



**BOROUGHMUIR  
RUGBY**

**SPONSORSHIP  
PACKAGES**

# **Boroughmuir Rugby & Community Sports Club:**

“Edinburgh’s Premier Community Sports Club”

Sponsorship with Boroughmuir Community Sports Club involves a partnership, which looks to actively benefit both sponsor and community. At our core, we are a dynamic and progressive rugby club and are most active in embracing other local sports clubs and the local community into our activities. It is a by-product of this approach that increases the exposure for our sponsors and working partners.

We work hard to maximise all exposure available to our sponsors and partners. This was most recently demonstrated when Boroughmuir won the Scottish Cup earlier in 2015. Our main shirt sponsors, Commsworld, utilised this story and resources obtained from Boroughmuir to release a PR article which was very successful.

An aspect of our progressive attitude and endeavours is in our social media offering and our communications platform is directly referenced in the SRU roadshow to rugby clubs across the country as one which should be aimed for. This encompasses weekly member mailshots, Facebook, Twitter and You Tube as well as our website, which is used by Boroughmuir members both across the UK and also internationally. Boroughmuir actively engages with all the sports clubs that call Meggetland home including Gala Hockey (Edinburgh’s largest hockey club for men and women), Boroughmuir Hockey, Boroughmuir Thistle and Boroughmuir Cricket to name but a few.

Meggetland is regarded as one of Edinburgh’s finest sporting facilities and in recent years has hosted high profile sporting events such as Edinburgh Sevens Festival, American Football and Rugby League games as well as regular Premier 1 club rugby. Edinburgh Rugby have expressed real interest in holding games at Meggetland when playing outside of Murrayfield and in 2014 Boroughmuir hosted Edinburgh for three sell-out and televised games.

As well as the general Rugby Club’s members, the Clubhouse is regularly utilized by corporate clients, the general public and members of the onsite commercial gym.

Meggetland is a splendid setting for advertising opportunities and Boroughmuir is the perfect sponsorship partner for driving forward joint business partnerships, promoting community, healthy living and sporting participation for all whilst at the same time providing CSR tax benefits and hospitality opportunities.

We welcome all sponsorship enquiries and have packages for every level of business Partnership. If you would like to develop a package that exactly fits your requirements, then we will be delighted to discuss this with you.

Yours sincerely,

Boroughmuir Community Manager





1st XV Match Shirt Advertising Locations

CATEGORY	DESCRIPTION	TERM	PRICE	DETAILS
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Main Sponsor Packages	Main Kit & Sevens Sponsor	2 Years	£6,500 per year	<ul style="list-style-type: none"> <li>Main sponsor of Boroughmuir Sevens &amp; Community Sports Festival 2016</li> <li>Branding of 2015/16 1st XV playing kit (Position: shirt front)</li> <li>Advertising banner (approx. 10m) visible from clubhouse and all areas of the ground</li> <li>2 x 10 Match Day Hospitality at home league games</li> <li>30 Match tickets for home league games (for staff, friends or clients)</li> </ul>
	Kit Sponsor (back)	2 Years	£4,000 per year	<ul style="list-style-type: none"> <li>Branding of 1st XV playing kit (Position: shirt back)</li> <li>Advertising banner (approx. 2.5m) visible from clubhouse</li> <li>2 x 10 Match Day Hospitality at home league games</li> <li>30 Match tickets for home league games (for staff, friends or clients)</li> </ul>
	Kit Sponsor sleeve	2 Years	£2,500 per year	<ul style="list-style-type: none"> <li>Branding of 1st XV playing kit (Position sleeve, shorts OR polo shirt)</li> <li>2 x advertising boards (approx. 2.5m)</li> <li>1 x 10 Match Day Hospitality at home league game</li> <li>20 Match tickets for home league games (for staff, friends or clients)</li> </ul>
	Youth Section Main Sponsor	1 Year	£20,000	<ul style="list-style-type: none"> <li>Main sponsor of Boroughmuir Youth Section tournament 2016</li> <li>Branding of every Youth team's shirts (Position: Front Centre)</li> <li>Branding of Senior team playing kit (Position: Sleeve)</li> <li>Advertising board located on main pitch visible from clubhouse</li> <li>2 x 10 Match Day Hospitality at 1st XV home league games</li> </ul>
Sponsor Packages	Pitch Board & Full Page Programme Advert	1 Year 3 Years	£600 £1500 paid in year 1	<ul style="list-style-type: none"> <li>Full page programme advert</li> <li>Advertising board (approx. 2.5m)</li> <li>Website, member email newsletter and social media promotion (email and social media on request)</li> <li>Excludes board production costs (approx. £150)</li> </ul>
	Pitch Banner & Full Page Programme Advert	1 Year	£1,000	<ul style="list-style-type: none"> <li>Full page programme advert</li> <li>Advertising banner (approx. 10m)</li> <li>Website, member email newsletter and social media promotion (email and social media on request)</li> <li>Excludes Banner production costs (approx. £500)</li> </ul>
	Pitch Banner, Full Page Programme Advert & Pre Match Lunch	1 Year	£1,000	<ul style="list-style-type: none"> <li>Full page programme advert</li> <li>Advertising board (approx. 2.5m)</li> <li>Website, member email newsletter and social media promotion (email and social media on request)</li> <li>Excludes board production costs (approx. £150)</li> </ul>
Programme Advert	Full Page Programme Advert	1 Year	£350	<ul style="list-style-type: none"> <li>A5 full colour programme</li> <li>Website, member email newsletter and social media promotion (email and social media on request)</li> </ul>
	Half Page Programme Advert	1 Year	£175	<ul style="list-style-type: none"> <li>A5 full colour programme</li> <li>Website, member email newsletter and social media promotion (email and social media on request)</li> </ul>
	Quarter Page Programme Advert	1 Year	£100	<ul style="list-style-type: none"> <li>A5 full colour programme</li> <li>Website, member email newsletter and social media promotion (email and social media on request)</li> </ul>
Pitch Branding	Pitch Board Advert	1 Year	£400	<ul style="list-style-type: none"> <li>Advertising board (2.5m)</li> <li>Excludes board production costs (approx. £150)</li> </ul>
	Pitch Banner Advert	1 Year	£800	<ul style="list-style-type: none"> <li>Advertising banner (10m x 1.7m)</li> <li>Excludes banner production costs (approx. £500)</li> </ul>
	Cross Bar Advert	1 Year	£800	<ul style="list-style-type: none"> <li>Advertising on cross bar nearest clubhouse</li> </ul>
	Post Pads	1 Year	£1,500	<ul style="list-style-type: none"> <li>Advertising on all main pitch post pads</li> </ul>
Clubhouse Branding	W/C Posters	1 Year	£250	<ul style="list-style-type: none"> <li>2 x A4 poster up 3 months in ladies &amp; gents</li> </ul>
	Bar Windows	1 Year	£1,000	<ul style="list-style-type: none"> <li>Alternate windows in main bar on ground floor</li> </ul>
Player Sponsorship	Players Sponsorship	1 Year	£100	
Match Day Hospitality	Pre Match Sponsor Lunch Clubman	1 Match	£350	<ul style="list-style-type: none"> <li>1 x 10 match day hospitality - 3 course meal, match programme, pre match speaker, tickets for the game and announcements during the game.</li> </ul>
	Pre Match Sponsor Lunch Gold	1 Match	£400	<ul style="list-style-type: none"> <li>1 x 10 match day hospitality - As Clubman package PLUS white linen, option of private suite, drinks waiter, table wine and water, pre match speaker, reserved seating in main Stand, awarding Man of the Match.</li> </ul>
	Pre Match Sponsor Lunch Platinum	1 Match	£500	<ul style="list-style-type: none"> <li>1 x 10 match day hospitality - 4 course lunch including all wine &amp; bottled water, private suite available, drinks waiter, pre match speaker, reserved seating in the Main Stand, awarding man of the match with photo post match, acknowledgements during the game.</li> </ul>



## **So what will you benefit by sponsoring Boroughmuir Rugby & Community Sports Club?**

- **Public support of a community charitable organization, dedicated to delivering and facilitating :**
  - Sports for all
  - Sporting excellence
  - A welcoming environment for everyone
- **Potential for CSR tax benefits**
- **Great networking opportunities for building joint business partnerships**
- **Access to a social network which includes:**
  - Website est. 32,000 visits per month
  - Mailshot reaching 1,000+ recipients per week
  - Facebook & Twitter 12,000+ recipients per week
  - YouTube reaching 9400+ views with 12,000 minutes watched\*

\* more than the Scotsman Rugby Channel !
- **Exposure to a varied user base of the facility, including:**
  - Rugby club members, players & family
  - Energy Gym members (commercial gym located in the basement)
  - Canalside Café users (community café/ bar located on ground floor)
  - Corporate clients holding meetings, AGMs, networking events and Hospitality
  - Local residents
  - Other Meggetland club members\*

\* includes football, hockey, rowing, cricket clubs
- **Potential exposure at various high profile Edinburgh sporting events such as:**
  - Edinburgh Rugby games\*
  - Edinburgh 7s Festival
  - Rugby Rocks
  - American Football

\*Boroughmuir hosted two Edinburgh Rugby games in 2014 against Ospreys, Cardiff Blues & Munster
- **Various sponsorship opportunities & packages, which look to put the sponsor first and aim to identify and achieve the sponsor's objectives, be that increasing brand recognition, taking advantage of networking opportunities or taking advantage of the Club's social networking opportunities**
- **Corporate gym membership opportunities**
- **Association with a Scottish sporting institution, established in 1919**
- **At the heart of our operations is a community run café / bar with professional yet community values**



**0131 443 7571**

**SPONSORSHIP@BOROUGHMUIRSPO RTS.CO.UK**

To make an enquiry or discuss your specific business sponsorship requirements please do not hesitate to contact one of the sponsorship team.