



COVENTRY RUGBY

CORPORATE BROCHURE 2020/2021

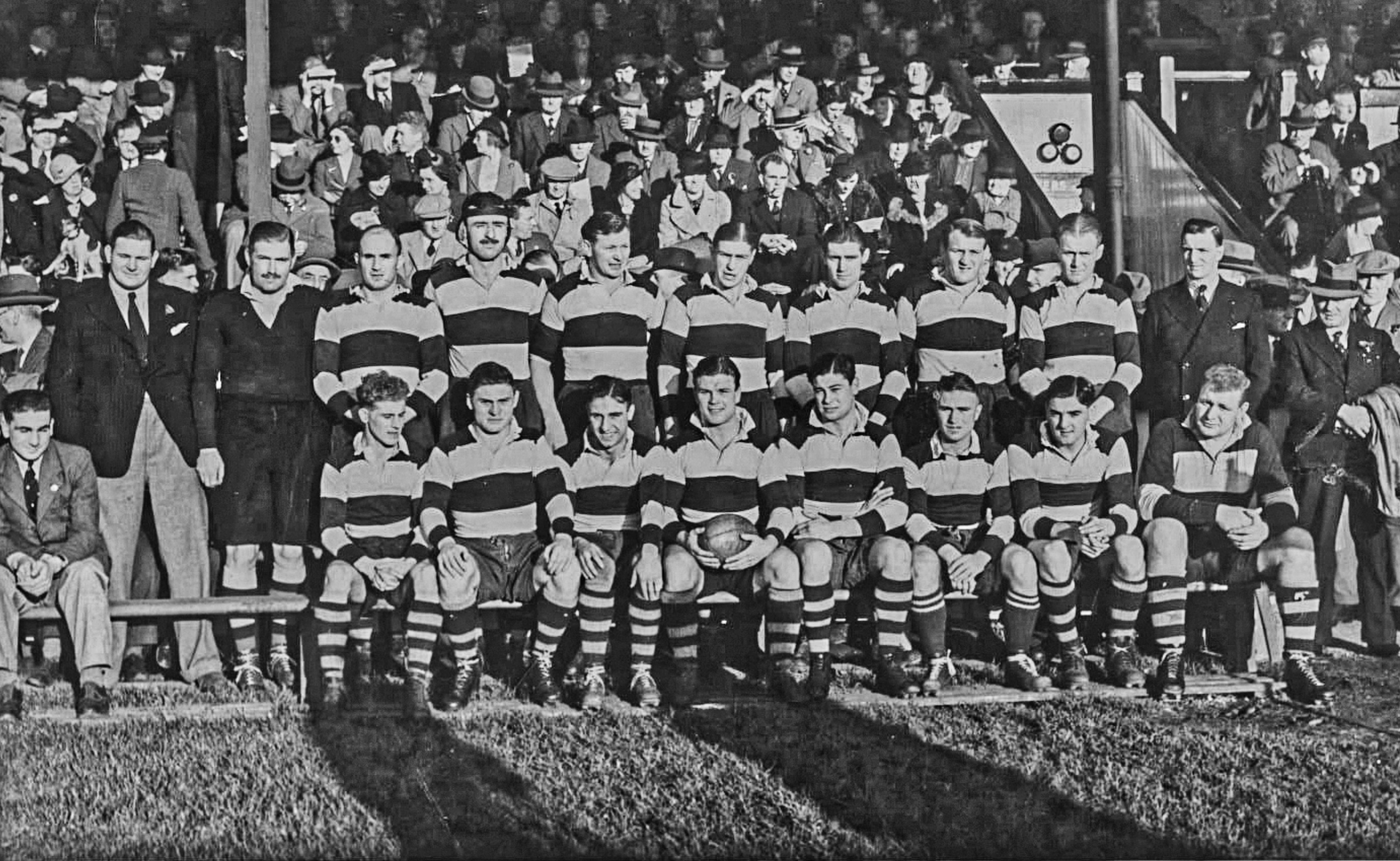
Welcome to **COVENTRY RUGBY**

We are the meeting point for the city's sporting, business and social communities. We have the strong foundation of 135 years of legacy and the ambition and potential to achieve many more years of growth, success and stories.

We are a club which is passed from generation to generation, which inspires pride among its people wherever they are in the world.

We are Coventry's brightest sporting story. Our club in our city – do you want to be a part of it?





OUR HERITAGE

By choosing one of our sponsorship packages you will be joining a club which is steeped in history, with one of the most recognised names within club rugby. Within living memory Coventry was the most successful team in the country, with a team packed full of international players, including legendary British and Irish Lions David Duckham and Fran Cotton.

Match days at Coundon Road – our home between 1921 and 2004 – were renowned for the passionate support given by the city's faithful to the home team, and the intimidating atmosphere created for the opposition, which contributed greatly to the blue and whites' success.

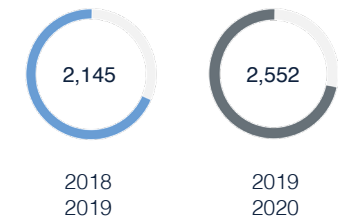
By moving to Butts Park Arena Coventry Rugby returned to its roots, the club having played on the site in its earliest days when it was a hub for top class sport for the whole of the city, with the likes of Warwickshire playing First Class cricket and Coventry Godiva athletic club also competing there.

We are not resting on our laurels or living in our past, but are using this heritage to inspire our future.

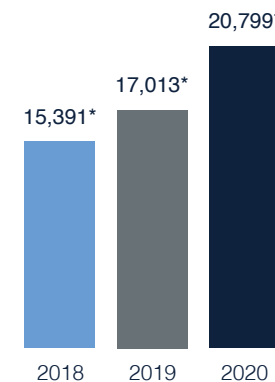
THE CLUB

Inspired by our history and heritage, here at Coventry Rugby we are building for a brighter future.

On the field we have risen from 33rd in the English league pyramid to 16th in the space of just four years, developing a reputation for playing entertaining attacking rugby. We have had a number of players be signed by Premiership clubs, who are now standing out in the top flight, and from this some of England's most exciting young prospects are now eagerly taking the opportunity to experience life in blue and white.



Average attendance +15%
from 2018/2019



Social Media Followers +25%
from 2017/2018



English league +17 positions
from 2017/2018

*Number of followers across all platforms.





KEY FOCUSES AND AMBITIONS

At Coventry Rugby we are also committed to our own Development Academy, establishing partnerships with colleges and higher education institutions to provide coaching and life opportunities for talented players, and a pathway for those players from other clubs who have the potential to become successful professionals.

Off the field the Coventry Rugby Community Foundation has a wide range of innovative projects which support disability sport, disadvantaged young people and schools across the Midlands, as we seek to make the club a hub for health and wellbeing for the whole community.

We are also well down the road of putting together plans to develop the Butts Park site, thereby providing jobs and opportunities for local people and the inward investment into the club to make our future sustainable over the longer term.

JOIN OUR JOURNEY

We believe in developing long-term relationships which can help both parties achieve their ambitions. These are some examples; contact us for more details and a full portfolio of available.

Relationships at the heart of the club with significant investment

PREMIUM

- Kit partnerships
- Venue naming rights
- Key partner of the Coventry Rugby Foundation
- Exclusive partnership, such as sports nutrition, pourage rights, etc

Take the next step in your journey with us

SILVER

- Support a Coventry Rugby Foundation project
- Invest in our Academy player and coach development programme
- Streaming partnership

New to sport? Here are some introductory options

INTRODUCTORY

- Advertising via pitchside boards and digital media
- Player sponsorship
- Support the delivery of a Foundation project in a specific school or community group





Proactive **PARTNERSHIPS**

Building on our strengths – a strong history, outstanding support levels, committed staff.

Only promising what we can deliver.

Building relationships that deliver for everyone.

Making Coventry Rugby a hub for businesses from across the region.

PLAYER SPONSORSHIP

Sponsoring a player gives your organisation the opportunity to align yourself with one of our playing squad.

Your sponsorship will give you:

- Logo next to the player on the Coventry Rugby website on the squad page
- Logo next to the player in the digital match programme
- Logo next to the player on the scoreboard when the player is announced in the match day squad and announcement of the organisation when the player scores
- Sponsorship press release and announcement via Coventry Rugby social media and email.

Price

£150 + VAT initial payment, plus £50 + VAT if the player is named in the match day 23





POSITION SPONSORSHIP NEW

Your sponsorship will give you:

- Your company logo on the home, away, third and NHS kits of your specific chosen position
- Extremely limited, with just 15 places available!
- Company logo on team announcements
- Company logo in any match day publications
- Company logo on the squad profiles page of the club website
- Company tagged in social media posts and website stories featuring your position
- Match-worn shirt signed by every player who wore it

Price

£250 + VAT initial payment, plus £0.10 + VAT per viewer per match, plus £40 per away game played

You will be billed monthly and pay only for the exposure you get.

If a game is cancelled, your match bill will be £0.00.

STREAMING PARTNER

Your sponsorship will give you:

- Logo shown in streaming platform throughout the duration of the game.
- 2x 30 seconds advert at half time - one after the end of the first half, and another before the start of the second half.
- Advert in the digital match programme.
- Branding on all match advertising materials including match posters and social media content.

Price

£0.28 + VAT per viewer per match

You will be billed monthly and pay only for the exposure you get.

If a game is cancelled, your match bill will be £0.00.





PITCH SIDE ADVERTISING

We offer partners the opportunity to be innovative with pitchside branding to give your organisation a high level of year round exposure. Our pitchside space falls into two categories:

- Grass level branding – this is ground level space that is available around the pitch
- Raised branding – this is raised space that is available around the pitch

This branding is in place 365 days a year and it therefore gives you exposure during all Rugby Union, Rugby League and Men and Women’s football games. It is also generates brand awareness through all of the events that are hosted at Butts Park Arena such as Kids Camps, Conferences and Outdoor events. Your partnership package will give you:

- Either ground level or raised branding
- Logo on Coventry Rugby website on Partners page
- A minimum of 2 x tickets to a game of your choice (dependant on partnership agreement)

Price

£500 + VAT

Key CLUB PARTNERS

As a sponsor you will be joining some of Coventry and Warwickshire's leading companies, whose support is both financial and value-in-kind. Most of our key partners have long-standing relationships with the club which have grown over time, and we believe in developing these partnerships for mutual benefit.

MAIN SPONSOR



Countrywide
TAX AND TRUST CORPORATION LTD

KEY PARTNERS



askews
ASKEWS LEGAL LLP



XL MOTORS

zenzero



KIT PARTNER



OXEN