

SEDGLEY TIGERS

SPONSORSHIP



2025/2026



ROB SMITH

Club Chairman

Message from our club chairman

“On behalf of the Club, can I thank you for your interest in providing Sponsorship for the Club. Without the support of our sponsors, we simply could not operate at the level we do today, in the local community.

We’ve come a long way since our formation back in 1932. From humble beginnings to rubbing shoulders with the likes of Exeter Chiefs, Harlequins and Northampton in the Championship, this Club has always punched above its weight. These days, we’re proud to be competing in National League 1, the third tier of English rugby, where the standard is high, and the demands on clubs are even higher.

Running a club like this takes more than passion and pride, it takes backing. And that’s where our sponsors come in. Without your support, we simply couldn’t deliver the level of rugby, community outreach, and youth development that we do today.

This document sets out what we’re doing both on and off the pitch: our work in the local community, our growing youth section of over 300 young players, and the increasing crowds we’re drawing every week, between 600 and 1,000 at First XV home games, and over 200 on big Sundays for youth matches.

In short, this is a Club with history, ambition, and momentum. And we’d love you to be part of it. If what you read sparks your interest, drop us a line at sponsorship@sprufc.co.uk, we’d be proud to have you on board.” - Rob Smith

A man with light-colored hair tied in a bun, wearing a dark jacket, is shown in profile, looking down with his hands clasped. He is in the foreground, slightly out of focus. The background is a blurred crowd of people, some wearing red clothing, and red banners with white text are visible. The overall scene suggests a sports event or a public gathering.

Our business is promoting
your brand.

Our social posts reach people around the world



We prioritise getting your company
out in-front of all our viewers
around the world.

Key Figures

838%
INCREASE!

This year has been huge, our Instagram page alone has had 638k views.

1.08M

Views on Facebook
alone!



Game Day
Attendance

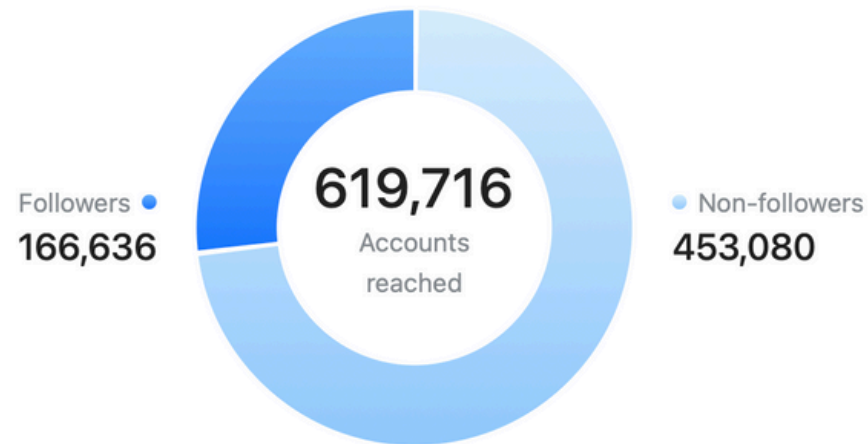
With the increased views on socials, we've had more patrons attend game days, that's more eyes on the club sponsors.

Total Views for the year 1,896,000m +483.07%

👤 Reach

619,716 ↑ 838% higher

The number of unique accounts that have seen your content, at least once, including in ads.





Kenmac Associates Ltd - HSQE Consultants



1,456 followers

1mo •

On Saturday 22nd March, Kenmac proudly supported the charity [#ANDYSMANCLUB](#) at the [SEDGLEY PARK TIGERS RUFC](#) game vs Richmond. The nationwide charity provides men a safe and confidential space to talk about their mental health struggles.



Environmental, Social, and Governance (ESG) Report



Working with local schools and colleges



Annual ladies day event



Quarterly club charity games

"by sponsoring Sedgley Rugby Club, we are directly supporting charities, events, projects and communities and that's something we are very proud of."
- Richard Oxley // Kenmac Associates



SUPPORTING OUR LOCAL COMMUNITY

SMITH & CO LTD
OUR HORIZONS

STERLING SOLUTIONS LTD

FINANCIAL PLANNING
FOR PERSONAL, FAMILY
& BUSINESS CLIENTS

MUSC

Commitments for next year



Working with local business

A key part of the SPRUFC way is to promote and integrate the brand within local business, making introductions and generating business for all parties.



Rugby community efforts

Working with local schools and clubs to bring more people into the rugby scene and support those new team start ups.



Supporting our Charities

Through our charity events we are able to raise funds for local charities that are fond to our hearts.

Enviromental Considerations

Solar panels provide electricity which off sets our bills. The remaining electricity requirement is from 100% renewable energy sources.

Air Source Heat Pumps heat the clubhouse meaning we can move away from fossil fuel use for heating.

Borehole for sustainable water supply

LED lighting both indoor and for the floodlights uses 90% less electricity.



MINI & JUNIORS

Overall it has been another successful year for the Youth section. Playing numbers remain high with just under 300 registered players

Player retention remains a key area with a focus on player development and pathways, whilst fostering a positive rugby experience both on and off the pitch. The aim to keep players playing for the long term building on the recent success of players transitioning into adult rugby.

Recruitment will continue with a new campaign being developed. We are also continuing our partnerships with Try It Rugby who will deliver the schools program.

- Junior Colts won the Lancs Trophy
- 8 players from the U15, U16s and Junior Colts have been selected for the Sale DPP.
- 2 Junior Colts players, Oscar Geddis and Alfie Haliday represented Lancs U17s. Alfie was captain and scored the winning try in the last minute of the game.
- 18 youth players transitioned to adult rugby representing 1st XV, 2nd and 3rd teams.

End of season team presentations have started and will continue over the next few weeks at the club and the younger minis section teams will be holding theirs on the Saturday of the Family fun day.





INVESTMENT IN YOUTH SPORT

As a club we are looking to implement a Player Development Pathway. establish a clear pathway for player development, including competitive age-grade teams - u8 to u18, skills development programs, and individualised coaching for further development.

We provide additional resources, such as training equipment, 4G training venue, video analysis software, and sports science support, to enhance coaching and player development.

Our community partner is TryIt rugby, who has worked closely with the club for the last 4 years.



Platinum

£550pm inc vat

SPONSORSHIP COMMITMENT LEVELS



PLATINUM

Prime pitch side advertising
Company logo on match kit
Company spotlight on socials.

Digital programme entry.

Club house branding on digital screens.

Discounted use of club house for events and
business meetings

6 x Table of 10, pre-match hospitality passes per
season

£500pm plus Vat x 12 MONTHS

£6000 PLUS VAT x ONE OFF PAYMENT

(New Sponsors - One off Payment of the
advertising board £400)

GOLD

Pitch side advertising
Digital programme entry
Discounted use of club house
3 x Table of 10, pre-match hospitality passes per season

£300pm plus Vat x 12 MONTHS
£3600 PLUS VAT x ONE OFF PAYMENT

(New Sponsors - One off Payment of the advertising board £400)





CLARET

Pitch side advertising
Digital programme entry
Discounted use of club house

£150pm plus Vat x 12 MONTHS
£1800 plus Vat x One Off Payment

(New Sponsors - One off Payment of the
advertising board £400)