



# PARTNER WITH RUGBY BOROUGH WOMEN & GIRLS FC

Supporting local sport. Growing your business.



Rugby Borough  
Women & Girls FC

# OUR REACH

## 350 MEMBERS

### OUR COMMUNITY

- 350 registered members
- From 4 to 18 years old
- Competing nationally and predominantly in 4 counties: Leicestershire, Warwickshire, Northamptonshire & West Midlands
- Key areas covered: Rugby to Coventry, Birmingham, Leamington, Warwick, Daventry, Leicester, Tamworth, Melton Mowbray

## 15 - 30K SOCIAL REACH

### DIGITAL PRESENCE

- 15-30k monthly reach via social channels
- 7,000+ website views per month
- Active on Facebook, Instagram & LinkedIn
- Direct communication via WhatsApp community

## 8K SUMMER VISITORS

### SUMMER TOURNAMENT

- 115 teams competing
- 1,500+ players over one weekend
- 8,000+ total visitors
- Teams from across the Midlands and beyond

# ABOUT OUR CLUB

Based in Rugby, we're a thriving grassroots football club with 350 registered members, competing nationally in the JPL Warriors league and across four counties in Warwickshire, West Midlands, Leicestershire and Northamptonshire.

We were proud to be named **Club of the Year 2025** at the Rugby Sports Awards, a recognition of the hard work our community puts in every single week.

Run entirely by volunteers, we're a non-profit organisation providing opportunities for girls and women to play football in a supportive, inclusive environment.

Our members span from ages 4 - 18 year olds, playing in:

- Central Warwickshire Women & Girls League
- Mid Warwickshire Mixed League
- Leicestershire Women & Girls League
- JPL Warriors national league

From local derbies to matches across the Midlands, and tournaments across the country, our players and their families travel extensively, taking your brand with them.



# WHO WE ARE

Rugby Borough Women & Girls FC is a **registered non-profit organisation** operating entirely through:

- Player subscriptions
- Sponsorship partnerships
- Grants and funding

**Every penny goes towards:**

- Essential costs: pitch hire, league registrations, match fees, player medical insurance, first aid and sanitary supplies
- Player development: equipment, tournament entries, coaching qualifications
- Club experience: end of season celebrations, trophies, player gifts

**All of our committee members and coaches are volunteers** who give their time freely because they're passionate about creating opportunities for girls and women to play football.

Any remaining funds at the end of season are reinvested to buy new equipment or supplies.



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# WHY SPONSOR US?

Sponsoring Rugby Borough Women & Girls FC offers more than just supporting sport:

✓ **Significant local visibility**

Reach 350 engaged families and thousands through our digital channels

✓ **Community connection**

Associate your brand with positive values and female sport

✓ **Multiple touchpoints**

Digital, physical and face-to-face brand exposure throughout the season

✓ **Flexible engagement**

Offer discounts, run promotions, connect directly with our community

✓ **Measurable impact**

See exactly where your investment goes and the difference it makes



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# WHAT YOU GET

Every sponsor receives promotion across all our channels.

## ✓ Sponsor Spotlight Series

Featured across Facebook, Instagram, LinkedIn and our website with your company story and what you do

## ✓ Website Presence

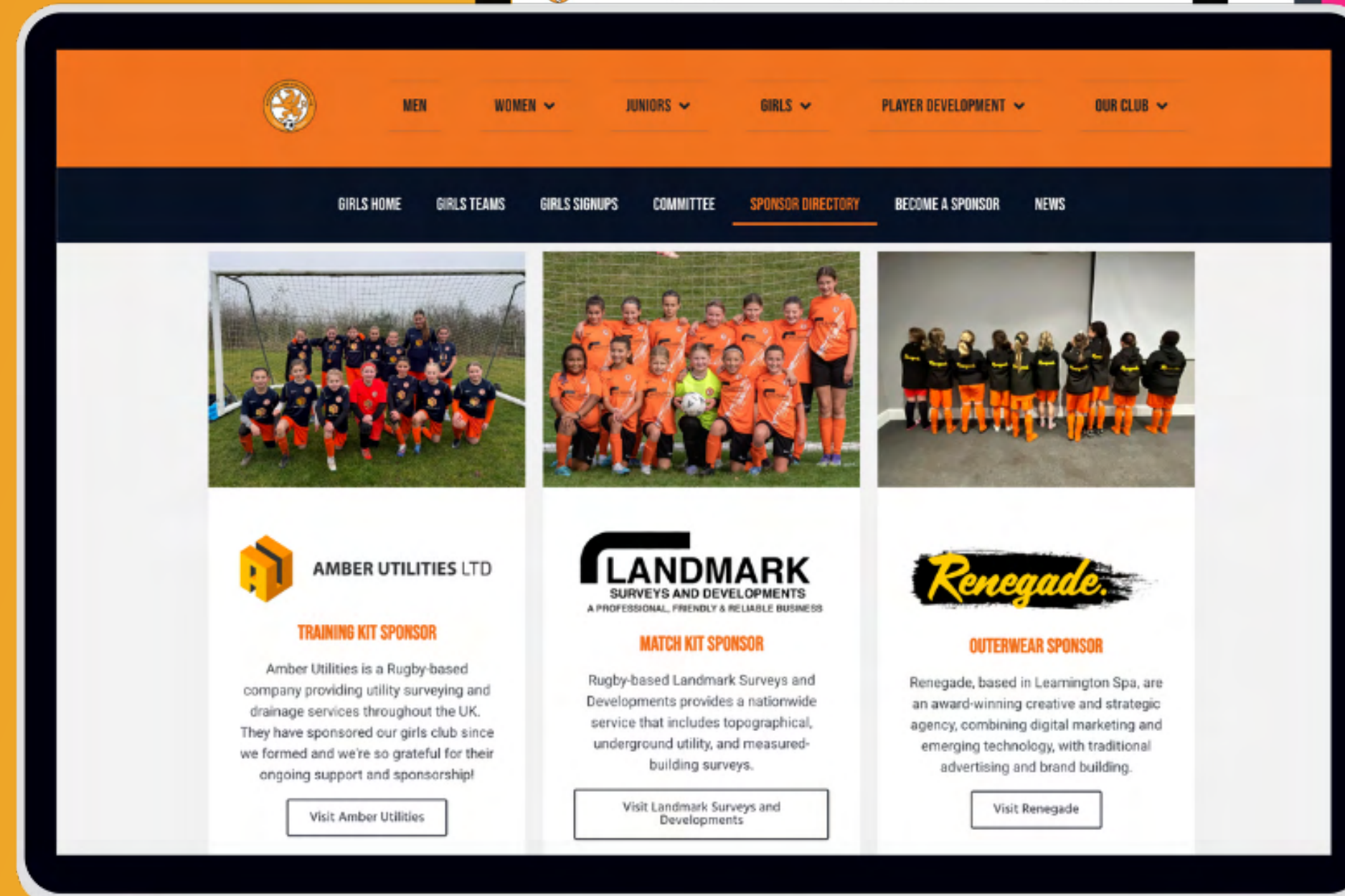
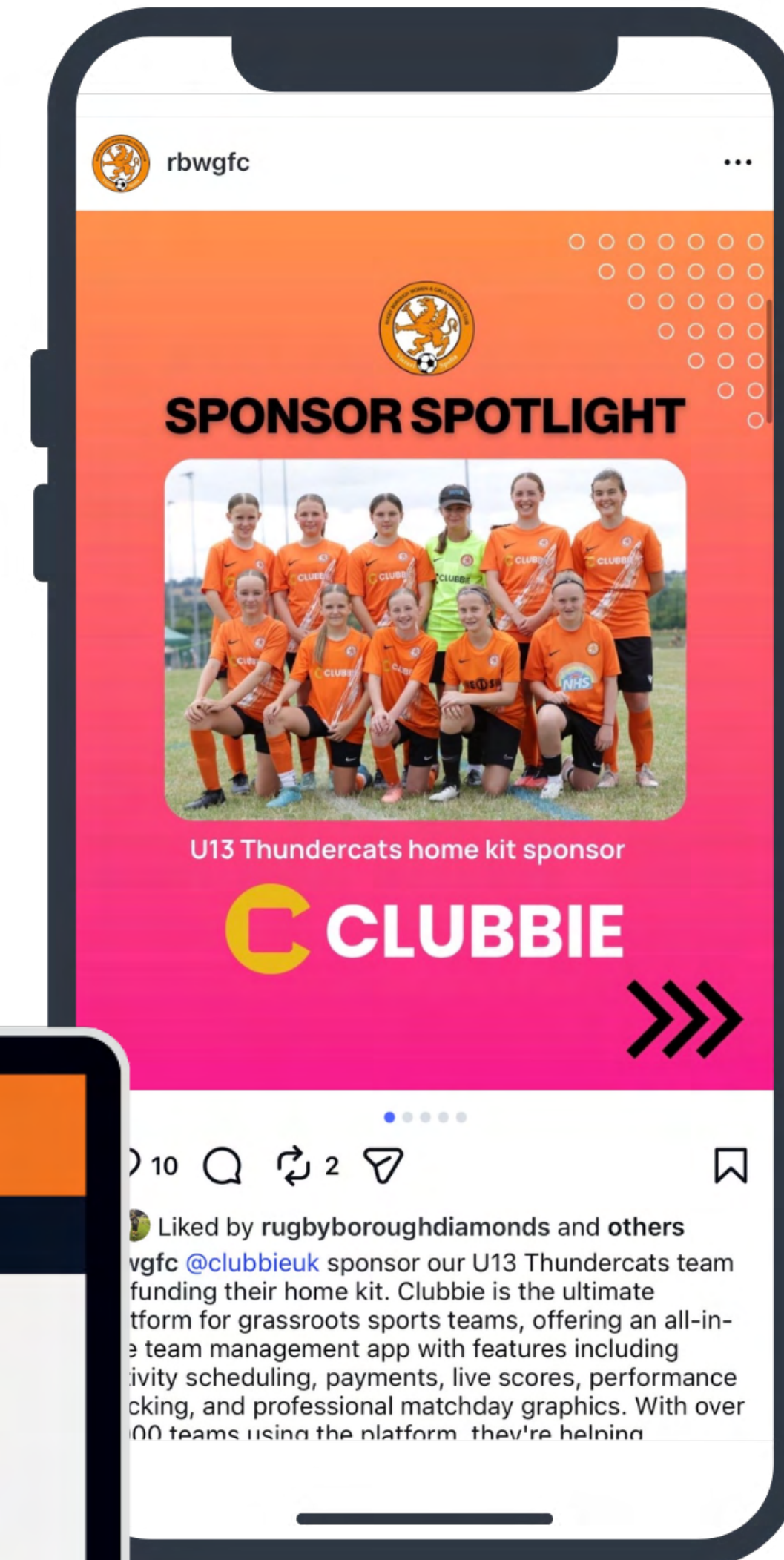
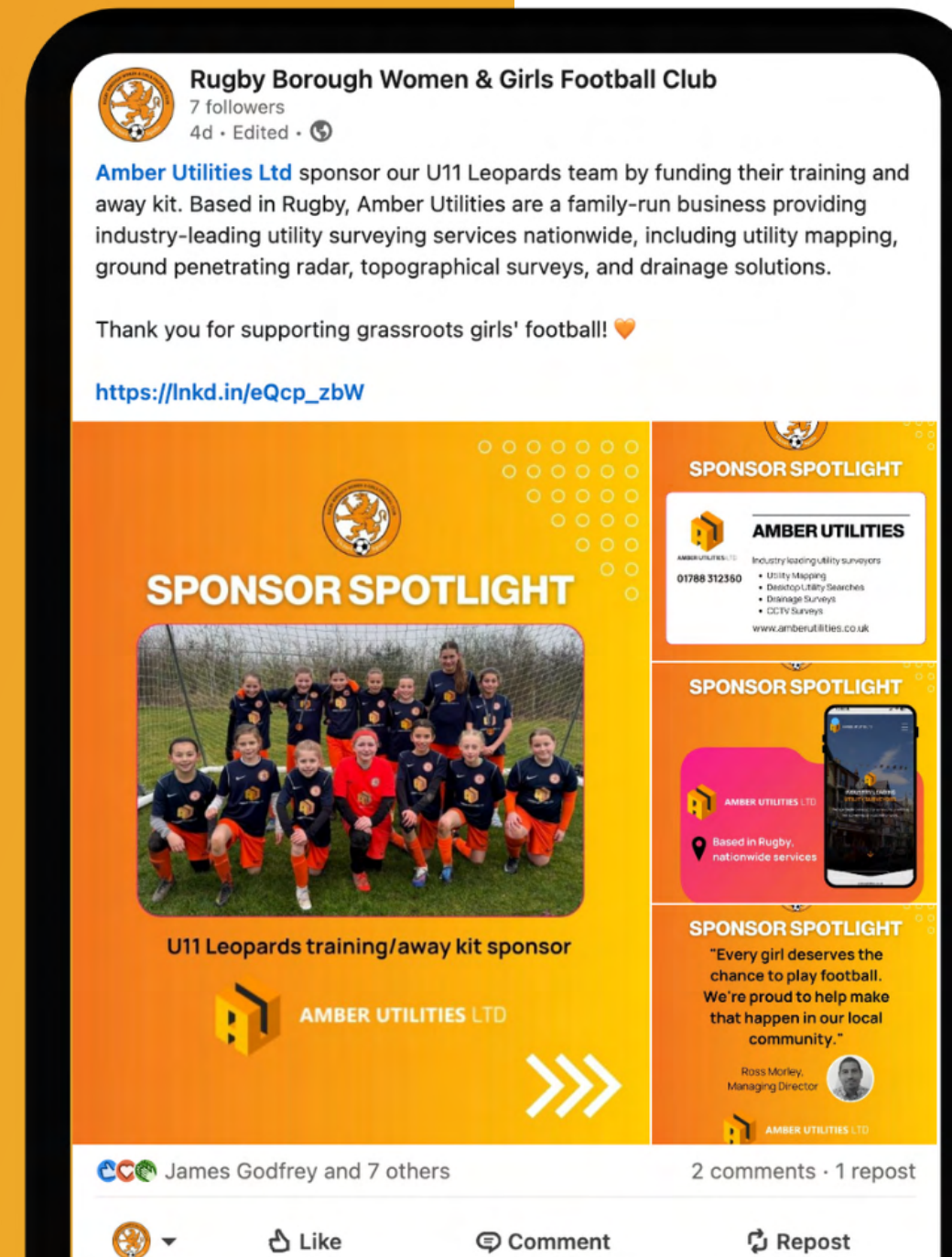
Company logo, bio and link on our sponsor directory on our website with 7,000+ monthly visitors

## ✓ Social Media Features

Weekly mentions and tags on Player of the Match posts on our Facebook and Instagram channels

## ✓ Campaign Support

We can promote your campaigns or special offers and discounts to 350 families



# SOCIAL VALUE & COMMUNITY IMPACT

**350**

Registered female members, ages 4-18

**7%**

Members from IMD-deprived areas (deciles 1-3)

**10%**

Members from ethnic minority backgrounds

**£32,500**

Football Foundation facility project value

**64**

Volunteers giving time freely

**£150k**

Estimated volunteer value per year

## Volunteers & Community Commitment

Our club is powered entirely by 64 unpaid volunteers including 46 qualified coaches, several volunteers and a committee – who collectively contribute 9,600 hours every year. Using a replacement cost methodology, this represents an estimated £150,000 of skilled community investment annually, every penny of which goes directly back into enabling girls to play.

## Inclusion & Diversity

10% of our members come from ethnic minority backgrounds and 7% live in neighbourhoods ranked among the most deprived in England (IMD 2019). We actively remove financial barriers to participation: 10 members currently play on free or subsidised memberships, ensuring no girl is excluded from the game because of her family's circumstances.

## Reach & Lasting Impact

Our players and families represent communities across four counties and nine towns from Rugby to Birmingham. Our annual summer tournament welcomes 8,000+ visitors over one weekend. We are currently raising £7,500 in match funding to unlock a £32,500 Football Foundation project – improving facilities for women and girls for generations to come.



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# SPONSORSHIP OPPORTUNITIES



# SPONSOR TEAM KITS

Our main sponsorship offer and priority need is team kit sponsors. All teams require a home match kit for each registered player, which can last them 2 seasons. With 350 players across multiple age groups, kit sponsorship provides consistent visibility for your brand whilst directly enabling girls to play with comfort and pride on the pitch.

You can sponsor a single team or multiple teams:

- Sponsor a single team: from **£550 - £1,375**
- Sponsor 2-3 teams/entire age group over two seasons: from **£1,100 - £4,125**
- Club-wide partnership, major sponsorship opportunity for 350 players over two seasons: **£20,000**



## TEAM KIT SPONSORSHIP

Prices per team kit:

- Young teams (Under 8-9s): **£550-£825**
- Mid-age groups (Under 10-U11s): **£660-£1,100**
- Older teams (Under 14s+): **£1,100-£1,375**

**FROM £550**

**- £20,000**

# SPONSOR TEAM OUTERWEAR

Beyond match and training kits, many of our teams benefit from sponsored outerwear - essential for training in British weather! Waterproof training jackets are particularly valued for keeping players dry as all training and matches are outdoor, while tracksuits and hoodies help create a professional team identity when they need to layer up for training or arriving to matches and tournaments.

The club or team coaches can source products and obtain quotes based on their specific needs and age group, so pricing can vary. We'll work with you and the team to find the right solution within your budget.



## TEAM OUTERWEAR

### Popular options include:

- Waterproof training jackets
- Team tracksuits
- Hoodies

**FROM £300**

# SPONSOR OUR TOURNAMENT

Every summer, we host a two-day girls' football tournament that transforms our facility into the heartbeat of grassroots women's football across the Midlands. Over one weekend, we welcome **115 teams, 1,500+ players, and 8,000+ visitors** including families, coaches, and spectators from across the region and beyond.

This is our biggest event of the year - a celebration of girls' football that creates an electric atmosphere across 48 hours of non-stop action. Teams travel from across the Midlands and beyond (we often attract teams from as far as Essex!), making this a truly regional showcase for the sport.



## TOURNAMENT SPONSORSHIP

- Headline sponsor for our flagship summer event
- Trophy and medal branded with your logo
- Programme advertising
- Prominent event signage

**FROM £2,000**

**- £3,000**

# MATCH FUND OUR PROJECT

We're raising **£7,500 in match funding** to unlock £25,000 from the Football Foundation - a total project value of £32,500. Your sponsorship forms part of our essential contribution, helping us secure this significant funding to create safer, more inclusive facilities for our 300 female members and the thousands of girls and women who visit.

This is your opportunity to leave a lasting legacy in grassroots women's football - improving bathrooms, accessibility, safety, and creating a more welcoming environment for female players and families with refurbished bathrooms, disabled and baby changing facilities, and CCTV coverage on site.



## FACILITY IMPROVEMENT MATCH FUNDING

- Permanent facility signage
- Exposure to thousands of weekly visitors
- Partner in £32,500 improvement project
- Impact in the community for women and girls

**FROM £1,000**  
**- £7,500**

# HOW IT WORKS

Sponsoring us is simple:



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1

## YOUR BUDGET

We agree on your sponsorship preferences and budget

2

## WE INVOICE

The club issues an invoice for the agreed amount

3

## WE ALLOCATE

Funds are allocated to a designated pot (team kit, trophies, project)

4

## WE DELIVER

We place the relevant order and sort logo printing etc, keeping you updated

5

## WE PROMOTE YOU

We showcase your partnership across all channels throughout the season





# LET'S WORK TOGETHER

Whether you're interested in sponsoring a team, supporting our facilities, or creating a bespoke partnership, we'd love to hear from you!

Contact us to discuss:

Hannah Stephen  
Partnerships and Funding

[partnerships@rugbyboroughgirlsfc.co.uk](mailto:partnerships@rugbyboroughgirlsfc.co.uk)

[www.rugbyboroughfc.co.uk](http://www.rugbyboroughfc.co.uk)



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