



1858 **BLACKHEATH**  
**RUGBY**



**Become part of our family**  
**Partner with the oldest open Rugby Club in the World.**

Founded in 1858, Blackheath FC is known in every corner of the globe as (the) CLUB.  
We started, others followed and now you have the opportunity to be part of our heritage, and our future.



## Our Legacy



The club was founded as "Blackheath Football Club" in **1858** by old boys of Blackheath Proprietary School who played a "carrying" game of football made popular by Rugby School.

When the old boys played against the current pupils, supporters would shout for either "**Club**" or "**School**" accordingly. This is why to this day supporters of BFC shout for "**Club**", not for "Blackheath".

Today, over **1,000** members and fans from the across world of rugby support, play and cheer for **Club**.

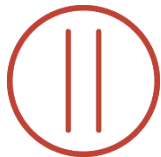
# Our Future



Playing in the National One League, our 1st XV team played convincingly well and at the end of the curtailed 2019/2020 season, finished in **4<sup>th</sup> position.**



However our plans are only postponed and a strong 1<sup>st</sup> team are still in place and **eager to continue** where they left off.



But of course our plans for promotion to the Championship League were ultimately curtailed due to the **pandemic** and the end of all competitive rugby for the season.



During the past year the club has invested heavily in **staff, a new website, online retail, clubhouse improvements and business systems.** We are confident of our future and we want **you** to be part of it.





# Be Part of Our Family



Blackheath has a talented and passionate semi professional 1<sup>st</sup> XV but we also have over **400 youth members**, a growing girls' section and two women's teams.

Alongside our men's teams, they all play competitive rugby in various county and national leagues.



## Why partner with us?

Sponsorship is a great way to increase your presence and competitiveness within your business' market. If your target audience relates to the party that you choose to sponsor, it has the potential to improve your company's image and status.



heritage



pride



team-work



Integrity



passion

Sponsorship also provides the opportunity to position your brand in front of a new market of potential customers, exposing a variety of new marketing opportunities. By partnering with us your brand will be associated with ours and our core values of:

## Partnerships can:

- ✓ raise brand awareness and create preference
- ✓ create positive PR and raise awareness of both organisations
- ✓ provide attractive content for a range of products and services
- ✓ build brand positioning through associative imagery
- ✓ support a marketing campaign
- ✓ deliver on corporate and social responsibility commitments
- ✓ create internal emotional commitment to the brand
- ✓ act as corporate hospitality that promotes good relations with clients.

# Player and Position Partnership



Our 1st XV is selected from a squad of around 40 passionate, dedicated and skilled players from all over the UK and beyond.



You may choose to support an individual or a particular position or both.



Your name/logo will be added to the website alongside your team member or position in the e-programme for each match

Specific player sponsorship	£250pa with kit £350pa
Position Sponsorship	£350pa
Player, kit and position combined	£650pa
Match Day Ball (includes e-programme advert and PA shout-outs)	£650pa
Web link. Your logo and link on our sponsorship page	£550pa
A unique advertising page on our website	£1,500pa

# Well Hall Advertising Boards



You only have to supply your artwork to have your company permanently advertised to all visitors to Well Hall 365 days of the year, not just on match days.



All board sponsors will also have their names as a web link on our website sponsorship page.



All prices are per season and we offer a 15% reduction for two seasons.

Pitch side advertising board	£1,500 2.4 Metre Board , £2,200 6 Metre Board
Side of stands	£2,500
Road Side (S.Circular) Face in fabric banner	£1,500 2.4 Metre Banner
Road Side (S.Circular) Face out fabric banner	£2,500 2.4 Metre Banner
Scoreboard Banner	£2,500
Dug-Out roof (flight path)	£5,000
Seat Cover	£5,000
Covered Stand (headline)	£8,500

# Match Day Sponsorship



What better way to treat your clients than to immerse them in the electric atmosphere of a home game that is sponsored by your company.

Free ground entry for you and 20 of your guests	
Table for 10 at our pre-match 3 course lunch (or buffet for 20)	
Logo and Hyper link on our website (permanent for the whole season)	
Signage on main match board on South Circular	
Present the Man of the Match award	
Multiple shout-outs on match day PA	
Pre-match advertising on social media and club newsletters	
10 seats in the covered stand to watch the match	
Après match 'thank you' on social media	£2,000

(subject to availability, all artwork to be supplied by sponsor)

Combine two or more of the sponsorship packages and you will benefit from a 10% reduction in overall cost.



# Kit Sponsorship



Become part of the heart of our teams by sponsoring our kit

<b>1<sup>st</sup> XV</b> Training Tee Shirt	£350 per season
<b>1<sup>st</sup> XV</b> Kit Bag	£350 per season
<b>1<sup>st</sup> XV</b> Shorts	£3,000 per season
<b>1<sup>st</sup> XV</b> Sleeve/shoulder	£3,000 per season
<b>1<sup>st</sup> XV</b> Main Sponsor Back of Shirt	£10,000 per season
<b>1<sup>st</sup> XV</b> Headline Front of Shirt	£20,000 per season
Age Group Match Kits	£1,500 per season
Women's Team Match Kit	£2,000 per season
Men's Team Match Kit	£2,000 per season

(subject to availability, all artwork to be supplied by sponsor)  
Combine two or more of the sponsorship packages and you will benefit from a 10% reduction in overall cost.

# Packaged Opportunities

	Bronze Package £3,500	Silver Package £5,000	Gold Package £10,000	Platinum Package £15,000
Pitch side advertising board (2.4 metre)	✓	✓	✓	✓
1 x Match Day Sponsorship (details above)	✓	✓	✓	✓
Season Tickets to all home games	2	5	5	5
25% Reduction on venue hire	✓	✓	✓	✓
Advert in our weekly e-newsletter	1	3	3	3
½ page advert in all home match e-programmes		✓	✓	✓
3 free adverts on our e-newsletter pa		✓	✓	✓
Your logo on first team sleeve			✓	
Your logo on first team back of shirt				✓

# Supporting Grass Roots Rugby

We have an increasing number of junior players from 6 to 18 playing at Blackheath and we need continuous financial support their activities and make rugby accessible to all.

Your company could help us achieve this by supporting coaches, kit, training equipment, travelling to matches and membership. Commit to a £50 per month direct debit or £600 one season payment to help young people develop skills off and on the pitch that will be invaluable in their formative years.

In exchange your name (or company name) will be included on our sponsorship web page specifically stating that you are supporting the young people in our community and we will also share your social media stories to our committed fan base.

## **B2B**

In all business structures, there are ways for us to partner with each other.

If you market a product that could be of benefit to our business, why not talk to us.

We are a high profile business with global supporters and members from all business sectors and multiple demographics.



**BLACKHEATH**  
**1858 RUGBY**

## JOIN OUR FAMILY

Why not talk to us about how we can work together to help you reach over 1500+ potential customers.

I look forward to hearing from you.

Sarah Saunders  
Blackheath Rugby  
Commercial & Marketing Manager



020 8850 0210



sarah.saunders@blackheathrugby.co.uk