



ECCLES RUGBY FOOTBALL CLUB

Founded 1897

Ground and Clubhouse: Gorton Street, Peel Green, Eccles, Manchester, M30 7LY
0161 789 2613 | info@ecclesrfc.org.uk | [@EcclesRFC](https://www.ecclesrfc.org.uk) | www.ecclesrfc.org.uk

2019/20 AGM SPONSORSHIP REPORT

Overview

Eccles RFC is not funded by a secret investor. We raise the money we need to cover our running costs and keep people playing and enjoying rugby through fund-raising events, membership fees and sponsorship.

The club welcomes support from local businesses who share our ambition, passion and principles for inclusivity and the encouragement of Home Grown talent. By increasing club sponsorship income we aim to improve our facilities and the rugby experience we offer.

This past season has been successful in attracting new sponsors and retaining the generous support of many valued club stalwarts, including Seward Refrigeration.

Since June 2019 the sponsorship committee have met on a quarterly basis to review progress on our targets. It was agreed that a flexible approach could be taken to securing new sponsors and a menu of sponsorship packages were published on the website to provide a guide for tailored negotiations and value.

The 2019/20 season provided an increase in income from personal player sponsorships, Junior team sponsorship and match programme advertising.

However the overall total income from sponsorship did not surpass the figure achieved in the previous 2018/19 season and we did not meet our overall target. The reasons for this will be reviewed by the sponsorship committee at the earliest opportunity before the commencement of the 2020/21 season.

The club's kit deal with O'Neills has now run its 3 year agreement and a full supplier review will take place this pre-season, alongside conversations relating to senior shirt sponsorship for 2021/22 season.

Following is a summary of each Sponsorship component.

Sponsorship income and its associated costs are detailed in the Treasury report.

President: M. Dutton 07802345380
Chairman: P. Thorpe 07766 512552
Hon. Secretary: M. Greenhalgh 07525 434790
Hon. Treasurer: M. Bateman 07843 756160
Fixtures Secretary: D. Edmondson 0161 7476697
Director of Rugby: S. Simpson 07935 403171

Sponsorship Secretary: A. Brunt 07743 825459
Communications Officer: C. Gaffey 07971 817375
Safeguarding Officer: H. Thorpe 0161 7902622
M & J section Chair: P. Fleming 07889 601558
D of E Award Chair: M. Baines 07850 082122



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1. Mens Section

This season the club secured 51 Personal Player Sponsorships (there were 9 last season). 49 PPS were in the mens section and 70% (37) were new first time sponsors to the club. Director of Rugby Sam Simpson was instrumental in this outstanding success, motivating the players and making introductions for myself and Mike Bateman to follow up. John Hibbert also provided several contacts for his team mates to take advantage of. Each sponsor received social media exposure and promotion on the club's website and in the match programme. PPS supported player stash, players without a sponsor paid for their own. We hope the players are able to retain many of these Sponsorships next season.

2. Junior Section

The cost of team sponsorship is flexible and tailored to the size of shirts and size of the squad. A guide to team packages is provided on the website. This season we welcomed two new Junior team shirts sponsors to the club, Biffa and Redstone.

3. New Partnerships

First Class Learning (Swinton) became a sponsor of Eccles RFC for the first time this season, investing in a bronze package. Prior to Covid outbreak FCL made a proposal to continue their sponsorship for the 2020/21 season and in addition would like to offer 20% discount on tutoring services to club members. Further more, free tuition sessions for two children once a week have also been donated to the club as a prize in a fund-raising raffle draw in the new season.

ASH integrated services also took a bronze package.

We also secured a sponsor partnership this season with D3 Tape (New Zealand sports strappings experts) who supplied the club with all its first aid supplies, physio tapes, bandages and man of the match player goodie bags for 1XV & 2XV home fixtures. As part of the deal D3 sponsored Home Grown players Adam Christey & Mollie Young for the 2019/20 season and received a bronze package.

We hope this is the start of a lasting beneficial partnership with these sponsors.

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4. Pitch-Side Hoardings

This season the club were delighted to secure three new sponsors for pitch side hoardings as part of sponsorship packages for D3, First Class Learning and ASH integrated services, as detailed above. Next season the club plans to investigate new match day pitch sponsorship opportunities including flags and post protectors.

5. Match Programme

This season a redesigned 40-page match programme provided 23 pages for sponsor use. (13 full-page ads; 5 pages for 10x half-page ads; up to 5 pages to accommodate 50 x PPS). Copy submissions and team sheets were often late or didn't arrive, so a flexible layout was adopted. As a result the club was able to provide print promotion for a total of 60 sponsors. Fees for advertising in the match programme will be reviewed next season to reflect the increased exposure provided by the proposed move to an all digital online publication (150+ adult members and potentially 4,000 social media followers each match)

6. Sponsor's Day Event

Saturday 7th March 2020 Sponsors event was once again generously sponsored by ABTECH, which helped to offset costs of event hospitality.

90 sponsors, VIPS and their guests were invited. 20 sponsors and their guests, plus 3 local councillors and a representative from DofE attended on the day (a total of 47 people, more than double of that of last season). Manchester Rugby club had a delegation of 4 and despite the defeat to them on the pitch we had a very positive turn out and I believe we made a good impression with a packed clubhouse, we also had visiting tourists from Bromyard, Worcester. We gained two promising leads for future sponsors to follow up in the new season.

Chris Gaffey, Eccles RFC Communications & Sponsorship
18th June 2020

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