



Hammersmith & Fulham RFC
**SPONSORSHIP
& ADVERTISING**
2010/2011

A Little Bit About Us

The Hammers

The Club was the brainchild of a group of teachers from Henry Compton school, who identified that there was a need for a rugby club in the locality to cater for the rugby needs of the local residents and school children.

During a trip to Lancashire in 1977, the teachers decided to make their idea a reality and so it was that the Hammersmith Rugby Football Club came into existence at the Park Hotel (now demolished) Wigan over the Easter weekend of that year.

In March 1978 the Leisure & Recreation Committee of the London Borough of Hammersmith granted the Club the use of the central pitch at Hurlingham Park, Fulham. Preparations then started for the 1978/79 season; the West London Observer reported on 20th April 1978 "A Rugby Club is Born".

You can read more about the History of our club on the website by clicking [here](#).

The club enjoyed its most successful season during 2009/10 with all senior teams reaching their respective league or cup finals, and the 1st XV narrowly missing out on promotion as well as reaching the Middlesex Cup Final. The club, is looking to build on its success and expects an increase in number of members for the coming season.

We are not a bunch of beer swilling morons, rather a club of professionals (lawyers, bankers, surveyors, media specialists etc) that enjoy their sport and a social drink. The vast amount of members live in the local area.

Reach of the club

With over 200 senior members forming up to 6 men's teams, vets and a ladies team. Growing mini and youth section with 220 members and 400 parents.

Exposure

During the season we are regularly featured in H&F news and the Fulham Chronicle with combined circulation circa of 120k copies. Our chairman is a keen photographer and often does match day photography for the 1st XV which can be seen on our very own dedicated [Facebook page](#). We also have our own [YouTube](#) channel all accessible from the website.

New website

This season we have re-laid the virtual turf with our fantastic new club [website](#) which became live on the 2nd July 2010. You can read an article about its creation by clicking [here](#).

With an imminent media push to Metro newspaper, Rugby World Magazine, The Rugby Paper, Rugby times we hope to drive a lot of traffic to the site. We will also be pushing the club out to the rest of the grass routes rugby community by emailing all the clubs opposition sides. We use Google Analytics to gather stats for our site so you can gather various info about the sites visitors.

We strongly believe that this is one of the best grass roots club sites in the country and as such hope to receive good coverage from both the rugby and wider sporting community.



Sponsorship

The Sponsor Raffle

This year, Hammersmith and Fulham RFC are offering the opportunity for companies, organisations or an individual representing a charity*, to become the clubs main sponsor for the 2010/11 season.

In sponsoring a match it entitles you to a ticket for the grand draw to be held on the **21st August** after our annual Hog Roast trial games, which kick off the season. The winner will then be named the main sponsor for London's fastest growing rugby club and will have their logo on the 1st XV jerseys and on the header of the website. The second out of the hat will be the clubs secondary sponsor and will have the sleeve sponsor of the 1st XV jerseys. If you are unsuccessful in the draw you are still a match sponsor. Further benefits for the main, secondary and match sponsors can be found later in this document.

It's worth exaggerating that we accept sponsorship from individuals on behalf of a charity. The charity logo will be used and the individual will be recognised for their charitable donation.

So what is this going to cost you? It is only **£150** to enter the raffle which is a snip with the main sponsor package normally costing £4,500. The first 23** sponsors out of the hat will be match sponsors for the 1st XV 2010/11 fixtures. Further sponsors will be allocated slots in the 2nd XV fixture list and progressing further down the club. Those who are not a 1st XV match sponsor will be refunded £50. The nature of this draw should hopefully provide additional PR for the club and our sponsors.

To enter the raffle please either go through your Hammers contact who informed you about the raffle or use the below contact details for any further information.

Contact

Ryan Dilley

general@fulhamrugby.co.uk

07989890575

All payments must be made to the club by Friday 20th August, prior to the draw to guarantee entry. Payments can be made by cash, cheque or online banking. In entering the draw please could you provide us with your chosen logo (preferably in vector format), URL and short description as shown on the sponsor page. If you have chosen to support a charity just tell us who it is and we'll sort it from there.

** The Club reserve the right to refuse entry into a raffle due to nature of the sponsor. We are unable to take except sponsorship from pubs or bars because of our current sponsorship with the Wheatsheaf pub.*

*** Current number of 1st XV matches prior to the sponsor draw.*

Sponsorship

Main Sponsor Package

As the club's main sponsor you will have access to our large number of members and be the primary logo on our website front page. Our previous sponsor, Six Physio, currently occupies the main sponsor slot to give you an idea how your brand will appear. We will keep in touch to let you know about our endeavors on and off the pitch, we want you to be part of the team.

- Chest sponsor on 1st XV shirts.
- Opportunity to purchase Twickenham International tickets.
- Main sponsor on the header of the [men's senior site](#) with hyperlink.
- Hammers playing shirt.
- 1st XV photo.
- Footer sponsor on the ladies page.
- Name, hyperlink, large logo, and short copy on the [sponsor page](#).

Main club sponsor - Normally £4,500 (per annum)



Sponsorship

Secondary Sponsor Package

As the club's secondary sponsor you will have access to our large number of members and have your logo in the footer of the front page of our website. We will keep in touch to let you know about our endeavors on and off the pitch, we want you to be part of the team.

- **Shoulder sponsor on men's 1st XV shirts.**
- **Hammers playing shirt.**
- **Name, hyperlink, large logo, and short copy on the [sponsor page](#).**
- **Footer sponsor on the senior website pages.**

Main club sponsor - Normally £1,000 (per annum)



Sponsorship

Match Sponsorship

We are able to offer a match sponsor a number of ways to publicise their brand to our members and site visitors. You are also invited to come down on match day for additional support or to advertise yourself to the players.

If you are able to offer our members a discount or other benefits you can outline them on our sponsor page. This affiliation will encourage our members to use you, the sponsor. Our previous sponsor offered a 10% discount on physiotherapy.

Outside of the prize draw you can also sponsor all the clubs other matches at a cost of £25 a game. Please contact us for further details.

- Name and hyperlink on [fixture list](#).
- Name, hyperlink, logo, and short copy on fixture [match report](#).
- Name, hyperlink, logo, and short copy on the [sponsor page](#).
- Use of the email list to send out a single email on the week of the game.

Main Sponsor Raffle Match Sponsorship - £150

Standard Match Day Sponsorship - £25



Website advertising

In addition to sponsorship of the club we are able to offer advertising space on our new website www.fulhamrugby.co.uk. We are very proud of our site and strongly believe it is one of the best grass routes rugby sites, both through form and function. Your add will be seen by our current members, the seasons visiting teams and we are anticipating our upcoming media push will hopefully dramatically increase our page views. We use Google Analytics to provide web analytics that give you rich insights into our websites traffic and marketing effectiveness. It's not just number of page visits but goes as far as telling you how they navigated to our site, unique visitors, part of the world they are from, the screen resolutions of users and much more.

- 85,892 site visits for our old site over a two year period.
- 3,294 site visits and 18,987 page views in the 24 days since launch. And it's still pre-season.
- The site uses Google Analytics to pull site stats including page hits, unique visits and traffic referrals.

Homepage MPU 300x250 - £500 (per annum)

Site wide Skyscraper 160x600 - £1500 (per annum)

The screenshot shows the homepage of the Hammersmith & Fulham RFC website. The header is red with white text and navigation links. The main content area is divided into several sections: a 'Play for us' section with a 'GET INVOLVED' button, a 'Mercedes-Benz Retail Used Cars' advertisement, a 'Video - More than just rugby' section, and a 'Latest news' section with several articles. A 'Fixtures / Results' sidebar lists upcoming matches like '1st XV vs Ruislip' and '2nd XV vs London New Zealand'. The footer contains social media links and contact information.