

SEDGLEY TIGERS

SPONSORSHIP

2026/2027





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 Sedgley Park. Without the support of our sponsors, we simply could not operate at the level we do today, both on the pitch and in the local community.

Last season was one that reminded everyone what Sedgley Park is about. Three of our own, Matt Sturgess, Jack Ellam and Isaac Deans, pulled on the Lancashire shirt and represented the county all the way to the Bill Beaumont County Championship Final at Twickenham. That's not a small thing. That's the quality of player this Club develops, attracts and retains.

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.

In short, this is a Club with history, ambition, and real momentum heading into the new season. And we'd love you to be part of it. If what you read sparks your interest, drop us an email at sponsorship@sprufc.co.uk — we'd be proud to have you on board.”

Rob Smith



Our business is promoting
your brand.

A stylized illustration of a globe with a dark blue and purple color scheme. A red location pin is placed in the center of the globe, over Europe. Numerous white lines radiate from this central point to various locations around the world. Each line is accompanied by a social media icon: Facebook (f), Twitter (bird), or Instagram (camera). The locations labeled include New York, Tokyo, Utsukachibaach, Mumbai, Maogram, Fingtom, Bantam, Sydney, Abstanhan, and Rona. The text "OUR SOCIAL POSTS REACH PEOPLE AROUND THE WORLD" is overlaid in large, bold, white capital letters across the center of the globe.

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



**468%
INCREASE!**



**4.5M
VIEWS**



**AVERAGING x41 POSTS
PER MONTH**



WWW.SEDGLEY-TIGERS.COM



Total Views for the year 4.5million

+468.08%

Followers



7,534

↑ 988

Posts



1,122

↑ 419

Impressions



4.35M

↑ 353%

Engagements



142,284

↑ 46%

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

A group of young men are running on a grassy field at dusk. They are wearing green and blue athletic gear. In the foreground, a man in a black shirt and sunglasses is running towards the camera. The background is dark with some trees visible.

SUPPORTING OUR LOCAL COMMUNITY

Commitments for next year



Working with local businesses

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 close 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

Rugby Highlights

Good numbers across all teams this season.

Improved discipline with no red cards this season.

3 Colts players have represented Lancashire this season.

13 Senior Colts have played 2nd team rugby.

2 Colts awarded player contracts.





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

£550 pm 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.
Club membership & Season tickets
Discounted use of clubhouse 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

Club membership & Season tickets

Discounted use of club house

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

£320pm plus Vat x 12 MONTHS

£3840 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)