



SPONSORSHIP BROCHURE

2025/26 & 2026/27

NEW THIS YEAR

1st XV Coaches & Physios
clothing Sponsorship

See page 13



NEW THIS YEAR

Bar Staff Clothing
Sponsorship

See page 13

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Custom

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Join us - [Contact](#) -
Platinum - Gold - Silver
- Bronze

THANK YOU.



**We are here because of you
It's that simple.**

Everyday, you make it possible for our
kids, teenagers and everyone to enjoy
not only Rugby as a sport, but to be part
of a strong and supportive community.

And in return, we will make sure that
you will receive the exposure you
deserve, as our greatly valued sponsors.

Thank you for your generous
contributions!

The Hertford Rugby Football Club Team

WHY BECOMING A SPONSOR IS A GREAT IDEA

CLUB

Hertford Rugby Football Club is a vibrant community Club providing great facilities for over 650 players in the following sections:

- Mini & Youth Boys: Over 20 teams across 11 age groups (Under 6's to Under 16's).
- Mini & Youth Girls: 5 age groups (Under 9's to Under 18's).
- Mixed Ability.
- Colts: 2 teams (Under 17' & 18's age groups).
- Senior Women's.
- Senior Men's: 4 teams.

Our 1st XV plays in the Regional 1 – South East League (Level 5 in the RFU's League structure).

We have an active membership of over 2,000 and together with their families, friends, guests and visiting Clubs, our footfall is over 5,000 individual visitors per month.

Additionally, we host floodlit festivals, annual county festivals and finals with around 1,500 visitors each day and also host county / representative matches.

WEBSITE

Hertford RFC's Pitchero website is the hub of Club communication and the central information resource for all members and visitors.

It has over 500,000 user interactions per annum and more than 33,000 new users in the last 12 months. Over the last few years, it has been ranked in the top 21 of all rugby clubs in the UK using Pitchero websites (which is most of them) but can reach as high as the top 10 on individual weeks.

There are over 3,800+ Club members and supporters on the website database.



EXPOSURE

3800+
active
members

500K+
user interactions
/ annum

33K+
new users in the
last 12 months



FACILITIES

We own and / or manage our 57-acre site in Ware, Hertfordshire with first class facilities. These include:

- Main & Small bar area - 84 sq meters with wall mounted TVs and sound system with PA facility.
- Dining room / Hall – 130 sq meters / 140-person seating capacity with projector and large screen and sound system with PA facility. Also 65" smart TV on mobile stand.
- Large terrace overlooking main pitch
- Executive Suite – upstairs - (fully refurbished 2021) – 57 sq meters / 40-person seating capacity, bar, full multi-media facilities, washrooms, service area and bi-fold doors opening onto an extensive balcony with seating.
- Modern kitchen (fully refurbished 2021) with Rational ovens and a dumbwaiter to service the Executive Suite.
- Washrooms (fully refurbished 2022) – off bar (with Accessible and Baby Changing facilities) and dining room areas.
- 11 Pitches / playing areas including 5 with floodlights
- Changing rooms
- Catering for both on and off site (Cool Cooks)
- Gym (Athlon Fitness)
- Physiotherapy Centre (Active Body Clinic)
- On-site car parking for over 250 vehicles and 2 large coaches



90 YEARS OF RUGBY IN HERTFORD

In November 2022 we celebrated the 90th anniversary of the founding of our Rugby Club.

When we look at the facilities we now have at our disposal, a large social clubhouse, large changing facilities (that will be upgraded and enhanced in the future) and over 57 acres of land for car parking and numerous pitches for our senior, youth, mini, mixed ability and girls sections, we are humbled by all the support of sponsors, patrons, club members and dedicated volunteers who made all this happen.



COMMUNITY

Giving back to the local community is very important to our Club.

Our big charity fundraising event takes place on our annual Ladies Day and Supporters Charity Lunch. This has now raised over £33,000 during the eight seasons it has been held and for the last few seasons we have supported some amazing local charities such as Mudlarks, Hertford Disability Support Group, Herts Young Homeless, Keech Hospice Care and Isabel Hospice.

Our grounds are used by a number of local schools for their sports events.

We are an active member of the Herts Chamber of Commerce.

Each year we train over 20 new coaches and referees of all ages; and send members onto



the excellent RFU Leadership Course.

This results in our young players being taught to understand T.R.E.D.S, being the core values of our sport:

- 🏉 Teamwork
- 🏉 Respect
- 🏉 Enjoyment
- 🏉 Discipline
- 🏉 Sportsmanship

Everyone involved in rugby at our Club, whether as a player, coach, referee, administrator, parent or spectator is expected to uphold these core values. As a Club we are inclusive, diverse and maintain the highest safeguarding and anti-bullying standards.

GET INVOLVED!



SPONSORSHIP OPPORTUNITIES



01

CLOTHING

- 1st XV Shirts & Shorts
- Shirts & Tops
- 1st XV Coaches & Physios tops
- Bar staff clothing

02

MAIN PITCH

- Goal post protectors
- Flag post protectors
- Advertising boards
- Scoreboard

03

EVENTS

- Match Day Sponsor
- Ladies Day & Supporters Charity Lunch Sponsor

04

MICELLANEOUS

- Reusable plastic pint cups
- Beer Mats
- Business Cards
- Programme Sponsorship opportunities

05

SERVICE SPONSORSHIP

There are always maintenance and projects being carried out on the Club house and grounds.

Would you prefer to provide a service rather than financial support?

06

CUSTOM

Can't find what suits you?

Contact one of the Sponsorship team to create a custom made package.

01. CLOTHING



1ST XV SHIRTS & SHORTS

This sponsorship, which is based on a 2-year deal, includes:

- Company logo on the 1st XV home and away playing shirts / shorts in the position as agreed.
- You will receive a framed shirt / shorts to display at your premises.
- Your logo will be featured on a framed shirt / shorts displayed in the main bar.
- Interactive Company logo on the rolling banner on the home page on the Club's website (if package exceeds £2,500 per season).
- Interactive Company logo on the sponsors page on the Club's website.
- Interactive Company logo on the 1st XV page on the Club's website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- Your logo will be seen on the playing shirts / shorts through the match photos that are shown on the gallery on the website.
- You may leave your business cards in the card holder in the Club house.



HOME

AWAY

SHORTS
FRONT

SHORTS
BACK

PRICING

All the following prices are subject to VAT

Shirts (2-season sponsorship)

Both sleeves (width: 120mm).....	£1,650 per season
Centre front upper (width: 250mm).....	£3,850 per season
Center front lower (width: 250mm).....	£2,750 per season
Upper back (width: 200 / 240mm).....	£2,200 per season
Lower back - 2 available (width: 250mm).....	£1,100 per season

Shorts

Upper back (width: 240mm).....	£1,100 per season
Back of both legs (width: 120 / 150mm).....	£1,100 per season
Front right leg (width: 130mm).....	£1,100 per season

SHIRTS & TOPS

In addition to sponsoring clothing for the 1st XV there are plenty of opportunities to sponsor other sides and sections within our thriving community Club.

In the Senior section there are three other teams, the Extra 1st XV (2nds), the Hoes (3rds) & the Termites (4ths).

The Mini (Under 6's to U12's), Youth (U13's to U16's) & Colts (U17's to U18's) sections continue to grow and be very successful with over 500 players between them and there are also our Mixed Ability and Girls (Youth & Mini) sections.

These are mainly bespoke sponsorship packages, for example:

- Set of playing shirts for one of the senior sides or the Colts.
- Training tops for the coaches in one of the sections / age groups.

2nd XV SHIRT



GIRLS SECTION SHIRTS



TERMITES SHIRT



MINI COACHES JACKET



This sponsorship which is based on a 2-year deal includes:

- Company logo on the top and in position as agreed
- Interactive Company logo on the sponsors page on the Club's website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- You may leave your business cards in the card holder in the Club house.

PRICING & DETAILS

Please contact a member of the Sponsorship team.

1ST XV COACHES & PHYSIOS CLOTHING

Have your company logo on the sleeve(s) of the tops, as agreed, worn by the 1st & 2nd XV Coaches & Physios on the touchline during league matches.

This sponsorship, which is based on a 2-year deal, includes:

- Company logo on the sleeve(s) of the tops, as agreed, worn by the 1st & 2nd XV Coaches & Physios during league matches.
- Interactive Company logo on the rolling banner on the home page on the Club's website (if package exceeds £2,500 per season).
- Interactive Company logo on the sponsors page on the Club's website.
- Interactive Company logo on the 1st XV page on the Club's website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- Your logo will be seen on the tops being worn by the "touchline" team through the match photos that are shown on the gallery on the website.
- You may leave your business cards in the card holder in the Club house.

BAR STAFF CLOTHING

Have your company logo on the sleeve(s) of the polo tops worn by the bar manager and all bar staff on Saturday and Sundays including 1st XV home games and key events held at the Club.

For the eleven 1st XV home games, with lunch attendances averaging around 150 and crowds of around 500, there can be up to 20 staff working behind the bars being the main and small bars, the upstairs Executive Suite and for most games, the mobile bar in the front car park.

This sponsorship, which is based on 2-year deal, includes:

- Company name and logo featured on the sleeve(s) of the polo tops worn by the bar staff.
- Interactive Company logo on the sponsors page on the website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- You may leave your business cards in the card holder in the Club house.

PRICING

All the following prices are subject to VAT

1ST XV Coaches & Physios tops

Logo on one sleeve (2-season sponsorship) £1,250 per season

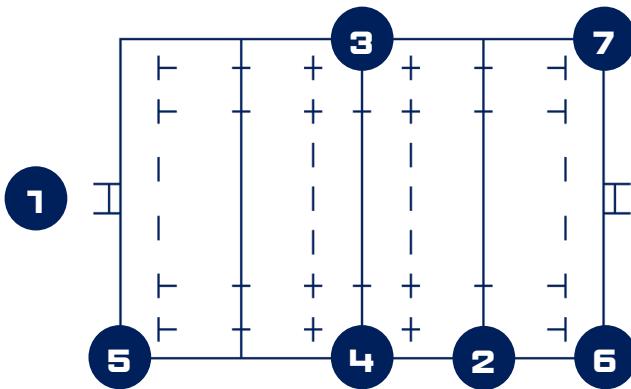
Bar staff polo tops

Logo on one sleeve (2-season sponsorship) £750 per season

Logo on both sleeves (2-season sponsorship) £1,250 per season



02. MAIN PITCH



- 1 GOAL POST PROTECTORS**
Set of 4
- 2 FLAG POST PROTECTORS**
Set of 14
- 3 CLUB HOUSE BOARDS**
- 4 JAMIE GEORGE STAND BOARDS**
Set of 2
- 5 PERIMETER BOARDS**
- 6 SCOREBOARD**
- 7 CAR PARK BOARDS**



MAIN PITCH LOCATIONS

GOAL & FLAG POST PROTECTORS

This sponsorship, which is based on a 3-season sponsorship, includes:

- Company logo on the Goal Post Protectors (set of 4) or Flag Post Protectors (set of 14) to be used on the main pitch.
- Your logo will be featured on a photo of a match action shot by the posts that will be displayed in the main bar.
- Interactive Company logo on the rolling banner on the home page on the Club's website (if package exceeds £2,500 per season).



GOAL POST PROTECTORS



FLAG POST PROTECTORS

PRICING

Goal Post Protectors

3-season sponsorship.....£2,750 per season

Flag Post Protectors

3-season sponsorship.....£1,375 per season

All the following prices are subject to VAT

ADVERTISING BOARDS

All boards remain in place for the entire year.

This sponsorship includes:

- Company logo and contact details displayed on a board situated in the position as agreed.
- Interactive Company logo on the sponsors page on the website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- You may leave your business cards in the card holder in the club house.



PRICING (PER SEASON)

All the following prices are subject to VAT and exclude board design and production costs.

Left hand posts side

8 x central (4,880 mm x 1,220 mm).....	£1,200 each
7 x outer (4,880 mm x 1,220 mm).....	£1,000 each
5 x outer (2,440 mm x 1,220 mm).....	£600 each
1 x large central (4,880 mm x 2,440 mm).....	£2,400
1 x large outer (4,880 mm x 2,440 mm).....	£2,000

Far side (opposite club house)

8 x central (2,440 mm x 610 mm).....	£600 each
26 x outer (2,440 mm x 610 mm).....	£500 each
1 x far right hand corner (4,770 mm x 1,220 mm).....	£750 each

Right hand posts side

5 x central (4,880 mm x 1,220 mm).....	£1,200 each
6 x outer (4,880 mm x 1,220 mm).....	£1,000 each
4 x outer (2,440 mm x 1,220 mm).....	£600 each

Small Stand.....£2,400

2 x signs (3,050mm x 600mm each) on either side of "The Jamie George Stand" sign which spans the top of the small stand. This stand is on the far side of the pitch facing the Club house. The total length of the sign is 13,250mm.

Main Stand

1 x on front of balcony (7,320 mm x 610 mm)£2,000

Others

Car park.....on request

Balcony (behind seats).....on request

SPONSOR TESTIMONIAL



Walter Cooper has been a proud supporter of Hertford RFC for the last two years, we feel it is vitally important to support grassroots rugby where we can and Hertford RFC has been an exemplary model of social and community involvement.

We feel we benefit greatly from the exposure we get by sponsoring the club. We actively encourage as many local business as possible to get involved as support your local club not just for the good of the game but for the economic benefits also.

Walter Cooper

SCOREBOARD

This sponsorship, which is based on 3-season sponsorship, includes:

- Company name and logo featured on the main pitch Scoreboard.
- Your logo will be featured on a photo of a match action shot by the scoreboard that will be displayed in the main bar.
- Interactive Company logo on the rolling banner on the home page on the Club's website.
- Interactive Company logo on the sponsors page on the Club's website.
- Interactive Company logo on the 1st XV page on the Club's website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- Your company name and logo will be seen on the Scoreboard through the match photos that are shown on the gallery on the website.
- You may leave your business cards in the card holder in the club house.



PRICING

All the following prices are subject to VAT

Main Pitch Scoreboard

3-season sponsorship.....£3,000 per season

03. EVENTS



MATCH DAY SPONSOR

There are 9 Match Day Sponsorship packages available per season - 7 Supporters Lunches, the Pub Lunch (with up to 12 pubs attending) and the Sponsors & Patrons Lunch.

They offer a unique opportunity for you to entertain your guests, whilst putting your business in the spotlight.

This sponsorship package includes:

- 1 table for 10 at a pre-match Supporters Lunch, including 4 bottles of wine.
- Admission to the match and match programme.
- Introduction about your company from the Hertford RFC President during the lunch.
- Mentions of your company over the public-address system before and during the game.
- Choose your Hertford man of the match and present him with a bottle of bubbly (with photo opportunity).
- A photo opportunity with the 1st XV team (on request).
- Display of company banner and business cards / flyers in clubhouse.
- Half page feature in the Match Day programme plus company name / logo on team sheet page.
- Interactive Company logo on the sponsors page on the website.
- Company shown as the Match Day Sponsor and logo featured in the match day media video that is shown on a 55" monitor in the main bar.



EXPOSURE

100+
pre-match
lunch attendees

500+
1st XV match
attendees

PRICING
£750 per
match + VAT

All the below prices are subject to VAT.

LADIES DAY SPONSOR

Ladies Day..... over 300 attend our annual Ladies Day and Supporters Charity lunch, the most popular date in the Club's social diary! It is a great event with 150 sitting down for lunch in the Club house and 150 in the marquee in the front car park, followed by a 1st XV league game and post-match entertainment. It is also the Club's annual charity fundraising day and we aim to raise in excess of £5,000 for our nominated charities.

This sponsorship package includes:

- 1 table for 10 at the pre-match lunch, including 4 bottles of wine.
- Admission to the match and match programme.
- Introduction about your company from the Hertford RFC President during the lunch.
- Mentions of your company over the public-address system before and during the game.
- Choose your Hertford man of the match and present him with a bottle of bubbly (with photo opportunity).
- A photo opportunity with the 1st XV team (on request).
- Display of company banner and business cards / flyers in clubhouse.
- Half page advert in the Match Day programme plus company name / logo on the team sheet page.
- Interactive Company logo on the sponsors page on the website.
- Company shown as the Match Day Sponsor and logo featured in the match day media video that is shown on a 55" monitor in the main bar.



EXPOSURE

300+
pre-match
lunch attendees

500+
1st XV match
attendees

PRICING
£1,500 per
match + VAT

All the below prices are subject to VAT.

LADIES DAY

04. MISCELLANEOUS



REUSABLE PLASTIC PINT CUPS

Your company logo will be featured alongside the Club's badge on all plastic pint cups that are used on all match days and will be seen by everybody there – approx. 500 attend 1st XV home matches.



BEER MATS

Your company logo will be featured on Hertford RFC beer mats and will be on the same side as the 1st XV fixtures. These beer mats will be used in the Club bars, on the lunch tables on match days and will be distributed to a number of local pubs that are associated with the Club (subject to their agreement). For the 2024/25 season we had 15,000 beer mats printed and were used by 16 local pubs!



BUSINESS CARDS

Display your business cards in our Business Card holder which will be wall mounted in the Club house and can be seen by everyone using the bar area.



PROGRAMME SPONSORSHIP OPPORTUNITIES

- Match Programme sponsorship: 1/4 page ad featuring your company logo & name
- Match Ball sponsorship: 1/4 page ad featuring your company logo & name
- Hertford Man of the Match sponsorship: 1/4 page ad featuring your company logo & name

There are 11 home league matches per season



PRICING

All the following prices are subject to VAT

Reusable plastic pint cups.....P.O.A per 2-season sponsorship
Beer mats.....£750 per season
Business cards.....£100 per season
Match Programme sponsorship.....£50 per match or £550 per season
Match Ball sponsorship.....£50 per match or £550 per season
Hertford Man of the Match sponsorship£50 per match or £550 per season

05. SERVICE SPONSORS



SERVICE SPONSORSHIP

Instead of a financial contribution you may prefer to offer the skillset and experience of your company as a Service Sponsor.

As the Club continues to expand, there are many regular maintenance jobs and new projects that need to be carried out on our grounds and facilities and also on the administration side of the Club that would benefit hugely from the assistance and input of service sponsors.

Examples of where you may be able to help are general building and maintenance, grounds work, plumbing, electrics, tree surgery, log supplies, flooring, printing, window cleaning and transportation to name just a few!

So, if you believe your line of business would benefit the Club then why not consider offering your services as a "Service Sponsor" by contacting:

Dave Baseley – Operations Director – email: dave.baseley@btinternet.com

As a Service Sponsor:

- You will receive an invitation to the Club's annual Sponsors and Patrons Lunch
- Interactive Company logo on the sponsors page on the Club's website.
- Company logo featured in the match day media video that is shown on a 55" monitor in the main bar.
- You may leave your business cards in the card holder in the club house.
- If you are not already a member, you will become an Honorary Member of Hertford RFC.





SPONSORSHIP PACKAGES

JOIN US

We would love you to join our "team" of sponsors and in return you can:

- Fulfil your corporate social responsibilities
- Support your local community sports club
- Become further ingrained in the hearts and minds of the members, their families and your local community.

Please contact us to discuss the opportunities available to sponsors.

CONTACT US

If you have any questions or require more information about our sponsorship packages or bespoke sponsorship opportunities, please contact a member of the Sponsorship team at Hertford RFC:



1. **Andrew "Bunter" Green:** andrew.green07@hotmail.com
2. **Gary Bullen:** garyandsueb@btinternet.com
3. **Andrew Sanderson:** asanderson74@hotmail.com
4. **Nigel Waller (Club Treasurer):** nigel.waller63@yahoo.co.uk
5. **Andy Costin:** a-costin@sky.com

Sponsorship Packages

Category	Platinum	Gold	Silver	Bronze
AGREED VALUE OF PACKAGE (EX VAT BASIS):	IN EXCESS OF £10,000	£2,500 TO £9,999	£1,000 TO £2,499	UP TO £999
SPONSOR BENEFITS:				
Number of invitations to the Club's annual Sponsors & Patrons Lunch:	4	2	2	1
Number of invitations to a Supporters Lunch:	4	2	No	No
Interactive Company logo on the rolling banner on the Home page on the Club's website:	Yes	Yes	No	No
Interactive Company logo on the 1 st XV page on the Club's website:	Yes	Yes	No	No
Interactive Company logo on the Sponsors page on the Club's website:	Yes	Yes	Yes	Yes
Company logo featured in the match day media video that is shown on the monitor in the main bar:	Yes	Yes	Yes	Yes
Leave your business cards in the card holder in the Club house.	Yes	Yes	Yes	Yes
If you are not already a member, you will become an Honorary Member of Hertford RFC.	Yes	Yes	Yes	Yes



OUR MISSION

At Hertford RFC we aim to promote participation in the game of Rugby by people from all sections of our community, whether as a player, coach, referee, administrator or simply as a spectator.

It is our aim, not only to compete at the highest sustainable level but also to recruit, develop and retain players of all ages and abilities and allow them to reach their full potential, through the provision of outstanding facilities, coaching and management in a safe and fun environment.

SPONSORSHIP BROCHURE

2025/26 & 2026/27

HERTFORD RUGBY FOOTBALL CLUB

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