



## **Lymington Mariners Sponsorship & Preferred Suppliers Proposal**

Thank you for your interest in supporting Lymington Mariner RFC.

### **Introduction**

Lymington Mariners RFC was started in 2009, and is now a fully established and recognised English RFU club. The Club now boasts over 50 playing members and over 200 social members and supporters.

The club currently plays in Hampshire merit table league, and has recently been awarded promotion into the English Rugby Federation Union leagues. The clubs 1<sup>st</sup> XV will be competing in the Hampshire Two League for the 2011/2012 season, and will be entering a 2<sup>nd</sup> team in the Hampshire RFU Merit Table 10 a side league, as well as a Veteran XV in the Hampshire RFU Veterans Cup.

The club currently plays out of Woodside Park in Lymington and sees a large support on Saturday home games from the local community. We are a new club with big ambitions and welcome new players and supporters, and currently play in excess of 25 games a season, playing other rugby clubs from all over the UK, these include senior and veteran games.

The club also receives a lot of exposure in local press including regular reports and photos in the Lymington Times, Daily Echo and New Forest Post, as well as a growing presence on Facebook and Twitter.





## How to support the club

There is a number of ways you can support Lymington Mariners RFC via both sponsorship and supplier opportunities, all funds received will be used to buy equipment and assist with the day to day running of the club.

## Sponsorship Opportunities

- **Club equipment and coaching Sponsor – Available**
  - Opportunity to be the club's equipment and coaching sponsor for the 2011/12 season.
  - Funds will assist with the purchase of training equipment and floodlights, as well to assist selected club members to partake on RFU coaching and referee courses
  - The equipment will be branded with the sponsors company logo
  - **£POA**
- **Veterans Jersey Sponsor – Not Available**
  - Our Away/Veterans Jerseys are currently sponsored by Plumb trading Ltd
- **1stXV Jersey Sponsor – Not Available**
  - Our Home/1<sup>st</sup> XV Jersey and shorts sponsor is Rivaaz, Lymington
- **Players kit bag Sponsor – Available**
  - Opportunity to be the club's kit bag sponsor for the 2011/12 season
  - The kit bags will be branded with the sponsors company logo
  - The kit bags will be made available for sale to all members and will be used at home and away games.
  - **£950.00 plus logo cost**
- **Match Balls Sponsor – Not Available**
  - Opportunity to be the club's match ball sponsor for the 2011/12 season.
  - Six match balls will be purchased and used in all home games
  - The balls will be branded with the sponsors company logo
  - Our Match balls are sponsored by Rivaaz, Lymington





- **Track Suit Sponsor – Available**
  - Opportunity to be the club's track suit sponsor for the 2011/12 season.
  - The track suits will be branded with the sponsors company logo
  - Tracksuits be made available for sale to members and will be worn by players at home and away games
  - **£950.00 plus logo costs**
  
- **Official Supporters Clothing Sponsor - Available**
  - We are looking for Supporter clothing sponsor for the 2011/2012 season.
  - This will assist with the purchase branded polo shirts and hoodies and made available for sale to supporters and players.
  - **£950.00 plus logo costs or the provision of clothing can be discussed**
  
- **Official home ground sponsor including post pads, signage, score board & flags sponsor - Available**
  - We are looking for a post pad, score board & line flag sponsor for the 2011/2012 season
  - The post pads, scoreboard & flags will be branded with the sponsors logo, and will be put up and displayed at all home games
  - Woodside entrance signage will also display company logo (subject to council approval)
  - **£2,250 plus logo costs**
  
- **Pub Sponsor – Not Available**
  - Our pub sponsor and club house is the Chequers Inn
  
- **Official Tour Sponsor – Available**
  - We are planning 1 overseas tour each season. Tour sponsor would have their name on the tour jersey.
  - **£1000 plus logo costs**





**Main Club Sponsor 2012/2013 Season** – As main sponsor you will have exclusive rights to all of the sponsorship opportunities. No other company will be involved. Main sponsorship agreements are not available until 2012/13 season and must be a 3 year agreement.

### **Event Sponsorship:**

If you did not want to sponsor equipment, LMRFC run a number of fund raising events every year, and we are looking for an event sponsors. In return the sponsor will be invited to the event and free tickets are made available to them.

These events include:

- 1) Lymington Mariner Xmas Ball
- 2) Lymington Mariners Summer Mount Gay Party
- 3) Lymington touch rugby summer series
- 4) Future rugby tournaments hosted by Lymington Mariners RFC

### **Sponsorship return:**

- Your company logo on clothing, kit or equipment that you have sponsored.
- Your company logo on the LMRFC website with a link to your company website.
- Membership to the club for the season.
- Free tickets to LMRFC social events, including the infamous Mariner Xmas ball and the Mariner Summer Mount Gay party.
- You will become a preferred supplier to the club and its members.





## **Official Club Suppliers Discount Scheme**

All sponsors will become preferred supplier to the club and the club members will be actively encouraged to use and support the clubs preferred suppliers, but if you are looking for an alternative method of supporting the club, there are opportunities to be a preferred supplier by offering a fixed discount to any club members. All club members will be issued a membership card, and on showing their membership cards will be eligible to an agreed discount from preferred supplier.

This scheme will be actively promoted through the club website, face book pages and e-news letters to all players and supporters. All members will also be provided with regular updates on promotions and discounts offered by preferred suppliers.

A list of companies that have agreed to be preferred supplier discount scheme are available on request.

## **Advertising opportunity:**

There are also a number of opportunities for your company to advertise through the club:

- Billboards Pitch side -
  - The club is looking to get planning permission to erect advertising billboards along the main pitch at Woodside. This will allow companies to advertise to the club, the supporters and other visiting rugby clubs coming to Lymington.
  - Rate for this advertising are available on request.
- Website advertising –
  - The Lymington Mariners website has large amount of hits every week from members of the local community. There are opportunities to place banner advertising on the website as well as sponsor the monthly newsletters to all members and registered guests of the website.





### **Club Angels:**

For individuals that would like to financially support the club without entering into a sponsorship agreement then we welcome any donations to the club. These donations can be anonymous or we will add your name to the published list of financial supporters.

**For further information or to discuss any of the above opportunities to Support Lymington Mariners RFC please contact:**

**Ben Bradley-Watson – 07730 898638 or [Bradley-watsons@hotmail.co.uk](mailto:Bradley-watsons@hotmail.co.uk)**

**Jason Ludlow (club chairman) – 07711538046 or [Jason@emq.co.uk](mailto:Jason@emq.co.uk)**

**Lee Thomas – 07917556863 or [Lee.Thomas@skillsfundingagency.bis.gov.uk](mailto:Lee.Thomas@skillsfundingagency.bis.gov.uk)**



**[www.lymingtonrfc.co.uk](http://www.lymingtonrfc.co.uk)**