



Purley John Fisher

Rugby Football Club



Sponsors Guide

Purley John Fisher RFC, Sponsorship Opportunities



■ *Platinum Sponsorship*

■ *Gold Sponsorship*

■ *Silver Sponsorship*

■ *Bronze Sponsorship*

■ *Academy Sponsorship*

■ *Club Sponsorship*

■ *Club Handbook Advertising*



About Purley John Fisher Rugby Football Club

Established in 1997 with the merger of Purley RFC and John Fisher Old Boys RFC, Purley John Fisher RFC prides itself in being one of the most successful and sociable rugby clubs in Surrey, and one of the leading clubs in Croydon. The club is based in Old Coulsdon with good transport links from London, Croydon and Purley via road, train and bus routes.

We have two full size rugby pitches, training floodlights, and a fully licensed clubhouse with a function room, Presidents lounge and two bars. Our changing rooms will allow for four teams to change in separate changing rooms, and a changing room specifically dedicated for match officials.

The club presently has three senior teams, Academy and vets team, all of which compete within their own respective league and cup competitions. All of our teams play every weekend during the season, with all club skills and team training taken by our coaching team. Our club physio is always available on Saturdays and training nights to ensure our players receive the best treatment, and can recover from injuries and re-join the teams as quickly as possible.

The club is predominately comprised from players from the local area, combined and supported by the club's youth development efforts. The club has a well established pedigree of supporting youth rugby in the local community and works very closely with The John Fisher School in Purley to promote students leaving the school to continue playing Rugby. Our commitment and efforts have been well rewarded with the majority of the Academy, First and Second team squads drawn from players who have been pupils the school.

The club works closely with the local primary and secondary schools and colleges in the Old Coulsdon, Caterham and Purley area to promote the game of rugby along with the coaching and development of young players.

Purley John Fisher RFC is currently in London Division 3 South West, but our ambition is to gain promotion into the London Division 1 and into the National leagues.

As well as playing friendly games against teams from the local area throughout the season, the club also participates in a number of different competitions throughout the season at all team levels. The current competitions that the club participates in are

- | | |
|---------------------|---|
| 1st XV | — English Clubs Championship London Division 3 South West |
| | — Surrey County Cup Competition |
| | — Intermediate Cup Competition |
| | — Combined London Old Boys Competition |
| Marlin XV | — Surrey County Merit League competition |
| Barracuda XV | — Surrey County Merit League competition |
| Vets | — Evergreen Cup Vets Competition |
| Academy | — Cronk / Cunis National U21's Festival |
| | — Surrey County Under 21's Cup Competition |

Purley John Fisher RFC receives strong support from the business and professional sectors in the area in the form of sponsorship and attendance at games. There is wide support from the many members, and from our sponsors, at the many social functions that are organised by the Club annually

The clubs 1st XV enjoys a large exposure within all the local news papers and can expect a match report and photograph in the sport pages of the Croydon Advertiser, Surrey Mirror and Croydon Post following a Saturday league game.



Why sponsor Purley John Fisher Rugby?

Why does Purley John Fisher need sponsorship?

Purley John Fisher RFC needs continual investment in order to maintain the quality and breadth of its rugby, and to continue to work with young players from the local schools, as well as supporting and promoting rugby excellence at our senior levels. Without the support of our sponsors many of the roles we currently fulfil and the success we have achieved would be out of our reach. There are sponsorship opportunities at all levels of the club, ranging from First XV sponsorship through to Academy sponsorship.

What does sponsorship do for you?

Sponsorship of Purley John Fisher rugby brings a number of benefits to your business. While sponsorship of grassroots sports reaches fewer people than traditional print and display advertising, sponsorship at our grassroots sport delivers a much bigger return on investment.

This is because sponsorship allows your business to become directly involved in activities that are highly valued by local consumers. Consumers are known to form strong positive associations with sponsors who support the development of grassroots sport and contribute to the local community, and many consumers preferring to believe in what a company does rather than what it says.

It's easy to see why many businesses are choosing sponsorship and sports development as ways of maximising the return they make on their marketing.

Who will see my sponsorship?

With three senior sides, Academy and Vets as well as visitors from local clubs, and parents, students and masters from the local schools, Purley John Fisher RFC is a vibrant and busy place to be during the rugby season.

Additional exposure is achieved for our sponsors through sponsor placement on the Purley John Fisher RFC website, social networking, in match reports for the local press, branding at the club, club sponsors signs and in match day programmes.

Our principle sponsors are also invited to present man of the match awards, to attend and speak at club functions and to present the end of season player awards. We also intend to hold sponsor lunches during the course of the season on selected match days.

Our sponsorship packages

The club offers a wide variety of sponsorship packages to suit every kind of sponsor, from individual player/position sponsorship right up to club sponsorship and sponsorship of the First XV.

Please contact our sponsorship officer for more information. We are always happy to consider new initiatives and are able to negotiate on price, so please feel free to talk to us directly about the most suitable option for you.



Club Handbook Advertising

Advertise your company in our Club Handbook which is also used to form part of our league game Match Programmes. Our club is well attended by our club members, the opposition travelling supporters, and supporters from the local area who will see and read the Club Handbook.

Whether you are a local company or a self-employed enterprise offering a trade or service for residential clients, or a UK wide based company offering commercial sector services, your advert in our Club Handbook will help you to reach new clients.

The Club Handbooks are produced for the start of the season and are available to all club members and visitors to the club as well as all home First XV league and cup games. The league season offers us 11 home match games, with an additional 4 or more possible cup games through the season.

Each advert can incorporate your company logo, address and contact details, and your choice of advertising information.

Your company logo, the services you offer and a link to your company website will also be placed on the sponsors page of the Purley John Fisher RFC website, which will be seen by all visitors to our club site

The advertising spaces available are as follows

- **Half page** **£150**
- **Full Page** **£200**

Club Handbook Advertising





Club Sponsorship

League Game Sponsor

- Lunch for two guests at the pre-match lunch. To include pre-match drinks, lunch and wine.
- The match ball will be presented by a member of your company and will include a mention of your company in the match programme as the sponsor of the day.

Sponsorship £150

Match Luncheon

- Lunch at the league game pre-match lunches for up to 10 guests. To include pre-lunch drinks, lunch, wine and match day programme.

Cost £400

Senior Tour Sponsor

- Company name and logo on the front of all tour rugby shirts and tour brochure.
- Company name and logo on Club sponsors board, Match programme Advert and website with a link to your company website

Cost £750

1st XV Position Sponsor

- Your selected shirt number will be entered for the prize draw on the day.
- Your personal or company name will be listed on the 1st XV Position sponsors board and in the match day programmes.

Sponsorship £300

Advertising Board

- 10' x 2'6" advertising board with company logo hung on the 1st XV pitch perimeter fence for each home league game

Cost £450

Team Shirt Sponsor

- Company name and logo on the front of the selected team shirts.
- Company name and logo on Club sponsors board, Match programme Advert and website with a link to your company website

Cost £750

Club Sponsorship



Academy Sponsorship

Academy Shirt Sponsor

- Company logo on team shirts and training tops
- Company name and logo in the Club Handbook
- Company name and logo on Clubs sponsors board and website with a link to your company website
- Presentation photo in the local press
- Invitation to all club events

Cost **£750**

Academy vs. John Fisher School game sponsor

- Lunch for up to 10 guests at the pre-match lunch. To include pre-match drinks, lunch and wine.
- Half page advert in Club Handbook
- Presentation photo in the local press
- Company name and logo on Clubs sponsors board and website
- Invitation to all club events

Cost **£800**

Academy Sponsorship



Bronze Sponsorship

- Membership for one person of Purley John Fisher RFC for one season
- One match sponsorship to include:
 - Luncheon for up to 10 guests including wine, pre-lunch drinks and match day programme
 - Club gifts for all guests
 - Company feature in match day programme
 - Presentation of 'Player of the Match' award with souvenir photograph
- Company logo on Club sponsors board
- Company logo and details on Club website and a link to your company website
- One page advert in Club Handbook
- 10' x 2.6" Pitch side advertising board
- Invitation to all Club events

Bronze Package £1500



Silver Sponsorship

- Membership for one person of Purley John Fisher RFC for one season
- One match sponsorship to include:
 - Luncheon for up to 20 guests including wine, pre-lunch drinks and match day programme
 - Club gifts for all guests
 - Company feature in match day programme
 - Presentation of 'Player of the Match' award with souvenir photograph
 - Commemorative gift and Club tie
- 10' x 2.6" Pitch side advertising board
- Company logo on Club sponsors board
- Company logo and details on Club website and link to your company website
- Company logo on sleeve of First team playing shirts
- Invitation to all Club events with priority applications and preferential tables
- One free hire of the Clubs function room for company event

Silver Package £3000



Gold Sponsorship

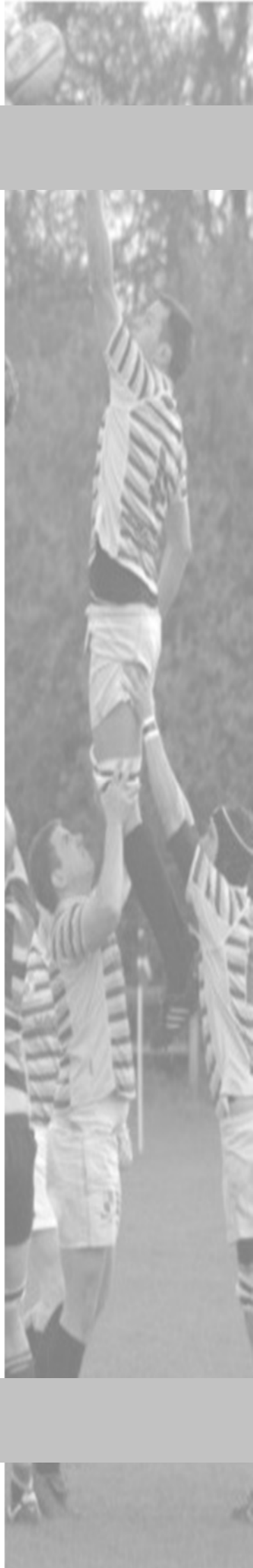
- Membership for two people of Purley John Fisher RFC for one season
- One match sponsorship to include:
 - Luncheon for up to 20 guests including wine, pre-lunch drinks and match day programme
 - Club gifts for all guests
 - Personalised match day menus for each guest
 - Presentation of 'Player of the Match' award with souvenir photograph
 - Commemorative gift and Club tie
 - Company feature in match day programme
- 10' x 2.6" Pitch side advertising board
- Full page advert in Club Handbook
- Company logo on Club sponsors board
- Company logo and details on Club website and a link to your company website
- Invitation to all Club events with priority applications and preferential tables
- Complementary table of 10 at the Clubs end of season Awards Dinner
- One free hire of the Clubs function room for company event
- Company Logo on the back of First team shirt
- 2 England International rugby tickets and priority application to additional International rugby tickets

Gold Package £5000



Platinum Sponsorship

- Membership for two people of Purley John Fisher RFC for one season
- One match sponsorship to include:
 - Luncheon for up to 30 guests including wine, pre-lunch drinks and match day programme
 - Club gifts for all guests
 - Personalised match day menus for each guest
 - Presentation of 'Player of the Match' award with souvenir photograph
 - Commemorative gift and Club tie
 - Company feature in match day programme
- 10' x 2.6" Pitch side advertising board
- Full page advert in Club Handbook
- Company logo on Club sponsors board
- Company logo and details on Club website and a link to your company website
- Invitation to all Club events with priority applications and preferential tables
- Complementary table of 10 at the Clubs end of season Awards Dinner
- Two free hire of the Clubs function room for company event
- Company Logo on the Front of First team shirt and shorts
- 4 England International rugby tickets and priority application to additional International rugby tickets



Platinum Package £7500

Please select your required sponsorship package (place a tick or cross in the box required)

☐ **Match Programme Sponsorship**

☐ Full Page advert (£200) ☐

☐ Half Page advert (£150) ☐

☐ **Club Sponsorship**

☐ League game (£150) ☐

☐ 1st XV Position (£300) ☐

☐ Match Luncheon (£400) ☐

☐ Advertising Board (£450) ☐

☐ Senior Tour (£750) ☐

☐ Team Shirts (£750) ☐

☐ **Academy Sponsorship**

☐ Academy Shirts (£750) ☐

☐ School Game (£800) ☐

☐ **Bronze Sponsorship (£1500)** ☐

☐ **Silver Sponsorship (£3000)** ☐

☐ **Gold Sponsorship (£5000)** ☐

☐ **Platinum Sponsorship (£7500)** ☐

Company / contact details

Company name

Address

Post code

Contact name

Telephone

Email

I declare that I agree for PJFRFC to apply for Gift Aid on my sponsorship/ donation in accordance with HM Revenue and Customs requirements (tick to confirm) ☐

Payment details

Do you require an invoice ☐ Yes ☐ No

Cheque Payments

Please make cheques payable to

Purley John Fisher Rugby Football Club

Please post a copy of the completed sponsorship order form and cheque to

Mr A MacHugh - PJFRFC Treasurer
77 High St, Caterham, Surrey CR3 5UF

BACS Payments

Please make BACS payable to

Bank - Natwest Bank, Coulsdon Branch

Sort code - 60-06-14

Account no - 29465893

Account - Purley John Fisher Rugby Football Club

Please email a copy of the completed sponsorship order form and BACS payment confirmation to

treasurer@pjfrfc.co.uk

Artwork details

Please provide a high resolution version your company logo or advert in either of the following formats

- Windows Bitmap (BMP)
- File Interchange Format (JPG)
- Portable Network Graphics Format (PNG)
- Graphics Interchange Format (GIF)
- Tag Image File Format (TIF)

Please provide all required text to be included in Microsoft Word or Rich Text format.

Please email the completed sponsorship order form and all artwork files to

chairman@pjfrfc.co.uk

Artwork Layout

Please indicate how you would like your company logo and text to be set out in the match programme advert



Advert sizes are

Full Page (A5) - Portrait

14.8 x 21cm

Half Page (A6) - Landscape

14.8 x 10.5cm

Please note that we can only use the graphics that you send to us. We can not create specific graphics to suit your requirements



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 E-mail: wib@whichers.co.uk



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Travis Perkins
 South East Region

Purley John Fisher RFC, Previous Club Sponsors



Supporters at Purley John Fisher RFC

For further details of these or other
tailored sponsorship packages
please contact our Sponsorship
Officer Tom Sullivan on

Tel: 07979 368 076

Email: sponsorship@pjfrfc.co.uk





Corporate, Function And Outdoor Facilities at Purley John Fisher RFC



**Our Function Hall, bar and grounds are
available for all corporate, social and
outdoor events**

For more information please visit the Club
website and download our venue brochure or
contact our Events Manager on

Tel: 01737 553 042

Email: events@pjfrfc.co.uk

- Seminars & Conferences
- Celebrations
- Anniversaries
- Children's Parties
- 18th & 21st Birthday parties
- Wedding receptions
- Christening parties
- Corporate lunches
- Live music & Disco events
- Fitness & Dance classes
- Sporting events
- Summer sport camps



Purley John Fisher Rugby Football Club

Parson's Pightle, Coulsdon Road, Old Coulsdon, Surrey CR5 1EE

Telephone: 01737 553 042

Website: WWW.PJFRFC.CO.UK



Facebook: Purley John Fisher RFC / U21 Purley John Fisher / U18 Purley John Fisher



Twitter: Purley John Fisher