



# SPONSORSHIP PACK



# WHO WE ARE

## EAST ANGLIA'S FIRST LGBTQ+ INCLUSIVE RUGBY CLUB

Founded in 2022, Colchester Kings RFC offers a fun, inclusive space for people of all identities and abilities to get involved in rugby.

The club expanded in 2024 with the launch of Colchester Thunder, our mixed-gender touch rugby team. We now support over 140 players, coaches, and volunteers.

Our mission is to break down barriers to team sport and help the LGBTQ+ community connect, play, and thrive through rugby, building a club where everyone feels seen and supported.



# RUGBY FOR ALL

## WE WANT EVERYONE TO PLAY RUGBY

We've welcomed over 350 people to taster sessions, training and events since we started. For many, this is their first time playing rugby or playing any sport at all.

That first step onto the pitch can be life-changing, and we're here to make sure everyone feels supported from day one.

We champion diversity, celebrate community, and proudly uphold the RFU's core values: teamwork, respect, enjoyment, discipline, and sportsmanship.

Whether you're chasing your first try or just looking to make new friends, you'll find a place at our club. Everyone is welcome here.



# WE ARE MORE THAN A RUGBY TEAM

As well as making a difference to our players and supporters' lives, the Kings and Thunder make an impact on the local community too, and we invite our sponsors to be more than just a logo on our kit.

We work closely with local organisations like The Outhouse, Essex through our annual Christmas Gift Drive and facilitate LGBTQ+ youth taster sessions. We give our personal time to deliver workshops and outreach sessions, as well as volunteer at our host rugby club and represent our community at pride marches each year.

We want our sponsors to become integral members of our club.



# MEET COLCHESTER THUNDER

Colchester Thunder is our mixed-gender touch rugby team.

Touch rugby is a fun, non-contact version of rugby that's fast paced, inclusive, and easy to get into. It offers a great entry point for all kinds of players. No mud, no tackles, just energy, teamwork, and good vibes.

As a club, we want to engage more people in sport from the wider LGBTQ+ community and in our first year there are already 25 members.

Sponsoring us is a great way to support development, diversity, and healthy lifestyles from the ground up—while gaining visibility across a fresh and growing audience.



# WE MAKE AN IMPACT ON OUR MEMBERS



Alongside the opportunity to take part in physical exercise, our members have found friendships and a sense of community that has had a significant positive impact on their personal development and mental wellbeing.

Meet Jack, one of our players, who shares his story...



# WHY WE NEED YOUR HELP

Running a grassroots rugby club isn't cheap, and to continue delivering the impact we're proud of, we rely on partners who share our values. We support over 100 members, providing everything from reduced-cost kit and boots to bursaries for those on low incomes.

We invest in training for our volunteer coaches and leaders, cover essential costs such as facilities, pitch hire, and match days, and fund travel to away fixtures and tournaments. We also support new player onboarding and ensure our club remains a safe, inclusive space with access for all.

Your support helps keep rugby accessible, strengthens our community outreach, and enables us to continue making a meaningful impact both on and off the field.



# WHAT DOES SPONSORSHIP MEAN?

We don't offer set prices. Instead, we ask:  
**How would YOU like to sponsor us?**

We welcome support from businesses big and small. Whether that's financial backing, goods and services, or project-based funding, we'll tailor your partnership with us.

We know that sponsorship should be mutually rewarding. That's why we take time to understand what matters to you, whether it's brand exposure, community impact, or team-building opportunities.

We build a plan that makes it worthwhile for everyone involved.



# GRANTS AND ONE-OFF SUPPORT

WORK WITH US ON SPECIFIC  
PROJECTS

If traditional sponsorship isn't a fit, you can still support us. One-off investments go a long way, whether it's helping us buy training equipment, covering the costs of tournament fees, funding community outreach projects, or stepping in during unexpected moments where extra support is needed.

Anonymous donations are also welcome and always appreciated, offering a quiet but powerful way to make a difference.



# JOIN THE KINGS

## KICK OFF A PARTNERSHIP TODAY

If you're keen to start a sponsorship, or learn more about what Colchester Kings RFC has to offer, please get in touch to arrange a meeting with our Chairperson and Vice Chairperson.

If you can't see a sponsorship option that suits you, then let's discuss how you can support the team.

Email: [chair@colchesterkings.co.uk](mailto:chair@colchesterkings.co.uk)

[www.colchesterkings.co.uk](http://www.colchesterkings.co.uk)  
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