wear	Details by arrangement
	- Prominent flashing Banner Advertisement on front page of our web-site	£300-£1000