



CALDY RFC  
Commercial Brochure

**BE PART OF THE DREAM**

Offering to Potential Sponsors

Welcome

# CLUB HISTORY

Caldy Rugby Club is located in the picturesque village of Caldy, on the Wirral Peninsula in England. The club's origins can be traced back to 1924, when a group of Rugby enthusiasts came together to form a team.

In the early years, Caldy Rugby Club quickly gained recognition for its passion and dedication to the sport. Throughout the decades, the club experienced both highs and lows, but it consistently remained a prominent fixture in the Rugby community. In the 1970s and 1980s, Caldy enjoyed a period of success, achieving promotions and securing its place in higher divisions.

Over time, the club has produced numerous talented players who have gone on to represent their countries at various levels. With its commitment to developing young talent and fostering a strong sense of community, Caldy Rugby Club has become a respected institution in English Rugby. Today, the club continues to thrive, attracting players and supporters from all walks of life, and its rich history serves as a testament to the enduring spirit of the game.



# Your Opportunity

## WHY RUGBY?

- Global community of 128 National Unions with 877 million followers
- 9.6 million players (32% increase in emerging nations)
- 10% Year on Year growth of male players
- 28% Year on Year growth of female players
- Professional Game Review underway in England in preparation for 2024/25 season

## WHY CALDY?

- Largest Community Rugby club in the region
- 2nd ranked in the North West
- 4th ranked Rugby Club in the North of England
- Supported by a passionate membership including representatives from prominent businesses
- Great exposure to a dedicated and enthusiastic fan base



# CALDY RFC SUCCESS

During this season of 23/24, the club celebrates its centenary year as the 21st top-rated Rugby club in England. Our 2nd XV team has been undefeated since March 2019, and our Rugby club currently consists of 500+ minis and juniors, 130+ touch Rugby players and 3 girls Rugby teams.

Last year, Caldy 1st Team showed that they weren't just in the Championship to make up numbers. It has also shown the clubs great victories over prestigious opponents, such as Ealing TrailFinders, London Scottish and Cornish Pirates. The club is thriving, and we have taken huge pride in our Hospitality and Events Program, being the 3rd most supported club in the Championship. This year, the players and staff have some even bigger ambitions, and with it being our centenary year, it would make it that much more special if they can achieve them.



# Digital Exposure

## WEBSITE

- 50,000 Page Views
- 20,000 Individual Visitors
- Good variety of content interest

## TWITTER

- 6,500 Followers
- Gained 900 Followers in season
- 60,000 Interactions
- 3,000 Mentions (Could be you?)
- 3.21 Million Impressions

## OTHER MEDIA EXPOSURE

- Games featured on BT Sport
- Live Stream TV for Matches
- Up to 3,000 Fans at home games (Average 1,500)
- Local press articles with pictures
- Rugby press articles with pictures

## INSTAGRAM

- 3,700 Followers
- 241 Posts
- Nearly 1 Million Impressions
- 92% Age 18-54

## FACEBOOK

- 2,700 Followers
- 448 Posts
- 6,000 Reactions
- 262,000 Impressions





# PATON FIELD FOOTFALL

Average number of visitors to Paton Field 22/23  
season was:

**40,000+**

Average Footfall of:

**3,000+**

Average home attendance at last six  
home match games 2022/23:

**1,600+**



# Partnership Opportunities

## JOIN US IN OUR CENTENARY YEAR



Sponsoring Caldycote Rugby Club benefits your business in many ways:

- **Brand exposure:** Gain valuable brand exposure among the club's supporters, players, and local community, increasing brand awareness and reaching a wider audience.
- **Community engagement:** Demonstrate commitment to the community, support local sports and youth development, enhancing reputation and strengthening ties with the local community.
- **Networking opportunities:** Access our business club and networking events, connect with other sponsors, club officials, and influential individuals for valuable business relationships and partnerships.
- **Hospitality and client entertainment:** Receive hospitality benefits like match access and exclusive events, which can be used to entertain clients, employees, or stakeholders, while fostering relationships and creating memorable experiences.
- **Employee engagement:** Engage employees and boost morale by involving them in the local community, providing opportunities to participate in club activities or volunteer initiatives.
- **Brand alignment:** If there is a natural alignment between the club's values or target audience and the sponsoring company, sponsoring a rugby club like Caldycote can enhance the brand's image and make the partnership more meaningful.

In summary:

Sponsoring Caldycote Rugby Club unlocks incredible business benefits, ranging from brand exposure and community engagement, to unique networking opportunities, while also enhancing your brand reputation and boosting employee morale through active community involvement.

# Partnership Opportunities

## GROUND ADVERTISING

- **Marquee sponsor:** Why not have your name on the marquee that hosts all pre match lunches and business club meetings.
- **Score board sponsor:** Everyone checks the score - so why not make your name prominent
- **Clock sponsor:** A new opportunity to sponsor the digital clock
- **Pitch board sponsor:** Your Company branding can be displayed around the perimeter of our home pitch for the forthcoming season. We've decided to increase the size of the pitch side boards this season, giving your business even more exposure on match day. The new boards will be 2800mm x 750mm

Marquee Sponsor	£10,000
Score Board Sponsor	£5,000
Clock Sponsor	£5,000
Pitch Board Sponsor (2 Seasons)	£500





# Partnership Opportunities

## KIT SPONSORSHIP

Unique opportunities to build awareness of your brand through our kit and club apparel worn by the players and staff. Kit sponsorship ensures fantastic exposure for your brand across the 2023/24 season. We are pleased to offer the following:



01	Back Shirt Sponsor	£5,000
02	Shirt Arm Sponsor	£5,000
03	Shorts Sponsor	£5,000
	Main Shirt Sponsor	Taken

# Partnership Opportunities

## INTERVIEW BOARD

**Get maximum exposure before and after the match!**

The interview board is the most popular advertising space - given that watching an interview via our social media platforms with players / staff is in equal demand as watching the match game. (Limited to only 5 company logos for 2023/24)



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Interview Board Sponsorship	£500
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# Partnership Opportunities

## PLAYER AND STAFF SPONSORSHIP



- Meet the Player
- Access to sponsored player for corporate events or training sessions
- Company name alongside player profile on website and Match Day Programme
- Season ticket for all home games
- Annual playing membership
- Comprehensive kit bundle
- Access to local business people
- Support from individual sponsor throughout the season
- Signed Shirt

Sponsorship of any player not only helps the club, but also benefits the player

- Stash Sponsorship - Promote your company logo on our "Stash Kit", worn for both training and travelling by players and staff.

Player Sponsorship	£500
Stash Sponsors (Training/Travel Kit)	£5,000

# Partnership Opportunities

## MATCH DAY SPONSORSHIP

Choose from a range of match day sponsorship packages, which offer an excellent opportunity to promote your business, entertain guests and immerse yourself in the buzz of our match day experience.

- Up to 10 people for pre-match 2 course lunch
- Half time cheese board £200 drinks tab included
- Up to 10 Tickets for the match
- Company feature in Match day programme
- Sponsor presents MoM and Match Ball
- Sponsor presented with magnum of red wine by Head Coach at end of match
- Match day publicity

Match Day Sponsorship

£1,200

# Partnership Opportunities

## **MATCH DAY HOSPITALITY**

The Perfect way to entertain friends, family, colleague or clients and enjoy the match together.

- One match ticket
- Pre-match two-course meal served at your table in the hospitality lounge bar
- Pre-match interview event with manager/players
- Match programme and team sheet



Match Day Hospitality

£45 Per Game

# Partnership Opportunities

## CALDY RFC BUSINESS CLUB



- 58 Members 2022/23 Season
- 4 Breakfast Events throughout the season
- Great Speakers from the world of sport and business
- Highly successful charity golf event

An ideal opportunity to mix business networking with like-minded fans of Caldly RFC and rugby in general. Share in the success of Caldly RFC and join today.

	Silver	Gold
Breakfast club quarterly Meetings	✓	✓
Pitch Board	✓	✓
Two Caldly RFC Season Tickets	✓	✓
Click Logo on Caldly RFC Site	✓	✓
Caldly RFC Membership		✓
Player Sponsorship		✓
International Ticket Ballot		✓
<b>Price</b>	<b>£1000+VAT</b>	<b>£1500+VAT</b>

# Partnership Opportunities

## HIRE OPPORTUNITIES

Caldy sports clubhouse & grounds are set against the scenic back drop of Thurstaston Hill, with panoramic views over the Dee Estuary, looking towards North Wales.

### Club House

- Our recently refurbished club is ideal for a varied number of different occasions and is ideal for up to 120 people.

### Marquee

- Adjacent to the clubhouse, on top of the bank, we currently have an ideal location for a marquee. We are happy to discuss allowing a potential hirer the opportunity to put their own marquee and facilities on here. The ideal setting for a wedding or special event for between 100 & 250 people.

### Outdoor Space

- During the Summer months, weather permitting, you can enjoy the outside facilities for: children's parties, football presentations, BBQ's, bouncy castles & organised party games.

**Prices available on request**





# CONNECT WITH US!



@CaldyRFC



@caldyrfc



Caldy Rugby Club



[www.caldyrugbyclub.com](http://www.caldyrugbyclub.com)

# CONTACT US

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