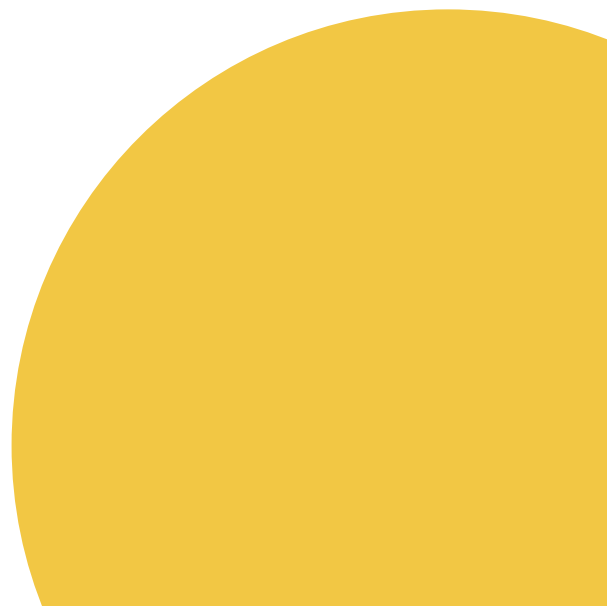




BORDER RUGBY REFS

SPONSORSHIP PACKAGES



About Us



Border Rugby Refs has been running since 1963 and is responsible for recruiting, developing and allocating match officials to games in the Scottish Borders.

We are one of six Societies across Scotland and appoint to age-grade games, to senior first and second fifteen games, senior and junior sevens tournaments and to friendly matches. On average, we appoint to 12 local games each weekend and more than 200 appointments during the sevens circuit.

We are part-funded by Scottish Rugby and our members and committee are all volunteers.

WHY SPONSOR?

RECRUITMENT

Recruitment remains one of our biggest challenges. Sponsorship would support more recruitment activity to ensure all games in the Borders can go ahead: no ref; no game.

RETENTION

All of our members pay an annual subscription fee to become a referee and are provided with minimal kit. Sponsorship would support more branded kit to enhance our identity and to help with retention during a time of diminishing numbers.

DEVELOPMENT

Training and development is key to ensuring we have the best match officials to contribute to the game. Sponsorship will support on-going training, pay expenses associated with our development officer and enhance our dedicate Academy structure.

Package 1 - Title Sponsor

Year 1: £2,000

Year 2: £2,000

Year 3: £1,000

01

Logo and brand included on referee recruitment adverts in all Borders club programmes for the season and for all Kings of the Sevens tournaments.

02

Logo regularly featured prominently on social media activity throughout the year.

03

Feature on the main banner on the website.

04

Logo included on all off-field kit in a prominent front-of-garment position.

05

Referees and others available for sponsor-led events/ promotions.

Brand exposure – locally and nationally.

Extensive reach on social media, supported by national organisations and figureheads.

Brand seen by thousands of spectators each season.

Supporting local grassroots/ community game.

Engraved and boxed presented Acme whistle.

Two referee polo shirts presenting your logo.

Invitation to annual reception.

Invitation to ad-hoc Society outings/ events.

Package 2 - Garment Sponsor

Back of Garment

Year 1: £1,400

Year 2: £1,100

Year 3: £800

Neck

Year 1: £1,200

Year 2: £800

Year 3: £500

Sleeve

Year 1: £1,200

Year 2: £800

Year 3: £500

01

Logo included on the back, neck or sleeve of all off-field garments.

02

Logo regularly featured prominently on social media activity throughout the year.

03

Logo included on the website

04

Logo included on all off-field kit – different positions available:

- Neck/ collar/ shoulder
- Back of garment
- Sleeve

Brand exposure – locally and nationally.

Supporting local grassroots/ community game.

Engraved and boxed presented Acme whistle.

Referee round neck t-shirt with your logo.

Invitation to annual reception and ad-hoc events throughout the season.

Package 3 - Annual Awards and Reception

Annual: £500

01

Brand and logo shared on social media.

02

Logo on website the website.

03

Branding and advertising on the evening featuring your logo and brand.

04

Brand and name used on all communications material.

03

Name featured on all four end-of-season trophies.

Brand exposure – locally and nationally.

Supporting local grassroots/ community game.

Multiple Invitations to annual reception.

Package 4 - Referee of the Month

Annual: £500

01

Brand and logo shared on social media with referee of the month.

02

Logo on website the website.

03

Featured throughout the season each month - at least 9 opportunities.

04

Brand and name used communications material.

03

One blog per season on your business and support of refereeing.

Brand exposure – locally and nationally.

Supporting local grassroots/ community game.

Invitation to annual reception.

Package 5 - General Sponsorship

Annual: £250

01

Logo featured on social media activity throughout the year.

02

Logo on website.

03

Regular acknowledgement of your support.

Brand exposure – locally and nationally.

Supporting local grassroots/ community game.

Engraved Acme whistle

Invitation to annual reception.

CONTACT

If you feel you can support the development of rugby match officials in the Scottish Borders and across Scotland, please get in touch.

Steven Turnbull, President
steventurnbull1@hotmail.co.uk
07957 490 005