

PRINCIPLE SPONSOR



**kwbell**group



# **CINDERFORD RFC**

## **COMMERCIAL BROCHURE**

### **2024/2025**



IMAGES COURTESY OF



**Kairos Sports Photography**



# OUR STORY

Cinderford RFC was formed in 1886 in the Forest of Dean, a mining area in West Gloucestershire situated between the Rivers Severn and Wye. The area, a source of iron ore and coal since pre-Roman times, also provided timber for Nelson's navy and was seen as remote and the inhabitants as wild and unpredictable.

By the turn of the twentieth century Cinderford were playing leading teams from England and South Wales but after the Great War the club's fortunes, and the local coal mining industry declined, and many good players 'went North' to seek employment in the coalfields and rugby in the 'Northern Union'. Nevertheless, A D 'Bumps' Carpenter gained an England Cap against South Africa in 1931.

The club's re-emergence after WW2 owes much to the efforts of the late Bob and Mary Beavis. 'Cinderford White Rose' a club mainly of miners, had kept rugby going over the war years. When they decided to re-form as Cinderford RFC Mary became Hon. Sec. and remained so for the next fifty years.

The club started league life at level 6 and by 2001 was at level 4. Relegated after just one season Cinderford were back by 2004 and made it to Level 3 in 2007-08 after a nail-biting North/South play-off with Darlington Mowden Park. After eight seasons in National One they were relegated at the end of 2015-16. During that time budding internationalists Freddie Burns, Sam Underhill, Harry Williams and Josh Adams all gained valuable experience as dual-registered players. At the end of season 2017-18 Cinderford, captained by George Porter, regained National One status by becoming National 2 South Champions with 143 league points from 29 wins and 1 defeat. At the end of 2021/22 season Cinderford, captained by Harry Hone, achieved fifth place in National League One, its best place since gaining National One status.

At the end of the 2023/24 season, Cinderford were relegated from National League One. The focus now is to regroup and rebuild although the club is also looking to redevelop Dockham Road into a top level sports facility for future generations to enjoy and also integrate with the community, schools, groups and organisations. To achieve our goal sponsorship is key.

# OUR STORY



## PITCH SIDE ADVERTISING

**Promote your company and show support for Cinderford RFC with a pitch side advertising board at Dockham Road.**

*This package gives a simple yet highly effective opportunity to get up close to the action and expose your brand to a wide and varied demographic of visitors and supporters.*

Included in this package:

- Advertising board in full colour and erected in a choice of location
- All board advertisers will be invited to one designated sponsors day for themselves and a guest within the term of their agreement

Pricing:

8x2 ft – Can be erected pitch side or on the Clubhouse building

1 Year Agreement - £350

2 Year Agreement - £570

2 Board, 2 Year Agreement - £950

8x4ft – Can be erected pitch side or overlooking the huge Rugby Club car park

\*\* Car Park now leased to Tesco Superstore

1 Year Agreement - £575

2 Year Agreement - £850

2 Board, 2 Year Agreement - £1,150

## POST PROTECTOR ADVERTISING

**A brand new, bespoke opportunity for the 2024/25 season.**

*Get up close and personal with this package, with your business' name on our post protectors you have prime exposure on all match days at Dockham Road.*

Included in this package:

- Your company name and logo printed in colour on all 4 Post Protectors on all all home games (To include senior, ladies, mini and junior and veterans rugby)
- 8ft x 4ft Advertising Board in full colour, with no renewal for 2 years
- Business accreditation on selected posts across our social media platforms
- Player engagement with your business over the course of the agreement
- Invitation to one Hospitality table for:
  - 20 guests per season – This can be split into two tables of 10
- Social Media Additions per season
  - Instagram: 9 x Grid Posts, 18 x IG stories
  - Facebook: 9 posts
  - TikTok: 9 x TikToks

Pricing:

This package is based on a 2-year deal

£4,750 + VAT per annum

# PREMIUM BUSINESS PACKAGE

This package has proved highly popular in recent years with businesses. It not only offers you the unique opportunity to sponsor your favourite player or players, but also to entertain business associates, family & friends or just celebrate a special occasion in a different way.

*This package has been designed to offer excellent value for money, to businesses and supporters alike.*

## Included in this package:

- Companies name accredited to the relevant player on all the television screens within the club house on matchdays.
- Company name accreditation in all 1stXV Matchday Programmes over the course of the season against your sponsored player.
- Companies name against player on social media squad line ups.
- 8x4ft Advertising Board, another excellent way of promoting your business with potential to reach out to a whole new customer base.
- One Matchday Sponsorship – for up to ten guests. A fantastic opportunity to entertain customers, rewards staff or just a day out with family and friends. This includes pre-match hospitality for ten and matchday tickets.
- Invitation for up to six guests to a designated Players Sponsors Day. This includes pre-match hospitality and tickets for the game.
- Logo included within our matchday programme.
- Social Media Additions
  - Instagram: 9 x Grid Posts, 18 x IG stories
  - Facebook: 9 posts
  - TikTok: 9 x TikToks

## Pricing:

Fee: £1500 + VAT

PLAYER SPONSORSHIP



# PLAYER SPONSORSHIP

## ASSOCIATE BUSINESS PACKAGE

**This highly popular package first took face last season and is perfect for businesses looking to support Cinderford Rugby Club and a nominated player in a slightly different way.**

*Get up close and personal to the action, entertain customers, friends and family, while making the most of your business promotion. We have added a regular and engaging social media package to this.*

### Included in this package:

- Companies name accredited to your sponsored player on all the television screens within the club house on matchdays
  - Company name accreditation in all 1st XV Matchday Programmes over the course of the season against your sponsored player
  - Companies name against player on social media squad line ups.
  - 8x2ft Advertising Board, another excellent way of promoting your business with potential to reach out to a whole new customer base
- \*An upgrade to 8x4ft advertising board is available at the cost of £200.
- One Matchday Sponsorship – for up to six guests. A fantastic opportunity to entertain customers, rewards staff or just a day out with family and friends. This includes pre-match hospitality for six and matchday tickets.
  - Invitation for up to four guests to a designated Players Sponsors Day. This includes pre-match hospitality and tickets for the game.
  - Logo included within our matchday programme
  - Social Media Additions:
    - Instagram: 4 x Grid Posts, 8 x IG stories
    - Facebook: 4 posts
    - TikTok: 4 x TikToks

### Pricing:

£1000 + Vat

\*(£1200 + Vat with 8x4ft Advertising Board upgrade)



# PERSONAL PLAYER DONATION

This package gives supporters and friends of Cinderford Rugby Club a unique way to support your favourite player with a, cost effective, personal sponsor donation.

Both on and off the field, this package allows you to support Cinderford RFC and your favourite player. Whether you're purchasing this package for yourself, or as a present for someone special it is sure to get you up close to the action.

## Included in this package:

- A printed Cinderford Rugby Club mug with the name of your sponsored player
- Person's name or names accredited to your favourite player on all the television screens within the club house on matchdays.
- Person's name or names in all 1st XV Matchday Programmes over the course of the season against your favourite player.
- Invitation for up to two guests to a designated Players Sponsors Day. This includes pre-match hospitality and tickets for the game.
- Social Media Additions:
  - Instagram: 1 x Grid Post, 2 x IG stories
  - Facebook: 1 post
  - TikTok: 1 x TikTok

Pricing:  
£300

PLAYER DONATION



# PATRONS DONATION

## PATRONS DONATION

Last season saw the start of this exclusive 1886 Patrons Club as a fantastic new way to show your support of Cinderford RFC, which is continuing due to popular demand.

*We have a range of benefits within the package to suit everyone that is a supporter of the club, from exclusive merchandise to our patrons' days. Your donations can really make a huge difference.*

Included in this package:

- Exclusive New-Style Warm 1886 Beanie Hat
  - \* **New patrons** will have the choice between our new-style beanie hat or 1886 Crested Polo Shirt
- Free admission to all Cinderford RFC home games
- 2 fully exclusive Patrons Days with full hospitality over the course of the season
- Christmas Patrons Day with a delicious two course Christmas Dinner
- Two Patrons names will be drawn from ballot for committee hospitality at each 1st XV home game this season
- Two Patrons names will be drawn from ballot to join the 1st XV and travel in style to designated away games during the season with pre-match hospitality from our hosts
- Ticket for the end of season dinner and awards evening

Pricing:

Minimum Donation - £195





# MATCH DAY SPONSORSHIP

**This very popular package offers a full matchday experience for sponsors and guests. A unique way of entertaining clients, suppliers, staff, family and friends.**

*From the fabulous food and drink in the sponsors lounge, to getting up close and personal with National league rugby on the field from the comfort of the grandstand or pitch side, this experience is one that everyone will enjoy at Dockham Road.*

## Included in this package:

- Welcome by a Cinderford Rugby Club player or official
- Reserved hospitality table with a delicious pre-match lunch
- Reserved match day tickets and complimentary programme
- Match day programme editorial and promotion on our social media platforms
- Two printed mugs with sponsors name, logo and match on
- Promotion over PA announcement
- After-match pay bar facilities

## Pricing:

Party of six guests - £325 + VAT

Party of eight guests - £375 + VAT

Party of ten guests - £425 + VAT

# MATCH BALL SPONSORSHIP

**Whether you're promoting your business or just getting together with friends and family, this is an excellent and cost-effective way of supporting Cinderford RFC.**

*For a special occasion to entertaining customers, staff or suppliers, this package is something that everyone can get involved in and enjoy.*

## Included in this package:

- Reserved hospitality table with a delicious pre-match lunch
- Reserved match day tickets and complimentary programme
- Replica mini match ball and printed mug with sponsors name, logo and match
- Match day programme editorial and promotion on our social media platforms
- Promotion over PA announcement
- After-match pay bar facilities

## Pricing:

Party of two - £150 + VAT

Party of four - £225 + VAT

**MATCH DAY SPONSORSHIP**



## MATCH DAY MASCOT

**This package offers a wonderful opportunity to treat boys or girls, young or old, to lead out the mighty Cinderford onto hollowed turf at Dockham road.**

*This unique and popular package caters for the mascot and 3 guests, providing fun for all the family.*

### Included in this package:

- A full Cinderford RFC replica matchday kit, yours to keep
- Four pre-match hospitality passes with lunch in the sponsor's lounge
- Four reserved match day tickets
- Pre-match warm up, on the pitch, with the team
- A photo with a Cinderford RFC player, prior to kick off, as a memento
- Match day programme editorial
- Promotion over PA announcement

### Pricing:

£175 + VAT

*We have the facility to cater for multiple match mascots for each game. Each match day mascot experience must be booked twenty-one working days prior to the game, to allow for ordering of the kit.*

## PRE-MATCH HOSPITALITY

**Our match day hospitality is like no other, with a friendly atmosphere, many laughs and plenty to keep you entertained.**

*Join us pre-match for comforting food and full pay bar facilities in the sponsor's lounge. Whilst with us our dedicated hospitality and commercial team will make sure you and your guests are well looked after. Why not try your luck at our weekly raffle with a bunch of fantastic prizes on offer.*

### Pricing:

Match wristband and buffet - £22.50

Match wristband and Two Course Meal - £27.50\*

For full details and booking – Contact our Hospitality Manageress Donna Roberts on 01594 822673 or via our Cinderford Rugby Club Social, Events & Hospitality Facebook page

*\*Available at selected matches only*



# CINDERFORD RFC LADIES XV

New and exciting for this coming 24/25 season is the formation of a new Cinderford Rugby Club Ladies XV to joining with our very successful younger 16 to 18 age group.

We feel having a fully-fledged Ladies team playing league rugby gives young girls a pathway to more senior ladies rugby a potential ladder into the professional game.

*Sponsoring our ladies is an ideal way to get your business brand noticed while also showing your support for Cinderford RFC.*

## SHIRT ONLY PACKAGE

Included in this package:

- Your company name on the Shirt FRONT and REAR for 2 seasons
- Table of 10 for 1st XV Matchday Hospitality
- Team Photo with the Ladies in their new kit with your brand name on
- Social Media Credits on all platforms as CRFC Ladies Kit Sponsors
- Designated Ladies Matchday Hospitality prior to a Ladies match

Pricing:

*This agreement is based on a two-year deal*  
£850 + VAT

## SHIRT SLEEVES & SHORTS PACKAGE

Included in this package:

- Your Company name on the team shorts or shirt sleeves for 2 seasons
- Team Photo with the Ladies in their new kit with your brand on them
- Table for 4 for 1st XV Matchday Hospitality
- Designated Ladies Matchday Hospitality prior to a Ladies match

Pricing:

*This agreement is based on a two-year deal*  
£325 + VAT

CINDERFORD RFC LADIES



## VENUE HIRE – THE CLUB HOUSE

**Weddings or wakes, buffet or banquet, disco or dinner.  
Whatever the event we've got what you need.**

*Our competitive hire rates and outstanding modern facilities make Dockham Road Clubhouse the perfect venue for a wide range of events. With on-site catering and access to specialist event services we can make your event one to remember.*

### Events catered for:

- Birthday parties
- Christenings
- Wakes
- Functions
- Business training days
- Corporate events/meetings
- Community groups
- Weddings and Receptions

### Large Function Suite

Can accommodate for 120 seated guests or around 150 for buffet and entertainment.

### Additional Rooms

Our comfortable Centenary Lounge with bar and dining facilities might be perfect, or for small informal gatherings the players bar is available with seating, catering and club bar pricing.

**\*\***(This room is also equipped with a large screen and projector)

### Pricing:

Call our Hospitality Manageress Donna Roberts on 01594 822673 to find out how we can make your event special and for pricing.



# **POST-WORD**

With the ambitious vision for the future of Cinderford RFC there are an increasingly wide range of opportunities to become part of an exciting future at Dockham road!

We want to develop long lasting partnerships with all of our sponsors, for them to promote themselves to a much wider audience that being part of National League Rugby offers, but also to engage with our supporters and become fan facing.

We also want to drive a commercial growth strategy to develop strong foundations on and off the pitch, working with our commercial partners to make the future of Cinderford RFC sustainable for the generations to come.

This year, we are placing an emphasis on our social media engagement. These channels, while small, continue to consistently overperform and are the perfect tools to generate a strong return for you and your business.

Check them out!

[Instagram](#) / [Facebook](#) / [X \(Twitter\)](#) / [TikTok](#)



# **CONTACTS**

*For further information contact regarding any of these packages and for general enquiries*

**Commercial Manager - Paul Willetts**

*paulwilletts11163@gmail.com*

*07746 355381*

*For further information regarding venue hire, pre-match hospitality and club house events*

**Hospitality Manageress – Donna Roberts**

*01594 822673*

# CINDERFORD RFC

## COMMERCIAL BROCHURE

### 2024/2025



## **Kairos Sports Photography**

Forest of Dean based sports and event photographer. UK and International coverage. Official photographer for Rugby For Heroes, Egg Chasers RFC, Cherry Pickers RFC, Forest of Dean Bog Trotters RFC and LosseHeadz Barbarians

Contact  
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