



# Carmarthen RFC

# QUINS

RUGBY FOOTBALL CLUB



## Sponsorship & Advertising Packages

“Working in partnership with local Business and the Community”



# Carmarthen Quins RFC

## Sponsorship and Advertising Packages

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# Introduction

Carmarthen Quins RFC is seeking a partnership approach to develop commercial links with local Business Organisations and the wider Community.

The Quins is one of only 12 clubs in the top flight of Welsh Club Rugby and competes in the Principality Premiership League and the prestigious SWALEC Cup, the final of which is played annually at the Millennium Stadium, Cardiff. The Quins squad comprises of Welsh Internationals at Under 18 and Under 20 levels, with other players representing Wales in the HSBC World 7's series and the Scarlets regional side that competes in the British and Irish Cup. Historically the club has produced world famous players such as Ieuan Evans and Stephen Jones who represented Wales and the British and Irish Lions, plus several players who have represented the world famous Barbarians.

The extensive club facilities are among the best in Welsh rugby and an ideal venue for Hospitality, Business functions (including training), plus Family events such as Birthdays and Weddings. Our resident caterer is available to discuss any requirements.

The 2015/16 season will see the club continue its close commercial and sporting links with the Llanelli Scarlets regional franchise, with particular emphasis on supporting and developing young players. A number of the Quins squad will represent the Scarlets region in the British and Irish Cup.

To further our business potential the club continues a partnership with a leading Sports Statistics and Information Company with established links to the Welsh Rugby Union. With their professional guidance in system design considerable work is invested in developing the clubs website.

During the course of last season the website received in excess of 78,000 hits, representing considerable advertising opportunities for our business partners. This is complimented by an ever increasing following on Twitter. Additionally, and of particular interest from a commercial perspective, is the fact that last season Carmarthen Quins had five of their fixtures televised live on S4C.

Carmarthen Quins RFC offers a number of different initiatives and prides itself on a flexible approach to sponsorship and advertising. Our 'Corporate Liaison Officer' will make every effort to meet personally with interested parties to discuss arrangements that meet the requirements of both individuals and local business in our community.



# 'Grand Slam' Sponsorship Package

This package represents Main Sponsorship for the season and provides an ideal opportunity for businesses to maximise their advertising opportunities, make use of the club facilities and entertain clients or guests at one of the Top Premiership games of the season. The package also includes guaranteed Wales International tickets plus entry into a monthly club draw for cash prizes. The benefits include:

- Business advertising on the Official Sponsors banner of Carmarthen RFC website.
- A business provided banner (8'x3') displayed at all home games.
- Free use of club facilities plus WI-Fi for seminars, conferences, trade fairs etc. (Catering can be negotiated with Club Catering Manager Cath Williams).
- Free use of club facilities for social functions such as weddings, birthdays etc. (Catering can be negotiated with Catering Manager as above)
- 1 Table of 10 persons for the fixture of your choice (see Match Day Sponsor for details)
- 1x Quins Q150 Club Membership (See Package below for member details)
- 1 x Season Ticket
- 2 x Guaranteed stand tickets for each of Wales Home International fixture (Must be ordered and paid for in advance)
- One official Quins sponsor tie per package

**The cost for this package for 2015/2016 is £1,000.00 (excluding VAT)**



# Kit Sponsorship

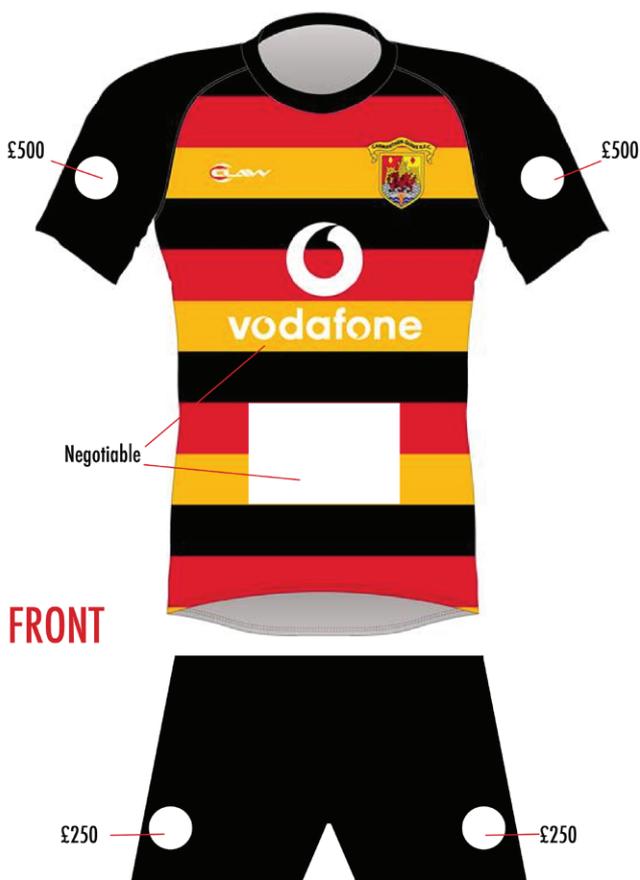
A popular avenue for sponsorship is for companies to advertise their logo's on the 1st XV kit. There are opportunities on the front and back of both the shirt and shorts and this will apply to the club's home and away kit.

This provides considerable match day advertising over the season with a minimum of 22 Premiership league fixtures as well as SWALEC Cup matches. This is further enhanced through games televised live on S4C.

Below is an illustration of the shirts and shorts for the forthcoming season. The prices will vary depending on their size and position and these options can be discussed with our Corporate Liaison Officer.



## CARMARTHEN QUINS KIT SPONSORSHIP



## Match Day Sponsor (This option is for 10 or more Persons)

This package represents Main Sponsorship for one Top Premiership fixture of your choice. The club facilities are an ideal venue for sponsors to promote business opportunities by providing hospitality for guests at one of the region's top Rugby clubs. The benefits include:

- Pre-Match two course dinner at the 'Brian Jones Suite'
- 4 Drinks Tokens per person
- Match day Programme containing sponsors details
- Entry to the fixture with Grandstand seating
- Post-Match Hot meal at the 'Brian Jones Suite'
- Sponsor's announcement prior to kick off and half time
- Post-Match thank you during Chairman's address.
- One official Quins sponsor tie per package

**The cost for this package for 2015/2016 is £25 per person (excluding VAT)**





## Team Sponsor

This package consists of business sponsorship for one Premiership fixture of your choice. This package is an ideal alternative to full Match Day sponsorship and is aimed at smaller groups but offers the same benefits as for larger parties. The package includes:

- A party of 2 persons and up to a total of 9
- Pre match two course dinner at the 'Brian Jones Suite'
- 4 drinks tokens per person
- Match day programme containing sponsors details
- Entry to the fixture with grandstand seating
- Post-match hot meal at the 'Brian Jones Suite'
- Sponsor's announcement prior to kick off and half time
- Post-Match thank you during Chairman's address
- One official Quins sponsor tie per package



**The cost for this package for 2015/2016 is £35 per person (excluding VAT)**

# Individual Player Sponsorship

This is an exciting new innovation for Carmarthen RFC for the forthcoming season which we are sure will be popular with sponsors as an effective advertising opportunity using both the website and during home fixtures.

Participants will be asked to sponsor the player of their choice from the 1st XV squad. The player's profiles will be added to the Quins website ahead of the start of the season and will enable businesses to add their company (or personal) logo's to the individual profile of the player of their choice.

In addition PA announcements will be made advertising the sponsor each time the player scores in a home fixture.

**The cost of sponsoring a player for the 2015/16 season is £100 (excluding VAT)**

- One official Quins sponsor tie per package





## Ball Sponsor / Forward of Match / Back of Match

This is a more affordable alternative for persons who are simply looking to contribute to the Quins club and enjoy a day out at a top Premiership fixture in the bargain. The package represents excellent value with benefits that include:

- Party of 2 persons (for each of the above options)
- Pre-match two course dinner at the 'Brian Jones Suite'
- 4 drinks tokens per person
- Match day programme
- Entry to the fixture with grandstand seating
- Post-match hot meal at the 'Brian Jones suite'
- Sponsor's announcement prior to kick off and half time
- Post-Match thank you during Chairman's address
- One official Quins sponsor tie per package



**The cost for this package for 2015/2016 is £40 per person**

# Website Advertising

Carmarthen RFC's official website ([www.carmarthenquinsrfc.co.uk](http://www.carmarthenquinsrfc.co.uk)) is an ideal opportunity for local businesses to increase their advertising potential and establish an increased amount of exposure for their particular organisation.

The website currently has approximately 100 pages with sponsor's adverts appearing on **every page** visited by any person browsing the site.

The Quins website received in excess of **78,000** hits last season, representing a 50% increase on the previous year. We also have an ever increasing following on Twitter which is intrinsically linked to all articles on the club's website.

For those companies with their own website you will be aware that your own Google search rating will be boosted through advertising on partner websites. The number of visitors to a sporting website such as ours speaks for itself and is an attractive commercial opportunity in times of austerity and competing demands.

The options for Website Advertising for the 2015/16 Premiership season are as follows:

- Company logo with a link to the company's own website placed on the official sponsor's banner on the front page of the Quins website - £200 (excluding VAT) for the entire season.**
- Permanent advert as one of the club's main sponsor's with a link to the company's own website placed on the front page of the Quins website - £1,500 (excluding VAT) for the entire season.**



# Match Day Programme / Membership Book Advertising

Advertising in the Match Day programme gives instant accessibility to hundreds of spectators attending any home fixture in the Premiership League or SWALEC Cup.

Alternatively there are similar opportunities for placing adverts in the membership books that are issued to all members of Carmarthen Quins RFC.

There are three separate options for either the programme or the Membership books as follows:

## Match Day Programme

Half page colour advert - £150 (excluding VAT) for the entire season

Full page colour advert - £300 (excluding VAT) for the entire season

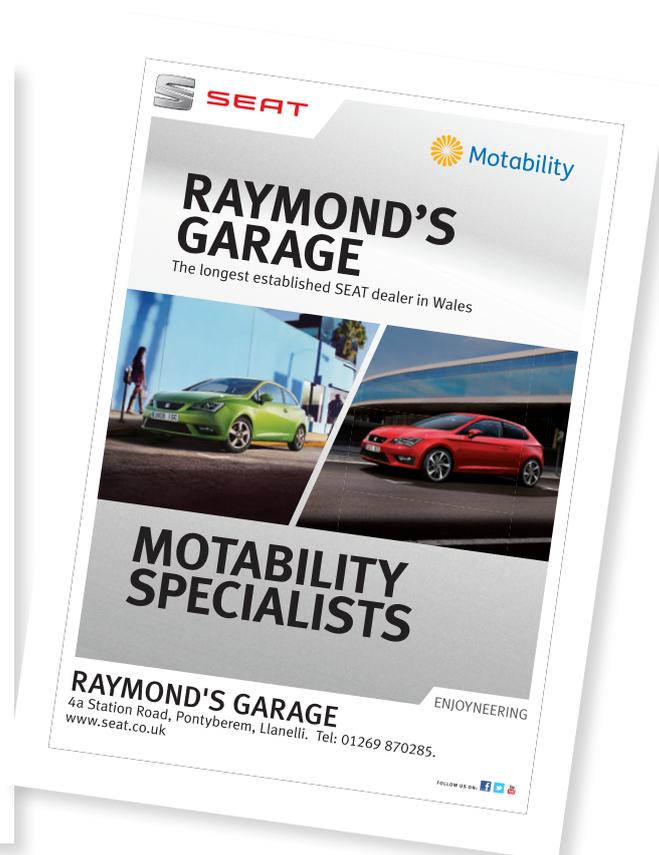
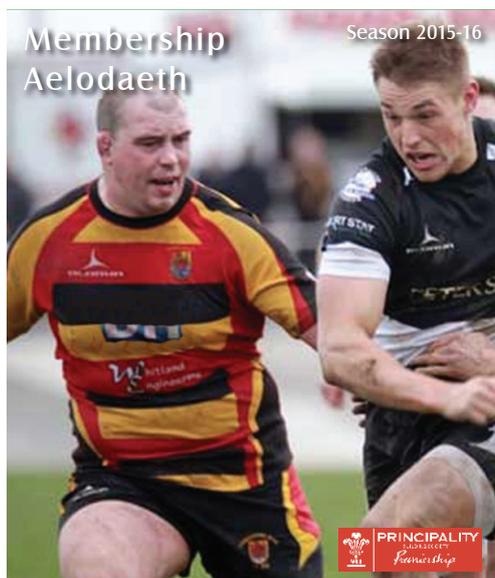
Back page colour advert - £400 (excluding VAT) for the entire season (Limited)

## Membership Book

Half page colour advert - £50 (excluding VAT) for the entire season

Full page colour advert - £100 (excluding VAT) for the entire season

Back page colour advert - £200 (excluding VAT) for the entire season



# Perimeter Advertising

This option consists of advertising by means of an all-weather banner placed strategically around the ground during all home fixtures. Again the banner will provide instant advertising to hundreds of spectators attending any match played at 'Y Parc'. The unique layout of the Quins ground ensures that wherever a person is in the ground they have a virtual 360 degree view around the playing area.

Banners will measure 8' x 3' and the club will arrange the manufacture of the banner to the sponsor's requirements (as far as is practically possible) via a local and reputable printing company.

The cost of Perimeter Advertising for 2015/16 is as follows:

**£230 (excluding VAT) for the first year – This will include £100 plus VAT to cater for the manufacture of the banner.**

**£130 (excluding VAT) for the following year.**



# Q150 Club Membership

The Quins 150 Club has been in existence for a number of years and is a means of raising funds for Carmarthen RFC. It has provided an ideal way to support the club and at the same time allow members the chance to win cash prizes each month.

## Q150 Members will benefit from:

- Free club membership
- Free buffet and two drinks tokens at the clubs AGM in June or July
- Inclusion in twelve monthly prize draws, which feature cash prizes:

1st Prize - £150

2nd Prize - £100

3rd Prize - £75

4th Prize - £50

5th Prize - £25

- Inclusion in an exclusive draw for a pair of Six Nations International Tickets for the selected Wales home games at the Millenium Stadium.
- Priority for tickets for Wales Home Internationals for the coming season.

**The cost of the Q150 Package for the 2015/16 season is as little as £10 per month or a one off payment of £120.**

**Membership forms are available on request or can be downloaded from the Club Website**





## Hospitality and Corporate Functions

Carmarthen RFC without doubt boasts the best club facilities in the Premiership, and the 'Brian Jones Suite' in particular, is quite simply the most impressive function room in the Carmarthen area with an excellent reputation for catering on all levels.

The facilities can be used for social functions such as weddings, birthdays, christenings or even funerals. The facilities also lend themselves to corporate training events and conferences with free WI-Fi access and drop down screens at both ends of the function room.

We can cater for any occasion with a wide variety of menu options available from our Catering Manager Cath Williams (see contact details).



The Brian Jones Suite



The Coracle Room

On the ground floor, the Coracle room has a fine wooden decor and can cater for all occasions.

(seats 80)



The Three Captains Lounge

Formerly the Ieuan Evans Lounge, the Three Captains Lounge provides comfortable seating for 40 guests, suitable for smaller events and parties. It is situated on the ground floor.

(seats 40)



The Players Room

The Players Room has a purpose built wooden floor making it ideal for junior disco or dancing. The room also boasts a large widescreen telly, making it suitable for presentations and match days.

Bars are accessible from many parts of the club and guests can choose from a diverse range of drinks, while the club's own caterers can provide a first class culinary experience.

Contact/Hire Details: If you are interested and want to know more about hiring one or more of our rooms, please contact Mike Williams on 01267 234778.



# Carmarthen RFC

# QUINS

RUGBY FOOTBALL CLUB



## Contact Us:-

As stated, Carmarthen RFC is seeking a partnership approach to develop commercial links with local Business Organisations and the wider Community.

We would welcome the opportunity to meet with you in person to discuss a potential partnership, whereby we will strive to accommodate all your Sponsorship needs and Advertising requirements

If any of the packages above do not meet your exact requirements we will be happy to discuss any other mutually acceptable arrangements based on your individual wishes.

**Mrs Paula Jones-Clarke**  
**(Corporate Liaison)**

Tel: 07581-313106

Email: [pjones.clarke@gmail.com](mailto:pjones.clarke@gmail.com)

**Roger Ayres (Q150 Secretary)**

H: 01267 238472

M: 07989 444889

**Carmarthen RFC (Club House)**

Morfa Lane, Carmarthen, SA31 3AX

Tel: 01267 234778

**Cath Williams (Catering Manager)**

Club: 01267 221962

M: 07792 286437

**Mike Williams (Steward)**

07970-276645

