



# SPONSORSHIP & SUPPORTING OPPORTUNITIES

The Guernsey Rugby Academy is a Guernsey Registered Charity (CH349), specifically focused on working with the Island's youth, boys and girls, ages 5 to 18, through developing, educating, mentoring and coaching the sport of rugby union. The Academy is the only rugby club on the Island for young people and relies on corporate generosity and support to deliver its exciting programme which has recently been extended to include reception school year - Tots.

The rugby values of Teamwork, Respect, Enjoyment, Discipline and Sportsmanship echo much of what lies at the heart of the sponsors that currently work in partnership with the Academy. It is the Academy's firm belief that by living these core values, both on and off the playing field, it instils positive qualities in young people and thereby helps them to be positive contributors to the community we all live in.

The Academy offers its members many activities throughout the season; weekly training, playing in local games and in the English league system, strength & conditioning sessions, coaching & refereeing qualifications and CPD sessions. Funding is of paramount importance to its ability to promote rugby and deliver its youth development program in a sustainable manner, so without the generous support of its sponsors not all of this would be possible.

## Corporate Social Responsibility

There is an increasing awareness within local businesses of Corporate Social Responsibility and a relationship with the Academy is an excellent way to be recognised as supporting a worthy community organisation.

## Hampshire Affiliation

The Guernsey Rugby Academy is affiliated to the Hampshire Rugby Football Union and regularly send teams to play fixtures, at all age groups, in the UK.

Our aim is to participate in league fixtures for all age groups from U13s upwards, and for the younger squads to enter a number of festivals in the South of England or Jersey. The Academy

continues to develop its players through the RFU recognised County pathway, many of whom have county colours.

## RFU Accreditation

As part of an island rugby development plan, the Academy is proud to have been awarded the prodigious RFU Whole Club Accreditation, one of only 40 currently awarded throughout the UK. This is a 'seal of approval' that demonstrates that the Academy is a strong, effective, and well run establishment participating in rugby. Unlike other accreditation schemes, the Academy has to provide an ongoing framework to demonstrate what it is doing, how it does it, and where it can improve.



CONTINUED OVERLEAF >>>

### Our Vision

The Academy Committee has a clear vision and a playing programme which defines the core values of rugby and paves the way for growth and success in the future.

We wish to promote and develop the game of rugby within the community, in order to encourage maximum participation and enjoyment at all levels.

This will ensure that we can demonstrate all that is good about rugby in our tots, mini, midi and youth sections. It will also help to achieve even greater participation, numbers of referees and volunteers, closer links with the local community (schools and colleges), high standards of coaching and an overall concern for the wellbeing of players.

### Qualified Coaches

To enable the Academy to offer a full programme, it ensures that all its coaches are properly trained and supported. The Academy currently has over 40 RFU qualified coaches, with many at Level 1 and Level 2. Every coach is licensed under the RFU and they must all attend Continuous Professional Development coaching courses each year to remain up-to-date.

### Valued Volunteers

As a community organisation the Academy has more than 50

unpaid volunteers working to promote the sport and core values of rugby. In line with best practice, all our volunteers working with children are Disclosure and Barring Service (DBS) screened and where necessary undertake relevant first aid, rugby safeguarding and coaching courses.

### Inclusive

The Academy is a fully inclusive club ensuring that boys and girls of all ages, backgrounds and abilities have the opportunity to have fun and learn rugby in a safe, encouraging and inclusive environment.

There is an active inclusion committee, which works in a respectful and discrete manner with parents, schools and the wider community to ensure all boys and girls can access rugby without barriers.

### Other Benefits

The committee supports the Duke of Edinburgh Award Scheme (DoE), which offers a balanced programme for over 14 year olds, in skills, volunteering and physical aspects of the award, at Bronze, Silver or Gold Levels.

Taking part in DoE aligns with the Academy's core values and builds confidence, communication & team building skills and develops self-esteem. It requires persistence, commitment and has a lasting impact on the attitudes and outlook of all young people.

## Financial Support

The Academy committee openly encourages local businesses to become involved with our club, either by way of staff giving time to assist with one of the varied volunteer roles available, becoming a corporate member or by the more traditional method of sponsorship.

If you would like to be part of this success story in local sport and feel you may be able to assist in any way, the Academy committee would be delighted to hear from you.

We have created a wide range of sponsorship packages, suitable for all, from £500 upwards (see our sponsorship packages' table overleaf). We would be happy to explore other bespoke solutions which are mutually beneficial.

**Should you wish to support our Academy we would be delighted to hear from you.**

**Please contact Charles McHugh at [mchugh@cwgsy.net](mailto:mchugh@cwgsy.net) or Andy Creber at [andycreber@cwgsy.net](mailto:andycreber@cwgsy.net)**



# GUERNSEY RUGBY ACADEMY SPONSORSHIP OPPORTUNITIES

|                                                                                                                                                                            | PRINCIPAL SPONSOR                                   | GOLD SPONSOR                                        | SILVER SPONSOR                          | BRONZE SPONSOR                                 | CORPORATE SPONSOR                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|-----------------------------------------|------------------------------------------------|-------------------------------------------------------------|
| <b>Package Costs</b>                                                                                                                                                       | <b>£20,000 per season</b>                           | <b>£10,000 per season</b>                           | <b>£5,000 per season</b>                | <b>£3,000</b>                                  | <b>£500</b>                                                 |
| <b>Deal for 2+ seasons</b>                                                                                                                                                 | Negotiable                                          | Negotiable                                          | Negotiable                              | N/A                                            | N/A                                                         |
| <b>Commitment</b>                                                                                                                                                          | 2 seasons                                           | 2                                                   | Annual                                  | Annual                                         | N/A                                                         |
| <b>Incumbents</b>                                                                                                                                                          | RBS International                                   | Babbé / RPMG                                        | Rihoy & Son                             |                                                |                                                             |
| <b>Maximum number available</b>                                                                                                                                            | 1                                                   | 3                                                   | 4                                       | Unlimited                                      | Unlimited                                                   |
| <b>Sponsorship Agreement</b>                                                                                                                                               | Yes                                                 | Yes                                                 | Yes                                     | No                                             | N/A                                                         |
| <b>Advertising / Branding Benefits</b>                                                                                                                                     |                                                     |                                                     |                                         |                                                |                                                             |
| <b>Academy Shirts</b>                                                                                                                                                      | Logo on front of shirt                              | Logo on shirt (arm or rear)                         | N/A                                     | N/A                                            | N/A                                                         |
| <b>Academy Sponsors Boards</b>                                                                                                                                             | ✓                                                   | ✓                                                   | ✓                                       | ✓                                              | N/A                                                         |
| <b>Pitch Side Wedge</b>                                                                                                                                                    | ✓                                                   | ✓                                                   | ✓                                       | Opportunity to rent at £500 p.a.               | Opportunity to rent at £500 p.a.                            |
| <b>Website</b>                                                                                                                                                             | Logo on Home page & Sponsors page and hyperlink     | Logo on Sponsors page and hyperlink                 | Logo on Sponsors page and hyperlink     | Logo on Sponsors page and hyperlink            | A list of Corporate Supporters contained within the website |
| <b>Match Day Programmes &amp; Reports</b>                                                                                                                                  | When referring to specific events and printed media | When referring to specific events and printed media | End of Season thank you – printed media | End of Season thank you – printed media        | End of Season thank you                                     |
| <b>Academy Monthly Newsletter</b>                                                                                                                                          | Logo on footer                                      | Logo on footer                                      | Logo on footer                          | Logo on footer                                 | A list of Corporate Supporters contained in newsletter      |
| <b>Hospitality Benefits</b>                                                                                                                                                |                                                     |                                                     |                                         |                                                |                                                             |
| <b>Raiders Home Game Hospitality, includes:</b><br>• 3 Course Lunch<br>• Full bar service<br>• Match Day Programme<br>• Q&A with senior player<br>• Seating for all guests | 4 Tickets to Academy table per season               | 2 Tickets to Academy table per season               | Ticket to an Academy table per season   | Available to purchase through Guernsey Raiders | Available to purchase through Guernsey Raiders              |
| <b>Invitation to attend Academy Awards</b>                                                                                                                                 | ✓<br>with branding and opening remarks              | ✓<br>with branding                                  | ✓<br>with branding                      | ✓<br>with acknowledgement                      | ✓                                                           |
| <b>Other Benefits</b>                                                                                                                                                      |                                                     |                                                     |                                         |                                                |                                                             |
| <b>Raiders Membership (includes free entry to all Raiders home games)</b>                                                                                                  | 10                                                  | 8                                                   | 6                                       | 4                                              | 2                                                           |
| <b>England Rugby International Tickets (subject to availability)</b>                                                                                                       | 4                                                   | 4                                                   | 2                                       | N/A                                            | N/A                                                         |
| <b>Access to apply for further Rugby International Tickets</b>                                                                                                             | ✓                                                   | ✓                                                   | ✓                                       | ✓                                              | ✓                                                           |
| <b>Use of Raiders Club House for a private team event (i.e. Quiz Night)</b>                                                                                                | 2 Bookings<br>(10% discount thereafter)             | 1 Booking<br>(10% discount thereafter)              | 10% discount                            | N/A                                            | N/A                                                         |
| <b>Ability for the sponsor's staff to volunteer for an Academy event</b>                                                                                                   | ✓                                                   | ✓                                                   | ✓                                       | ✓                                              | N/A                                                         |
| <b>Profile a CSR story in a monthly Academy new letter (content from Sponsor)</b>                                                                                          | ✓                                                   | ✓                                                   | ✓                                       | ✓                                              | N/A                                                         |
| <b>Ability to use Academy logo to profile CSR</b>                                                                                                                          | ✓                                                   | ✓                                                   | ✓                                       | ✓                                              | N/A                                                         |