



**STIRLING COUNTY
RUGBY FOOTBALL CLUB**

**SPONSORSHIP
OPPORTUNITIES**

www.stirlingcounty-rfc.co.uk

[#wearecounty](https://twitter.com/wearecounty)



SCOTTISH HOCKEY
WOMEN'S PREMIERSHIP

KITLOCK

PREMIERSHIP
MEDICAL

ENNENT'S

ENNENT'S

ENNENT'S

WOMEN'S PREMIERSHIP
MEDICAL

WE ARE COUNTY



Our vision is as one Club - an inclusive and diverse Club at the heart of our community. Stirling County is still the only Club in Scotland to have travelled from the bottom league, gaining promotions to eventually ending up Champions of Scotland.

With 800 Members and a heritage rich in rugby folklore, we are a Club like no other. Proudly home to both Men's and Women's rugby we have a Men's side who play in National 1 and a Women's team brimming with Scotland internationals who play in the Women's Premiership. Both sides run reserve sides to support the 1st Xv's. Our under 18 teams for both girls & boys, and our youth programme is the envy of the country in size, gender mix & quality.

Our values of Respect, Honesty, Proud, Inclusive, Committed and Enjoyment afford us the opportunity to continue to be an integral part of our community and to lead by example. Our key partnerships consist of the University of Stirling (The Scottish University of sporting excellence), the Scottish Rugby Union, Stirling Council, Active Stirling, sportscotland and SAMH. Through these partnerships we are developing and supporting young people in particular and providing an institution where anything is possible and there is no ceiling regards rugby development.

As a Club, we want to develop relationships which look to actively benefit both sponsors and the wider community. We cater for every corner of our community through both outreach programmes and in house activities. We are a progressive sports Club whose ultimate aim is to provide a template for best practice in every aspect of our operation - and to keep pushing the boundaries of what best looks like in all of these areas. This approach increases exposure for our sponsors and partnerships. The fundamentals and foundations are in place at County and it is through our growing relationships that we are looking to build on those on a rugby front, but also to embed ourselves further into the community by being part of the solution when it comes to education, health, wellbeing, employment, inclusiveness and aspirations across the Stirling area and beyond.

RESPECT | HONESTY | PROUD | INCLUSIVE
COMMITTED | ENJOYMENT

STIRLING COUNTY STATS

More than

100k Website Visitors



More than
950k
Impressions



Approx
250k
Impressions

Over
1 MILLION
Impressions



Over 12,000 actively engaged fans



STIRLING COUNTY SPONSORSHIP OPPORTUNITIES

LADIES DAY

£1,500

Title sponsor, all marketing with company logo, includes table of 10 for pre-match hospitality and 10 game tickets, designated seats in the stand

TOUCHLINE QUARTERLY MAGAZINE

Full page for 2 issues £500 | Half page for 2 issues £250

STADIUM STAND SPONSORSHIP

(INCLUDES GYM EXTERIOR FACING RAILWAY)

£15,000

Very prominent and large signage, includes table of 10 for hospitality at all 2022 Super6 home matches and 10 season tickets for all games across the Club

MATCH PROGRAMME

Full page (A5 artwork required) £250 | Half page (A6 artwork required) £150

MEDICAL (INCLUDES PHYSIO AND MEDICAL SUPPLIES)

£7,500

Title sponsor on all medical kit bags and medical bibs, 10 season tickets, pitch side board, social media engagement for every home game, retail shop access



MEN'S KIT HOT SPOTS

Benefits:

- Hospitality for 10 at a home game (amount will vary depending on sponsorship area)
- Up to 10 season tickets
- Team announcement partner (at least once when the team is announced on social media)
- Production of a joint sponsorship video for all social media channels
- Up to 5 adverts in offside line (national online rugby magazine)



WOMEN'S KIT HOT SPOTS

Benefits:

- Hospitality for 10 at a home game (amount will vary depending on sponsorship area)
- Up to 10 season tickets
- Team announcement partner (at least once when the team is announced on social media)
- Production of a joint sponsorship video for all social media channels
- Up to 5 adverts in offside line (national online rugby magazine)



KIT HOT SPOT COSTS

	Men's 1st XV	Men's 2nd XV	Women's 1st XV	U18 Boys	U18 Girls
1	5,000	2,000	5,000	2,000	2,000
2	2,000	800	2,000	800	800
3	1,000	400	1,000	400	400
4	1,000	400	1,000	400	400
5	1,000	400	1,000	400	400
6	1,000	400	1,000	400	400
7	2,000	800	2,000	800	800
8	2,000	800	2,000	800	800
9	2,000	800	2,000	800	800
10	2,000	800	2,000	800	800
11	3,000	1,000	3,000	1,000	1,000
12	2,000	800	2,000	800	800
13	2,000	800	2,000	800	800
Leisurewear	4,000	4,000	3,000	3,000	3,000
Training kit (& subs coats)	2,500	2,500	2,500	2,500	2,500

All prices in this brochure are exclusive of VAT





Bryan

STADIUM BRANDING

CLUB SPONSOR (TURNSTILE) £2,500* PER ANNUM

*Excl production fee

- Branding on pitch facing turnstile frame within tv arc (6m x 0.9m)
- 5 seats in hospitality at 1 x Super Series / Sprint Series game
- Signed home shirt
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media

CLUB SPONSOR (TV GANTRY) £2,500* PER ANNUM

*Excl production fee

- TV gantry branding (2-sides @ 2.5m x 3.5m, 2-sides @ 2m x 1.8m)
- 5 seats in hospitality at 1 x Super Series / Sprint Series game
- Signed home shirt
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media

SCORE BOARD BRANDING £2,500* PER ANNUM

*Excl production fee

- 5 seats in hospitality at 1 x Super Series / Sprint Series game
- Signed home shirt
- Logo on club website
- Sponsor announcement on website, in newsletter and on social media

TV ARC BOARDS (4M X 1M) £1,500* PER ANNUM

- 1 x Tv arc board
 - 5 spaces in hospitality at 1 x Super Series / Sprint Series game
- *Excluding production fee (£200)

NON TV ARC BOARDS (4M X 1M) £750* PER ANNUM

- 1 x Tv arc board
- *Excluding production fee

OTHER SPONSORSHIP OPPORTUNITIES

MATCH BALL SPONSOR FOR HOME GAMES

£100

Name (individual or company) on the following: social media promoting that game, 2 tickets for pre-match hospitality and game, announced as ball is brought on to pitch by remote controlled car

MATCH DAY SPONSOR HOME GAMES

£500

Name (individual or company) on the following: social media promoting that game, pre match signed shirt presentation, announced as teams run on to the pitch, table of 10 for pre-match hospitality and 10 game tickets, designated seats in the stand

POST PROTECTORS (MAIN PITCH) (ONE QUARTER AT £625)

£2,500

For all Men and Women's home games on main pitch

POST PROTECTORS (OUTSIDE PITCH – 3 OPPORTUNITIES)

£1,500

For all Men, Women's, Youth & Training games on outside pitches

CONTACT EQUIPMENT

£1,000

All club contact equipment including tackle bags, tackle tubes, rings and shields

TRAINING BALLS (EACH SECTION)

£1,000

Used by every section of the Club at every training session including Men, Women, Youth & Minis

TACKLE RUGBY YOUTH HOLIDAY CAMPS (EACH SECTION)

£1,000

3 to 4 during the holidays with in excess of 100 kids attending each one. Title sponsor, all marketing with company logo.

SEVENS TOURNAMENT

£10,000

Title sponsor, all marketing with company logo, 10 tickets and table of 10 for festival hospitality

CORNER FLAGS (MAIN PITCH – 14 FLAGS)

For all home games on main pitch

£1,000

CORNER FLAGS (OUTSIDE PITCH -14 FLAGS - 3 OPPORTUNITIES) (EACH PITCH)

For all games on outside pitches

£500

TOUCH FLAGS (106 TOUCH FLAGS)

For all Men, Women, Youth & training games on ANY pitch

£1,000

COACHES KIT (100 + INDIVIDUALS)

For all volunteer coaches associated with Men, Women and all Youth groups

£10,000

PLAYER OF THE MATCH

For all Men & Womens home games, social media promotion after game, 2 tickets for game

£150

LAUNDRY

Name (individual or company) on the following: social media promotion throughout the season, pitch side board, 10 season tickets

£5,000

BUSINESS CLUB

Title sponsor, all marketing with company logo for monthly events, 5 season tickets

£2,500

* All prices are excluding VAT





CLUB SPONSORS

Calido

LOGS | STOVES | OUTDOORS



**Douglas
Park**





**Thank you to Bryan Robertson
Photography for use of his images.**



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