



BACK THE BURGH

**YOUR BRAND
OUR CLUB
ONE GOAL**

Helensburgh Rugby Football Club

Rhu Rd Higher, Helensburgh G84 8JR

www.helensburghcrfc.co.uk

rugby-sponsorship@helensburghcrfc.co.uk



Dear Valued Sponsors,

Welcome to Helensburgh Rugby Club

Helensburgh Rugby Club is more than just a sports club—we are a vibrant, inclusive community dedicated to encouraging, promoting, and developing rugby for everyone. With opportunities for all ages, genders, and abilities, we proudly stand as a cornerstone of the local community. Our ambition is clear: to be the rugby club of choice, fostering an environment where everyone feels welcome and valued.

Proud of Our Heritage

Founded in 1963 by a passionate group of local enthusiasts—Fergus Howat, Campbell Smith, Donald Fullarton, and Derek Cousin-Wood—Helensburgh Rugby Club overcame significant challenges to establish senior rugby in our community. Initially competing under Shawlands FP's banner due to the lack of a dedicated pitch and official affiliation, the club quickly grew in strength and popularity. By 1969, we formally joined the Glasgow District Rugby Union, securing our identity and home at Ardencaple. Today, our iconic colours—bottle green/yellow jerseys, black shorts, and bottle green/yellow socks—symbolize a proud heritage and a thriving sporting culture.

Committed to Excellence

Over recent years, Helensburgh Rugby Club has invested heavily in player development programs, significantly enhancing the quality of rugby across all age groups. Our efforts have yielded impressive outcomes, with players from our U18 squad advancing into the prestigious Glasgow Warriors setup. Our distinguished alumni include Anne Young, Scotland's first full women's international; Josh King of Cornish Pirates; Mark Robertson, international cap holder with Malta Rugby League; Lucy Macrae, Scotland U20s International; and Shaun Callan, Scotland International U18 Rugby League representative. Additionally, several players have progressed into Glasgow and West Rugby Academy pathways. These successes highlight our belief that nurturing grassroots rugby creates real opportunities for elite achievement.

Join Us in Shaping the Future

Your support as a sponsor is vital to our continued growth and success. By partnering with Helensburgh Rugby Club, you contribute directly to developing talent, enhancing community spirit, and ensuring the club's sustainability for generations to come. We warmly invite you to continue your journey with us—supporting, growing, and sharing in our rugby family's successes.

Thank you for your invaluable support.

Warm regards,

Helensburgh Rugby Club

rugby-sponsorship@helensburghcrfc.co.uk



GOLD SPONSORSHIP PACKAGE

Our Premier Partner Level

- Front-of-shirt logo placement on 1XV, 2XV, Juniors or Mini's playing shirts
- Business logo on HRFC website and sponsorship banner at all home games
- Presence in 1XV news articles, programs, posters, and social media
- Two pitch-side advertising boards:
 - One horizontal (2500mm x 625mm) opposite the main stand
 - One identical sized on the main stand (designs provided by you or produced by HRFC at cost)
- Invitations for 2 people to sponsor-only HRFC events
- 2 tickets to: End-of-Season Club Dinner and two tickets rugby social events during the season
- 2 named social memberships (non-voting)
- Framed Rugby shirt with team picture
- Player Sponsorship: your business logo featured with a specific player across social media and team sheets



SILVER SPONSORSHIP PACKAGE A **Strong Visibility & Excellent Value**

- Back-of-shirt logo placement on 1XV, 2XV, Juniors or Mini's shirts (Top)
- Logo on HRFC website and match-day banner
- Business presence in media, posters, programs, and social posts
- One horizontal pitchside advertising board (2500mm x 625mm) on fencing (design provided by you; (HRFC covers production)
- Invitations for 2 people to sponsorship events
- 2 tickets to: End-of-Season Club Dinner and two ticketed Senior Men's 1XV events
- Framed Rugby shirt
- 2 named social memberships (non-voting)
- Player Sponsorship with 1XV player (if available)



SILVER SPONSORSHIP PACKAGE B **Strong Visibility & Excellent Value**

- Back-of-shirt logo placement on 1XV, 2XV, Juniors or Mini's (Bottom)
- Logo on HRFC website and match-day banner
- Business presence in media, posters, programs, and social posts
- One horizontal pitchside advertising board (2500mm x 625mm) on fencing (design provided by you; (HRFC covers production)
- Invitations for 2 people to sponsorship events
- 2 tickets to: End-of-Season Club Dinner and two ticketed Senior Men's 1XV events
- Framed Rugby shirt
- 2 named social memberships (non-voting)
- Player Sponsorship with 1XV player (if available)



BRONZE SPONSORSHIP PACKAGE

Ideal for Small & Local Businesses

- Sleeve logo placement on 1XV,2XV,Juniors or Mini's playing shirts
- Business logo on HRFC website and matchday banner
- Presence in 1XV news articles, programs, posters, and social media
- Invitations for 2 people to HRFC sponsorship events
- 2 tickets to: End-of-Season Club Dinner and two ticketed events
- 2 named social memberships (non-voting)
- Framed Rugby shirt

Optional Add-On:

- One advertising board (2500mm x 625mm) at the 1XV pitch for an additional fee
- Player Sponsorship with 1XV/2XV player (if available)



SHORTS SPONSORSHIP PACKAGE 1XV

Ideal for Small & Local Businesses

- Logo on players' shorts (Top Middle back, left or right back leg placement)
- Exposure in all 1XV matchday photography, social media, and highlight reels
- Business logo on HRFC website and matchday banner
- Presence in 1XV news articles, programs, posters, and social media
- Invitations for 2 people to HRFC sponsorship events
- 2 tickets to: End-of-Season Club Dinner and two ticketed events
- 2 named social memberships (non-voting)

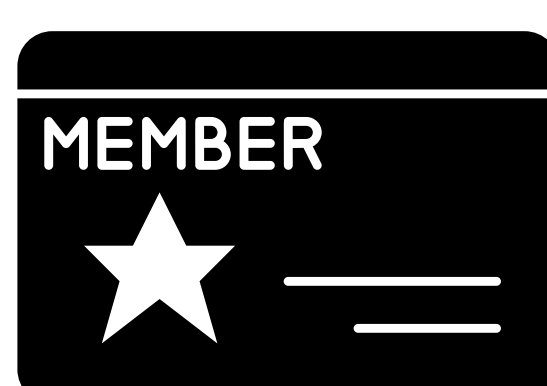
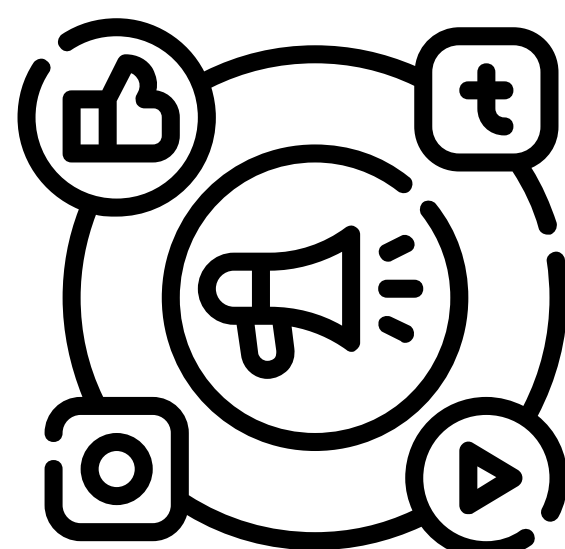
Optional Add-On:

- One advertising board (2500mm x 625mm) at the 1XV pitch for an additional fee
- Player Sponsorship with 1XV/2XV player (if available)

BACK OF SHORTS



YOUR LOGO



SHORTS SPONSORSHIP PACKAGE 2XV

Ideal for Small & Local Businesses

- Logo on players' shorts (Top Middle back, left or right back leg placement)
- Exposure in all 2XV matchday photography, social media, and highlight reels
- Business logo on HRFC website and matchday banner
- Presence in 1XV news articles, programs, posters, and social media
- Invitations for 2 people to HRFC sponsorship events
- 2 tickets to: End-of-Season Club Dinner and two ticketed events
- 2 named social memberships (non-voting)

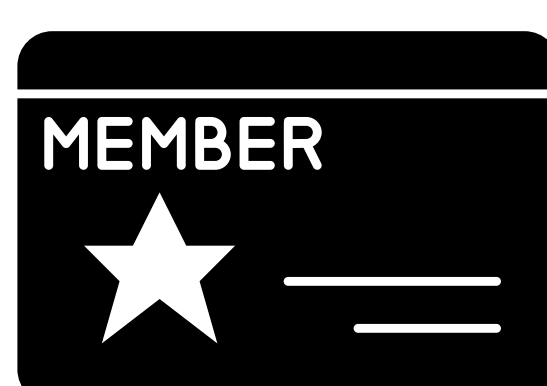
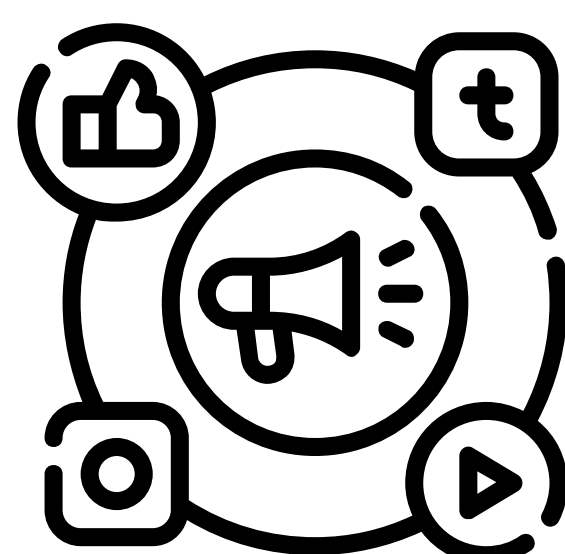
Optional Add-On:

- One advertising board (2500mm x 625mm) at the 1XV pitch for an additional fee
- Player Sponsorship with 1XV/2XV player (if available)

BACK OF SHORTS



YOUR LOGO



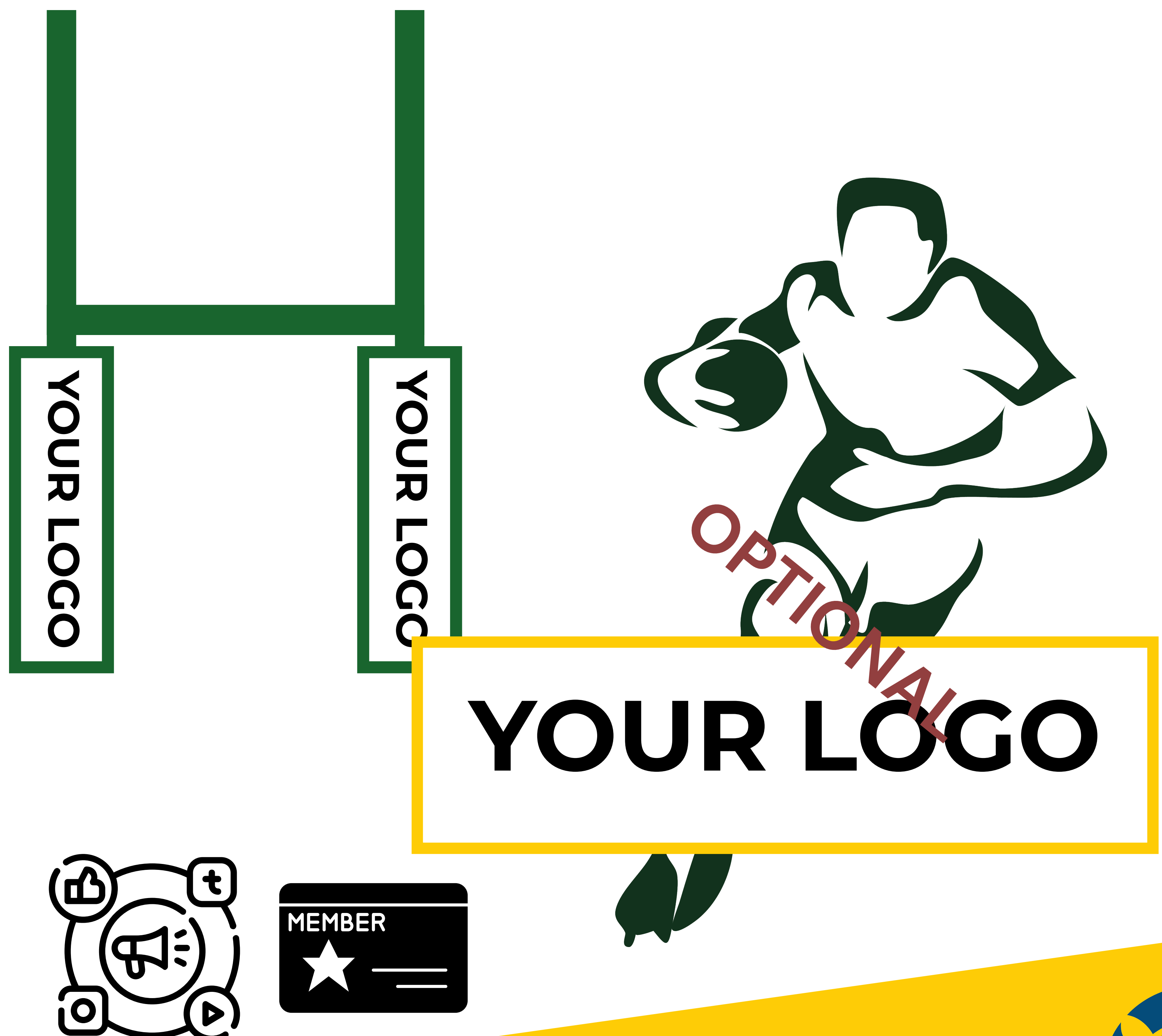
POST PROTECTOR SPONSORSHIP PACKAGE

High Impact, Central Visibility

- Brand logo displayed prominently on the 16" post protectors used for all home 1XV and 2XV matches (Main Pitch – Second pitch) 16"
- Prime visibility in try-scoring areas – often captured in action shots and highlight reels
- Business logo and link featured on the HRFC website
- Mention in club social media posts and newsletters when post pads are visible
- Invitations for 2 people to HRFC sponsor events

Optional Add-On:

- 20" post protector
- One advertising board (2500mm x 625mm) at the 1XV pitch for an additional fee
- Player Sponsorship with 1XV/2XV player (if available)



PITCH SIDE FLAGS SPONSORSHIP PACKAGE On Field Brand Presence

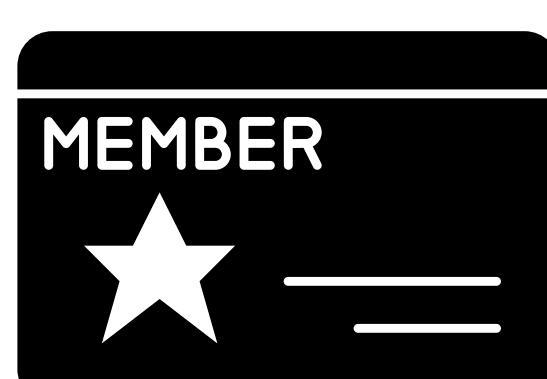
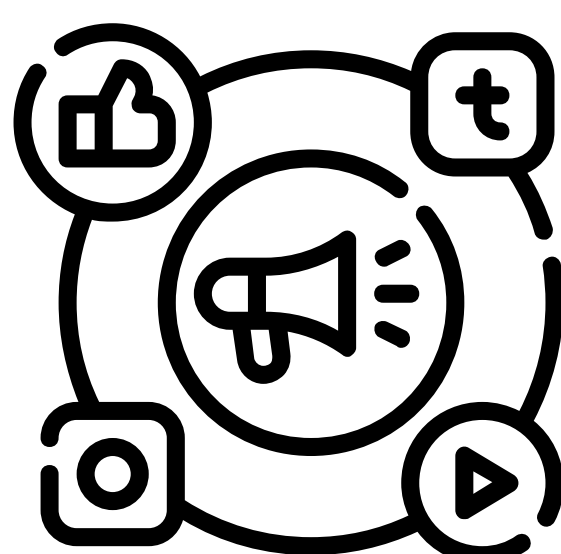
- Your brand logo displayed on **14** pitch side corner flags for all home 1XV and 2XV games (2 pitches)
- Prominent visibility at the four corners of the playing field – ideal for photos and video footage
- Logo and business link included on the HRFC website
- Mentions on social media and in marketing when flag branding is visible
- Invitations for 2 people to HRFC sponsor events
- 2 named HRFC social memberships (non-voting)

Optional Add-On:

- One advertising board (2500mm x 625mm) at the 1XV pitch for an additional fee
- Player Sponsorship with 1XV/2XV player (if available)



YOUR LOGO

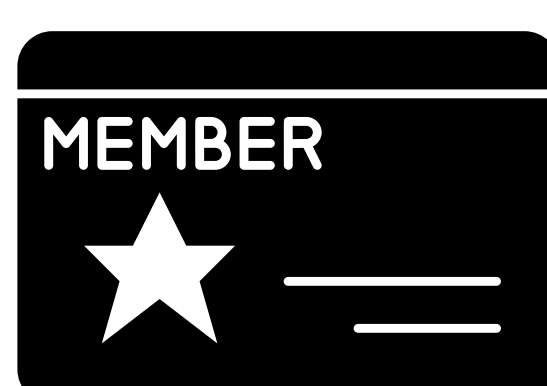
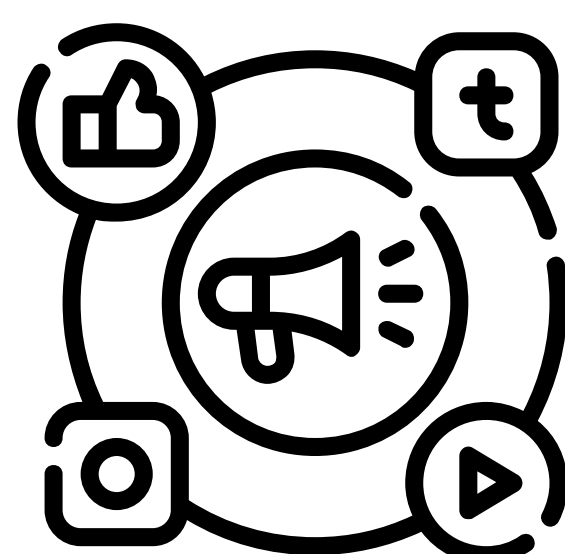


Helensburgh Rugby Club Player Sponsorship Package

Support grassroots rugby and showcase your brand by sponsoring a player at Helensburgh Rugby Football Club for the 2025/26 season. This sponsorship provides essential support directly to your chosen player while offering your business visibility within the local community and beyond.

Player Sponsorship Benefits:

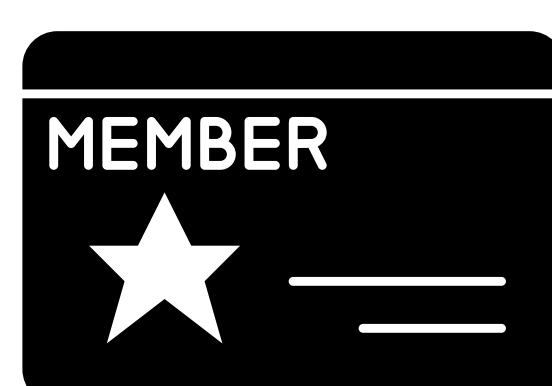
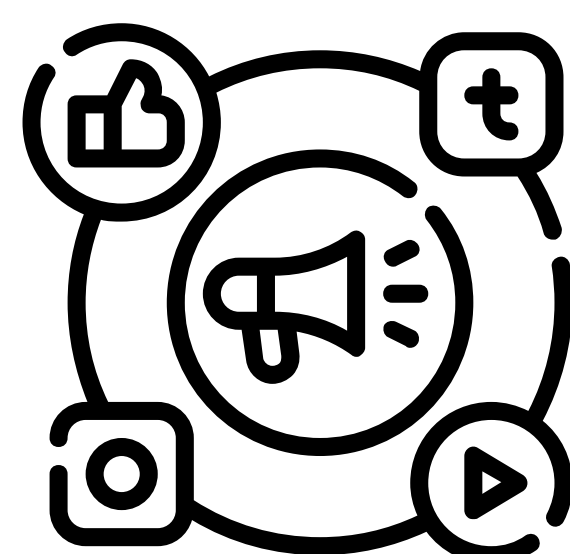
- **Player Association:** Your company name/logo featured alongside your chosen player's profile on our club website and social media channels.
- **Match-day Programme Recognition:** Regular acknowledgment in home matchday programmes.
- **Social Media Exposure:** Dedicated announcements on our social media channels showcasing your support, including customized content such as sponsored player video clips, sponsor shout-outs in match highlights, and a special 'Sponsor Spotlight' series.
- **Clubhouse Visibility:** Your logo prominently displayed in the clubhouse on the Player Sponsors Board.
- **Networking Opportunities:** Invitation to exclusive sponsor events.



MATCH DAY/BUS SPONSORSHIP

Game Day Recognition

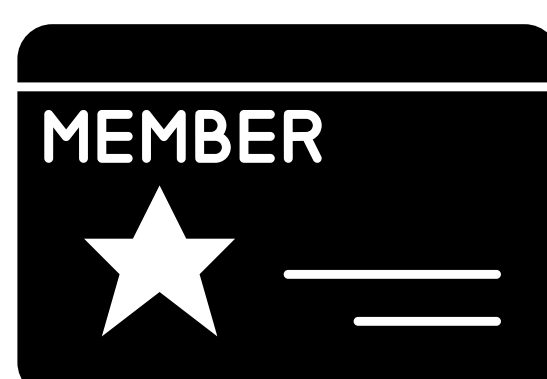
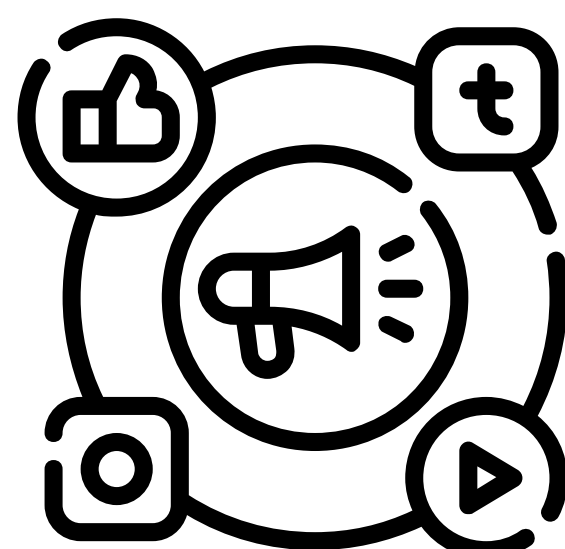
- Your business name mentioned in the lead-up to a selected home match as the official Match Ball Sponsor
- Recognition on social media and in the matchday team sheet for the game you sponsor and match reports
- Optional: short business blurb or promotion included in the matchday program (space permitting)
- Invite for sponsor events
- 2 spaces on Bus (depending availability)



MATCH DAY SPONSORSHIP

Game Day Recognition

- Your business name mentioned in the lead-up to a selected home match as the official Match Ball Sponsor
- Recognition on social media and in the matchday team sheet for the game you sponsor and match reports
- Optional: short business blurb or promotion included in the matchday program (space permitting)
- Invite for sponsor events



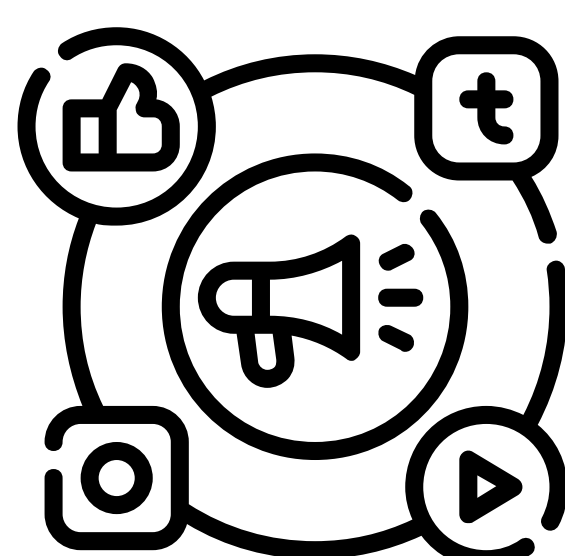
ADD BOARD

One horizontal pitchside advertising board (2500mm x 625mm) on fencing on selected side. Prices are Excluding VAT

- Your business advertising board will be on display throughout the rugby season on the 1XV pitch for all visitors and members to see.
-
- Your logo will be displayed on 1XV Game Sponsorship Banner displayed at all home games and the club website.

Please note the package cost excludes the one-time design and production expenses for the advertising boards. Sponsors can arrange/supply this independently or HRFC can assist in arranging these services at an additional cost.

YOUR LOGO



PACKAGE PRICING (per year)

Package	Team	Price per Year (ex VAT)	Contract Duration
Gold Sponsorship	1XV	£3,000	3 Years
Gold Sponsorship	2XV	£2,500	3 Years
Gold Sponsorship	Juniors or Minis	£1,750	3 Years
Silver Sponsorship (Top Logo)	1XV	£2,500	3 Years
Silver Sponsorship (Top Logo)	2XV	£2,000	3 Years
Silver Sponsorship (Top Logo)	Juniors	£1,000	3 Years
Silver Sponsorship (Bottom Logo)	1XV	£2,250	3 Years
Silver Sponsorship (Bottom Logo)	2XV	£1,750	3 Years
Silver Sponsorship (Bottom Logo)	Juniors	£750	3 Years
Bronze Sponsorship (Sleeve)	1XV	£1,500	3 Years
Bronze Sponsorship (Sleeve)	2XV	£1,250	3 Years
Bronze Sponsorship (Sleeve)	Juniors	£500	3 Years
Post Protector Sponsorship	Pitch 1	£1,750	2 Years
Pitch Side Flag Sponsorship	Pitch 1	£1,000	2 Years
Post Protector Sponsorship	Pitch 2	£1,500	2 Years
Pitch Side Flag Sponsorship	Pitch 2	£750	2 Years
Shorts Sponsorship (Big Logo)	1XV	£1,250	2 Years
Shorts Sponsorship (Big Logo)	2XV	£1,000	2 Years
Shorts Sponsorship (Small Logo)	1XV	£1,000	2 Years
Shorts Sponsorship (Small Logo)	2XV	£750	2 Years
Player sponsorship	1XV/2XV	£175	1 Year
Match Day-Bus (Per Game)	1XV/2XV	£500	Per Game
Match Day (Per Game)	1XV/2XV/Juniors	£150	Per Game
Add board	Pitch side	£250	Per Year
Add board	Stand side	£150	Per Year

SPONSORSHIP PACKAGE COMPARISON TABLE

Feature	Gold	Silver	Bronze	Shorts L	Shorts S	Post Protector	Pitch Side Flag	Match Bus Sponsor	Match Sponsor
Shirt Logo Placement	Front	Back	Sleeve	✗	✗	✗	✗	✗	✗
Shorts Logo Placement	✗	✗	✗	✓	✓	✗	✗	✗	✗
Logo on HRFC Website	✓	✓	✓	✓	✓	✓	✓	✗	✗
Logo on Matchday Banner	✓	✓	✓	✗	✗	✗	✗	✓	✗
Social Media / Posters	✓	✓	✓	✓	✓	✓	✓	✓	✓
Pitchside Advertising Boards	2 Boards	1 Board	Optional	Optional	Optional	Optional	Optional	✗	✗
Sponsor Event Invitations	2 People	2 People	2 People	2 People	2 People	2 People	2 People	✓	✗
Club Dinner Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	✗	✗	✗	✗	✗
1XV Event Tickets	2 Tickets	2 Tickets	2 Tickets	2 Tickets	✗	✗	✗	✗	✗
Framed Rugby Shirt	✓	✓	✓	✗	✗	✗	✗	✗	✗
Clubhouse Hire for event (space only)	✓	✓	✓	Optional	Optional	Optional	Optional	Optional	Optional
Social Club Memberships	2 Named	2 Named	2 Named	2 Named	2 Named	2 Named	2 Named	✗	✗
Player Sponsorship	✓	✓	Optional	Optional	Optional	Optional	Optional	✗	✗

rugby-sponsorship@helensburghcrfc.co.uk



Dear Local Business Owner,

Enhance Your Visibility with Helensburgh Rugby Club

Helensburgh Rugby Club is offering your business a fantastic opportunity to increase visibility and strengthen local community ties by advertising at our main 1XV pitch. Our home ground at Ardencaple is a focal point of local sporting activity, drawing large, enthusiastic crowds during match days and community events.

Why Advertise With Us?

- **High Exposure:** Your advertising board will be prominently displayed around our main 1XV pitch, ensuring continuous exposure to spectators, players, and visitors during matches and training sessions.
- **Community Engagement:** Align your brand with a respected local club, demonstrating your commitment to community support and grassroots sport.
- **Brand Awareness:** Repeated visibility reinforces brand recognition and increases recall among local audiences.
- **Cost-Effective Advertising:** Offers significant value relative to other traditional advertising forms, reaching a dedicated, local audience at a reasonable investment.
- **Networking Opportunities:** Enhances relationships with other local businesses, club officials, and community leaders.
- **Targeted Audience:** Captures attention from a demographic typically involved with families, local businesses, and active community participants.
- **Sponsorship Recognition:** Reinforces your brand's reputation as a community supporter, leading to increased customer loyalty and local patronage.
- **Media Exposure:** Potential exposure through match photos, social media highlights, and local press coverage.

Your support will directly contribute to the continued growth and success of Helensburgh Rugby Club, helping us develop talented players and maintain our excellent community facilities.

We would be delighted to discuss advertising options and pricing tailored specifically for your business needs.

Thank you for considering this exciting opportunity. We look forward to the possibility of partnering with your company.

Warm regards,

Helensburgh Rugby Club
Remco Bakker – Sponsor Manager



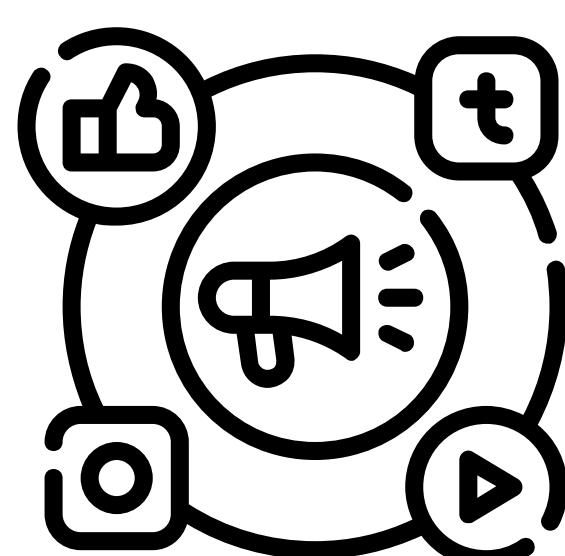
ADD BOARD

One horizontal pitchside advertising board (2500mm x 625mm) on fencing on selected side. Prices are Excluding VAT

- Your business advertising board will be on display throughout the rugby season on the 1XV pitch for all visitors and members to see.
-
- Your logo will be displayed on 1XV Game Sponsorship Banner displayed at all home games and the club website.

Please note the package cost excludes the one-time design and production expenses for the advertising boards. Sponsors can arrange/supply this independently or HRFC can assist in arranging these services at an additional cost.

YOUR LOGO



PACKAGE PRICING

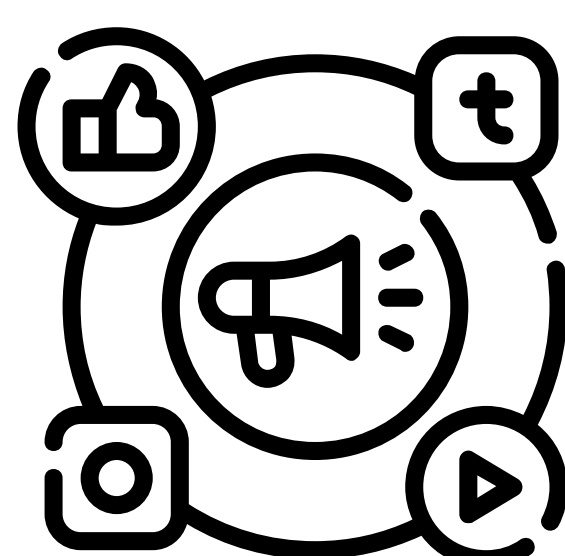
Add board	Pitch side	£250	Per Year
Add board	Stand side	£150	Per Year

One horizontal pitchside advertising board (2500mm x 625mm) on fencing on selected side. Prices are Excluding VAT

- **High Visibility:** Continuous exposure to spectators, players, and visitors during matches and training sessions.
- **Community Engagement:** Demonstrates support for local sports and community events, building goodwill.
- **Brand Awareness:** Repeated visibility reinforces brand recognition and increases recall among local audiences.
- **Cost-Effective Advertising:** Offers significant value relative to other traditional advertising forms, reaching a dedicated, local audience at a reasonable investment.
- **Networking Opportunities:** Enhances relationships with other local businesses, club officials, and community leaders.
- **Targeted Audience:** Captures attention from a demographic typically involved with families, local businesses, and active community participants.
- **Sponsorship Recognition:** Reinforces your brand's reputation as a community supporter, leading to increased customer loyalty and local patronage.
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Please note the package cost excludes the one-time design and production expenses for the advertising boards. Sponsors can arrange/supply this independently or HRFC can assist in arranging these services at an additional cost.

YOUR LOGO





Dear Local Business Owner,

Support Local Talent Through Player Sponsorship

Helensburgh Rugby Football Club invites your business to become a vital supporter of grassroots rugby by sponsoring a player from our 1XV or 2XV teams for the 2025/26 season. This unique opportunity allows your business to visibly showcase your community involvement and directly contribute to the growth and success of local rugby talent.

Benefits of Player Sponsorship

Player Association: Your company name or logo will be prominently featured alongside your chosen player's profile on our club website and across our social media channels.

Matchday Programme Recognition: Enjoy regular acknowledgment in home matchday programmes, highlighting your valued support.

Social Media Exposure: Receive dedicated announcements on our social media platforms, including customized content such as player videos, sponsor shout-outs in match highlights, and features in our special "Sponsor Spotlight" series.

Clubhouse Visibility: Your logo will be prominently displayed in our clubhouse on the Player Sponsors Board.

Networking Opportunities: Receive invitations to exclusive sponsor events, offering opportunities to connect with other local businesses and club supporters.

Sponsorship Investment

- £175 per player per season

Your support will make a significant impact, directly benefiting the player you sponsor and reinforcing your commitment to community engagement.

Join us in fostering local rugby talent and strengthening community connections.

For more details or to select your sponsored player, please contact:

Remco Bakker
Sponsorship Manager
Helensburgh Rugby Football Club



Helensburgh Rugby Club Player Sponsorship Package

Support grassroots rugby and showcase your brand by sponsoring a player at Helensburgh Rugby Football Club for the 2025/26 season. This sponsorship provides essential support directly to your chosen player while offering your business visibility within the local community and beyond.

Player Sponsorship Benefits:

- **Player Association:** Your company name/logo featured alongside your chosen player's profile on our club website and social media channels.
- **Matchday Programme Recognition:** Regular acknowledgment in home matchday programmes.
- **Social Media Exposure:** Dedicated announcements on our social media channels showcasing your support, including customized content such as sponsored player video clips, sponsor shout-outs in match highlights, and a special 'Sponsor Spotlight' series.
- **Clubhouse Visibility:** Your logo prominently displayed in the clubhouse on the Player Sponsors Board.
- **Networking Opportunities:** Invitation to exclusive sponsor events.

Investment: £175 per player per season

Join us and help nurture local rugby talent!

For more details or to sponsor a player, please contact our Sponsorship manager:

Remco Bakker

