

# Cambridge University Rugby Union Football Club



## Sponsorship Opportunities





## 1 Introduction

The purpose of this document is to provide potential sponsors with an overview of the benefits of entering into a partnership with Cambridge University Rugby Union Football Club (CURUFC) one of the most famous and traditional sporting clubs in the world.

## 2 How will you benefit?

**INCREASED BRAND AWARENESS and ENHANCED CUSTOMER RELATIONS:**

*Perimeter Boards around the Stadium*

*Match Sponsorships*

*Website and Social Media exposure to exclusive alumni database.*



Twitter: 1,960 followers



Facebook Page: 995 likes

*Promote at key events such as the Old Boys Open Day, matches against Premiership opposition such as Northampton Saints and Saracens, and the Steele-Bodger Match in November*

## 3 Cambridge University Excellence

Cambridge University is one of the world's oldest universities and is universally recognised as a pre-eminent academic centre. Operating as a self-governed community of scholars, Cambridge comprises 31 Colleges and over 150 departments, faculties, schools and related institutions. Highlights include:

- An 800 year history of people, ideas and achievements that continue to transform and benefit the world.
- Cambridge affiliates have won more than 80 Nobel Prizes, more than any other institution in the world



## 4 Cambridge University Rugby

CURUFC was established in 1871 and is one of the most renowned amateur sporting clubs in the world. It has produced over 320 international players including Gerald Davis (current British and Irish Lions Manager), Rob Andrew (RFU Elite Manager), Gavin Hastings, Alistair Hignell, Damien Hopley (CEO of the Professional Players Association), Tony Underwood, Paul Ackford and more recently Simon Amor (England Sevens Coach), Joe Ansbro (Northampton Saints) and Ben Woods (Leicester Tigers)

CURUFC is made up of four Men's and two Women's team. CURFC is also the representative constituent body for 22 College rugby teams comprising over 600 players. The Women play in the British Universities and Colleges Sport (BUCS) national league. The Men's first team have a strong midweek fixture list playing top professional clubs. Both first teams play their annual Varsity Match against Oxford University at Twickenham in December.

CURUFC is independently managed and receives no funding from the University Sports Syndicate therefore it actively seeks partnerships with corporate businesses to ensure the provision of rugby for all students.

## 5 Increased Brand Awareness and Enhanced Customer Relations

You will enjoy press and media coverage associated with being a CURUFC sponsor, with adverts being posted in the CURUFC home match programmes, website and social media exposure. Match sponsors entertain their guests in the inspirational Steele-Bodger room, where a committee member will explain the history and future of the Club. Food and beverage arrangements can also be organised.

There are also a number of events such as the Steele-Bodger match which are very popular fixtures with large numbers of local businesses and former players attending.





## 6 CURUFC Local Sponsorship Options

Option	Benefits	Price*
Club Sponsor	Principal CURUFC sponsor at Grange Road and across all teams. Sponsorship package by agreement.	To be agreed
Steel-Bodger Match	Headline sponsor of the annual match. Sponsorship Package by agreement.	To be agreed
Club Partner	Sponsorship Package by agreement.	To be agreed
Scoreboard	Advertisement (either image or video) on display at every home fixture throughout the season.	£1,500
Match Sponsor	<ol style="list-style-type: none"> <li>1. Advertisement at a sponsored fixture.</li> <li>2. Hospitality in the Steele-Bodger Room, with food and beverage options available.</li> <li>3. Recognised in the match programme/scoreboard.</li> </ol>	£750 per match
Fixture Card	Logo on fixture card to be distributed Cambridge (including local businesses, Colleges and Faculties)	£500
Programme advert	Presence in home match programme throughout the year (excluding Varsity Match but including the Steele-Bodger Match).	<ol style="list-style-type: none"> <li>1. Full page - £550</li> <li>2. Half page - £300</li> <li>3. Quarter page - £150</li> </ol>
Steel Bodger programme advert	Presence in match programme for Steele-Bodger match.	<ol style="list-style-type: none"> <li>1. Full page - £350</li> <li>2. Half page - £200</li> <li>3. Quarter page - £100</li> </ol>
Fixture Posters	Fixture list posters distributed throughout the City.	£500
Perimeter advertising board	Perimeter board with company logo. Annual cost excluding initial production and installation charge.	£500

\* ex VAT



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