



BATH RUGBY

SPONSORSHIP PACKAGES

2009/10 SEASON

www.bathrugby.com

Seasonal Sponsorship of the Bath Rugby Ezine

Are you a local company? Have you a product or service you want to promote? Ever thought of advertising at the Rec.? Then why not team up with Bath Rugby to increase the profile of your company?

Advertising with Bath Rugby offers a fantastic platform for promoting your company profile, brand or service. As the pre-eminent club in the South West we enjoy tremendous regional notoriety. Our website currently averages over 65,000 unique visitors per month (a statistic only rivaled by Leicester Tigers in the Guinness Premiership). Furthermore, with EVERY home game of the 2008/09 season selling out the popularity of Bath Rugby is on the increase.

This season we redesigned our website and have introduced a number of new features including Bath Rugby TV. As a result, the number of people who visit our website increases on a monthly basis.

In order to promote the main news and events Bath Rugby offers an email facility which sends subscribers a newsletter with links to all of the top news stories. This ezine is sent out on a weekly basis to approx 11,000 subscribers. This number of subscribers represents a dramatic increase both month by month and year on year and clearly highlights the popularity of our service.

We are looking for a sponsor to take advantage of this great marketing opportunity. The headline of the ezine would read;

'BATH RUGBY EZINE, BROUGHT TO YOU BY

Not only would your company name be heading the weekly ezine but your company name would also appear on the homepage of the Bath Rugby website which attracts over 65,000 unique users. We would also add your company details and logo to our list of sponsors on our website.

In addition to this great marketing potential we could tailor the package where appropriate to include a monthly promotional offer for our supporters on behalf of the sponsor.

Annual cost £2500 + VAT.



Sheer Claass Members Club Annual Sponsorship

Two years ago Bath Rugby launched our Members' Club. The membership opportunity was designed with those loyal supporters in mind who cannot attend every game, the Members Club allows you to become a vital and active member of the club without committing to every home game. The main perk of the membership club is priority booking on highly sought after match tickets.

This year, international scrum-half, Michael Claassens, has put his name to the club, and has taken on the role of Club President. Michael is a highly revered team player for both club and country.

In its first year the Members' Club attracted just over 500 members. In its second season, membership increased by nearly 50%. After a season of sell-out matches and great performances on the pitch we anticipate that membership for the 2009/10 season will dramatically increase again. The Bath Rugby's 'Sheer Claass' Members' Club is an extremely popular package for loyal Bath Rugby supporters and as such is well promoted and highly featured on both our website and in our match day programmes.

As sponsor of the Bath Rugby's 'Sheer Claass' Members' Club you will receive:

- branding on Sheer Claass Members Club articles as they appear on the website. This averages one article every two weeks and our website currently attracts over 65,000 unique users per month.
- branding on every email sent out to our members (currently one every three weeks)
- branding on all information regarding the Sheer Claass Members Club as it appears on our weekly ezines - in addition we will be happy to add any information you would like to send out about any special offers you may be running.
- recognition as an official sponsor of Bath Rugby and as such your logo would appear on the sponsors' page of our match programme and web site.
- Photo shoot with Michael Claassens to launch the partnership.
- Article on website, weekly club ezine and in match programme about sponsorship launch.
- Opportunity to promote any special event through Bath Rugby website and ezine (11,000 subscribers).
- Bath Rugby player to attend a nominated event.

Annual cost £2500 + VAT.



Butch's Bunch Junior Fan Club Annual Sponsorship

Is your company geared towards a junior market? Would you like your business to be associated with Bath Rugby and international star Butch James? Then why not consider sponsoring our junior fan club?

The Bath Rugby Junior Fan Club was launched two seasons ago and is an interactive membership club for Bath Rugby mad fans aged 16 and under. Members are drawn to be the Bath Rugby Guinness Premiership mascot at home games, get the chance to meet the players at a couple of social events a season, enter fab competitions and write articles for our website and newsletters.

This season, South African World Cup winner Butch James has put his name to the Club as President and role model to our junior supporters. Each month our members will receive an e-newsletter with competitions, players stats, birthday wishes, trivia quizzes AND news and personal messages from Butch himself.

Butch James is such a big name in rugby and has such a great reputation within the Bath Rugby community that any company will reap the benefits of linking their business with such a huge rugby icon.

So join forces with Butch James and Bath Rugby and you can benefit from:

- Company name attached to ALL marketing of the Junior Fan Club
- Each month your company name will be attached to an article regarding the junior fan club on the website which attracts over 65,000 unique users per month.
- Company name will feature on the monthly ezine sent out to our junior members.
- Company name will be used as official sponsor of our Bath Rugby Juniors Christmas Party which is open to all junior supporters (and all marketing material which relates to it).
- Company logo and details will feature on our list of sponsors on our website.
- Your company will be invited to attend a photo shoot with Butch James to launch the partnership and details will be promoted on our website.

Cost £2000



Annual Sponsorship of the Match Day Mascot

Do you want to associate your company with the Bath Rugby experience? Could your business benefit from being connected with the excitement and anticipation linked to Bath Rugby matches?

For each home match of the season two lucky junior supporters get the chance to take hands with the Bath Rugby captain and lead the players out onto the pitch. As you can imagine, this is the chance in a lifetime for our junior fans and much excitement abounds. One of the two mascots is randomly selected from our junior fan club members, however, the second is available to purchase as a special package for a very lucky supporter. Therefore, the mascot package will be marketed on a regular basis on our website (viewed by over 65,000 unique users per month) and will feature frequently in our ezines and direct emails to our supporters.

Thus, the sponsor of the 'Match Day Mascot' will receive ongoing advertising on our website and through the match day programmes and match day activities.

The Bath Rugby brand is synonymous with passion, pride and accomplishment - you can team up with this reputation by attributing your own brand to our match day mascots. As our official mascot sponsor you will receive:

- Your company name will be attached to all marketing articles regarding the match day mascot including one dedicated article prior to every home game (guaranteed at least 15 per season).
- Your company name, logo and details will head the dedicated mascot page on our website.
- Company logo will appear in each of our match day programmes.
- PA announcement at the match.
- PLUS as the sponsor of our mascots you will be allowed to nominate the mascot for one of our home games. For this match the sponsor will receive hospitality for four people (to include the mascot) at the chosen match. Hospitality packages include a two course lunch, match tickets and match day programme.

Annual Cost £2500 + VAT



Match Day Sponsor

Bath Rugby, with its 1865 logo, is a brand name known across the UK and beyond. A partnership with the Club would offer any local company the opportunity to increase the profile of their business and attract new clients through a truly special experience.

National research shows that 42% of fans would choose their club's sponsors over their competitors - so what better reason do you need to get involved with Bath Rugby?

Bath Rugby are offering local companies to become a truly special part of the Bath Rugby experience by becoming our match day sponsor.

The combination of today's Premiership rugby - the highest standard in world club rugby - and the ancient beauty of Bath makes matches at the Recreation ground some of the most popular in the Guinness Premiership. Every match of the 2008/09 season has been a sell out fixture at the Rec (10,600), whether it be a Guinness Premiership, Heineken Cup or EDF Challenge Cup fixture.

So why not be a part of this successful brand and attach your company name, reputation and logo to a home game at the Rec?

Match day sponsorship package includes:

- Your company name attached to ALL pre-match advertising.
- Company name heading the squad announcement.
- Company logo appearing on the front cover of the match day programme.
- Hospitality for ten guests in the Illustrious Suite with three course silver service lunch, complimentary bar, balcony viewing of the match, match programmes and sandwiches and cakes post match.

OR

Hospitality for 20 guests in a match day box with two course hot fork buffet, complimentary bar, balcony viewing of the match and match programmes.

- PA announcement at the match.
- Visit pre match from squad members.
- Presentation of a signed shirt.
- Company logo attached to the post-match report on our website.

Cost £2500 + VAT per fixture for the Illustrious Suite hospitality option (10 guests)

Cost £4995 + VAT per fixture for the match box hospitality option (20 guests)



Match Ball Sponsor

If you fancy being a part of the Bath Rugby match day experience but the Match Day Sponsorship package exceeds your budget then why not consider being the Match Ball Sponsor instead?

Like the match day sponsorship package, **this match ball sponsorship offers local companies the chance to associate your businesses with the celebrated brand that is Bath Rugby.** Attendance levels at the Recreation Ground have been at an all time high this season with every single game achieving sell out status! This sponsorship package therefore offers you the opportunity to market your business to a capacity crowd.

The Premier Rugby Survey (2007) revealed that the average Bath supporter is in the AB socio-economic group and earns on average £51k per annum, thus showing that the captive audience at the Rec. is an affluent and well educated crowd.

By teaming up with Bath Rugby you can promote your company to this prosperous and loyal fan base within the fantastic setting that is Bath Rugby.

Match ball sponsorship includes:

- Logo on match day programme.
- Hospitality for ten guests in the Illustrious Suite; three course silver service lunch, complimentary bar pre & post match (beers, wines & soft drinks), covered match tickets, programmes, sandwiches and cakes post match

OR

- Hospitality for four guests in our Riverview Suite with a two course buffet, complimentary pre match bar (beers, wines & soft drinks), covered match tickets, programmes, teas & coffee's post match
- PA announcement at the match
- Visit from squad members pre-match
- Presentation of a signed ball.
- Company logo attached to the post-match report on our website.

Cost £2000 + VAT per fixture for the Illustrious Suite option (10 guests)

Cost £1000 + VAT per fixture for the Riverview Suite option (4 guests)

