



CALDY RFC

Sponsorship Opportunities
26/27

www.caldyrugbyclub.com ●



CLUB HISTORY

Founded in the picturesque village of Caldy on the Wirral Peninsula, Caldy Rugby Club has been at the heart of the rugby community since 1924. From humble beginnings, the club quickly earned a reputation for its passion, resilience, and sporting excellence, becoming National 1 Champions in 2022.

Caldy rose through the ranks in the 1970s and 1980s, achieving notable success and cementing its place in higher divisions. Over the years, it has nurtured countless players who have gone on to represent their countries, all while maintaining a deep commitment to youth development and community spirit.

Today, Caldy Rugby Club remains a respected institution in English rugby, drawing players and supporters from all walks of life-its enduring success a tribute to the spirit of the game.

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YOUR OPPORTUNITY

WHY RUGBY?

- 1 of the top 24 rugby clubs in the country out of 1900.
- Global Community of 132 National Unions with 877 million followers
- Over 8 million players
- 11% Increase year on year in registered male players
- 33.9% Increase year on year in registered female players
- New Championship launched to increase viewership

WHY CALDY?

- 3rd largest community rugby club in the UK (1st largest in region)
- 2nd ranked club in the North West
- 4th ranked rugby club in the North of England
- Supported by a passionate members and prominent businesses
- Great exposure to a dedicated fan base

● www.caldyrugbyclub.com



DIGITAL EXPOSURE



INSTAGRAM

7765 followers

1,900 posts



(TWITTER)

7k+ followers



FACEBOOK

4.2k+ followers



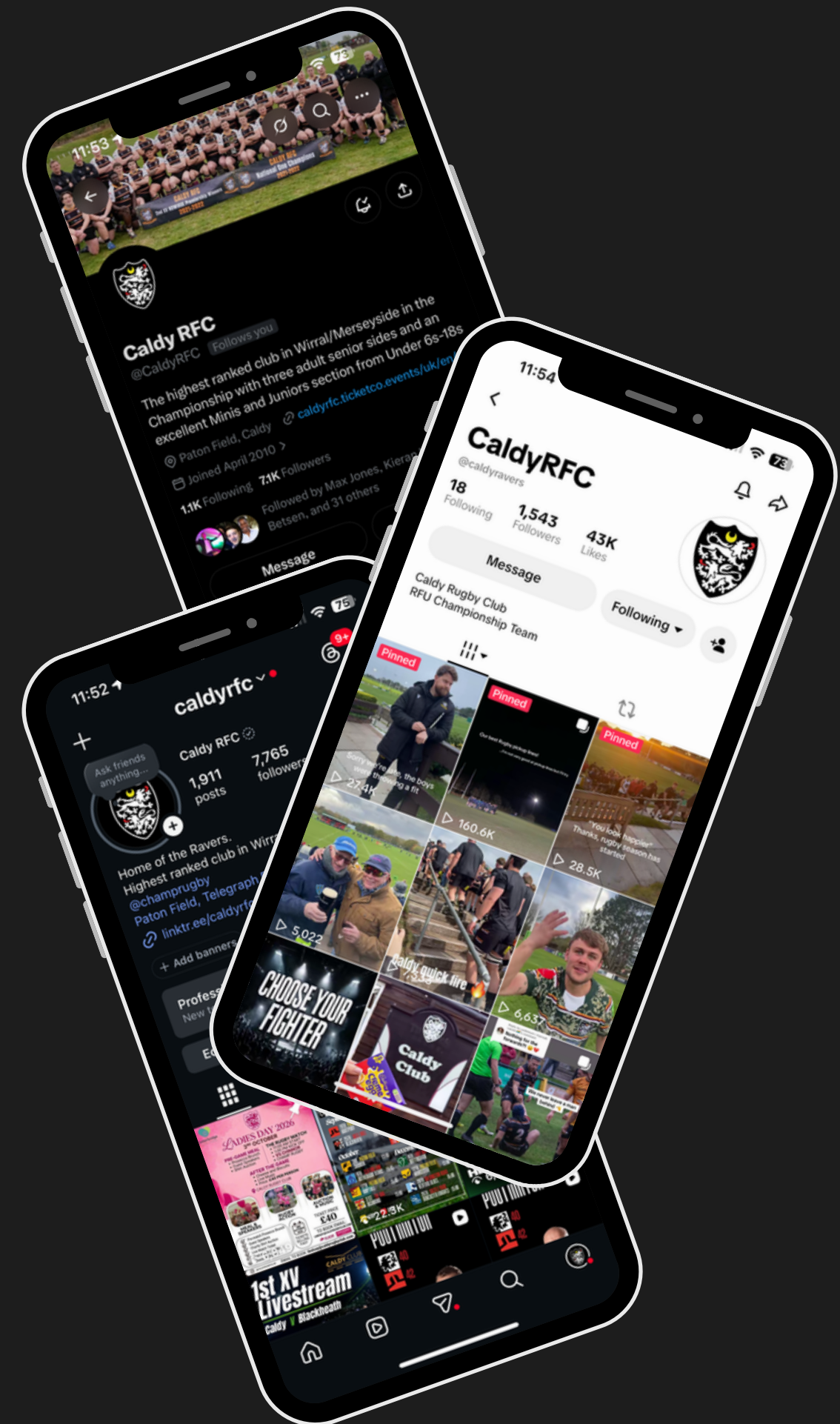
TIKTOK

1543 followers

43k+ likes

Plus Website and Email

20K+ followers across platforms



PATON FIELD

FOOTFALL



40,000+

average number
of visitors to
paton field

2,000+

average footfall

TOP 24

One of the top 24
clubs in england

1,600+

average home
attendance
25/26

INTERVIEW BOARDS

Maximise Your Brand Exposure – Before and After the Match!

Gain premium visibility with our most sought-after advertising space: the interview board.

Interviews with players and staff, shared across our highly engaged social media platforms, generate as much viewership as the match itself. With only 5 exclusive logo placements available for the 2025/26 season, this is a great opportunity to showcase your brand to a passionate and growing audience.



PLAYER SPONSORSHIP

Support a player and boost your brand with this all-in-one package:

- Access to your sponsored player for events or training
- Company name on player profile (website & Match Day Programme)
- Season ticket to all home games
- Annual playing membership
- Networking with local business community
- Ongoing sponsor support throughout the season



MATCHDAY SPONSORSHIP

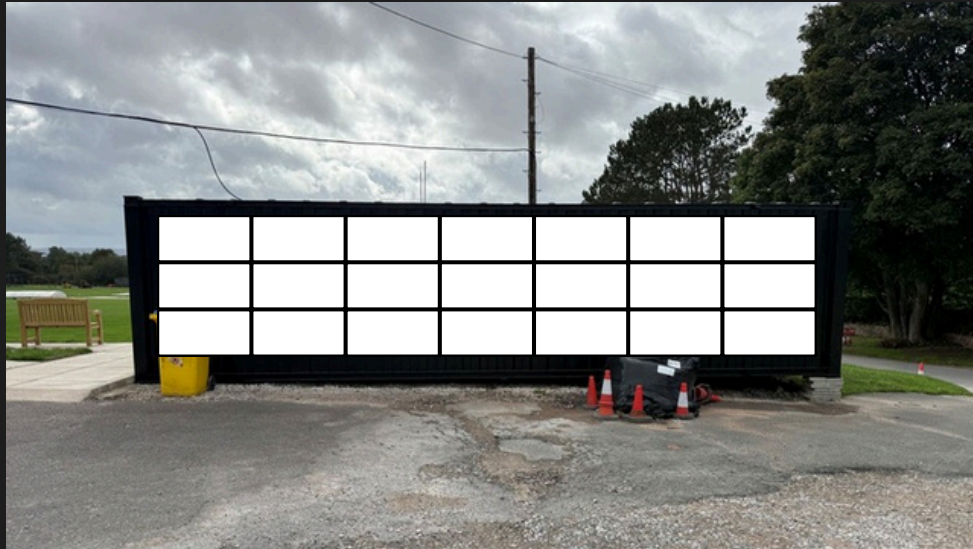
£1500

Choose from a range of matchday sponsorship packages, offering a fantastic opportunity to promote your business, entertain guests, and enjoy the buzz of our matchday experience.

- Table for 10 for a pre-match 2-course lunch
- Half-time cheese board
- £200 drinks tab included
- Up to 10 match tickets
- Company Featured in Matchday Programme
- Sponsor chooses Man of the Match
- Sponsor receives a magnum of red wine from the Head Coach



GROUND ADVERTISING



FRACTIONALS – 4'X2' EACH – £300/1 YEAR,
£450/2 YEARS

SOLO ADVERTISEMENT – SIZE: 8'X2' – COST
£500/1 YEAR, £850/2 YEARS



SOLO ADVERTISEMENT – SIZE: 8'X2' – COST
£500 FOR 1 YEAR, £850 FOR 2 YEARS

GROUND ADVERTISING



BOTH 6'X3' PORTRAIT PANELS – EACH: £500/1
YEAR, £850/2 YEARS

REAR OF CLUBHOUSE – 6'X4' – £500/1YEAR,
£850/2 YEARS



HEADER PANEL OVER MARQUEE ENTRANCE –
3MX1M – £5000/1YEAR, £8500/2 YEARS

GROUND ADVERTISING



8'X2' - £500/1 YEAR, £850/2 YEARS, 11 & 12 -
BOTH 6'X4' - £500/1 YEAR, £850/2 YEARS

HEADER PANEL ON TV FACING STAND - 4MX1M
- £5000/1YEAR, £8500/2 YEARS



8'X2' - 1/YR £500, 2/YR £850