



SPONSORSHIP PACK



WHO WE ARE

EAST ANGLIA'S FIRST LGBTQ+ INCLUSIVE RUGBY TEAM

Colchester Kings RFC was founded on 1st June 2022 and has created a welcoming and inclusive environment for people to play rugby. We're based at our host club, Colchester RFC.

We belong to the International Gay Rugby (IGR) organisation and entered the UK Southern League for the first time in 2023.

We wish to eliminate homophobia and transphobia in rugby by reducing barriers to joining in team sports.

Our ambition leads us to support the LGBTQ+ community by promoting inclusion and participation in a welcoming and friendly environment.



RUGBY FOR ALL

WE WANT EVERYONE TO PLAY RUGBY

During our first year we attracted more than 120 people who came to a summer taster session or joined the team throughout the year. For many it has been their first time playing rugby, and for some any kind of sport at all.

We believe that rugby is for everyone and promote inclusivity and diversity as our primary aim. Everyone is welcome at Kings.

We represent the best of inclusive rugby locally, but also on an international scale through our membership of IGR.

We are proud to embody the RFU's core values of teamwork, respect, enjoyment, discipline, and sportsmanship in everything we do.



WE ARE MORE THAN A RUGBY TEAM

As well as making a difference to our players and supporters' lives, the Kings make an impact on the local LGBTQ+ community too.

We show up for our community and we are present at events that make a difference to our friends and families.

We work closely with local organisations like The Outhouse, Essex through our annual Christmas Gift Drive and facilitate LGBTQ+ youth taster sessions. We volunteer our personal time at our host rugby club and take part in the pride marches at Colchester Pride and Essex Pride each year.

We want our sponsors to become integral members of not only our club, but our community too.

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 rugby team with more than 100 members is costly and requires assistance. We work very closely with Colchester RFC, but we're an independent and self-funded organisation. Your support is vital for our future.

Whilst there are essential costs to running the club, such as facility and pitch rental and match day costs, we also want to continue break down barriers to joining a rugby team. We support people from different socio-economic backgrounds by providing bursary memberships and playing equipment, like rugby boots and winter clothes.

Your sponsorship will enable us to provide more resources and training to our team of volunteer coaches and senior players.





WHAT DOES SPONSORSHIP MEAN?

We have no set pricing structure for our sponsorships. We we ask each sponsor to consider the value of their involvement by supporting an LGBTQ+ initiative that is already making an impact on the community.

We recognise that organisations come in different shapes and sizes, and we welcome funding that is relative to your business size.

Many organisations may have different resources they can offer alongside a sponsorship, and we happy to tailor your partnership with us.

Your sponsorship will provide visibility for your brand within our community and among our members.



LEVELS OF SPONSORSHIP

YOUR CHOICE OF INVESTMENT

We tailor each of our partnerships with our sponsors to make the most of your investment in our team. To help you decide what level is right for you, we have suggested 3 levels of sponsorship to consider.

Find out on the following slides how each level could work for you.



We're also interested in hearing from funders who might like to work with us on specific projects that will make a difference in our community.



CLUB SPONSOR

BE FRONT AND CENTRE

As our Club Sponsor you'll be a lead sponsor for the year. We'll print your logo on our kit for everyone to see and we'll be proud to wear your name at all of our league matches, friendlies and national and international tournaments.

Your support will help us pay for our core club running costs and contribute towards supporting our members through the season. Your brand will be visible throughout the year on social media posts, team merchandise, website and other marketing opportunities.

We'll meet with you regularly to discuss our progress and how we can make the most of our relationship together, as well as being invited to selected Kings events.



COMMUNITY SPONSOR

MAKE AN IMPACT

As a Community Sponsor you'll make a direct impact on our team by providing essential support for resources and direct funding.

We'll share that you proudly sponsor an ambitious inclusive team and depending on the value of your sponsorship may also feature you on our kit.

Your contributions will help us deliver top level training to our players and improve our club. Your brand will be visible via our community of players, supporters and members, as well as our social media marketing.

We'll share our success with you throughout the year.



PLAYER SPONSOR

HELP US WIN

Your Player Sponsorship will cover a team member's subs and fees for a season, and help them to buy training kit like boots and seasonal clothing, eliminating another barrier that may prevent someone from joining in team sports.

We'll list you on our website as a proud sponsor of an ambitious grassroots inclusive team. Your generous donation will be highlighted with the team in our Facebook Clubhouse group, along with promotional material if you wish.

We'll share our success with you throughout the year.



GRANT FUNDING

WORK WITH US ON SPECIFIC PROJECTS

We understand that for some people and businesses sponsorship may not be the right thing.

We heavily rely on additional funding sources alongside sponsorship and membership fees. You may decide that a one-off investment would be better for your business goals and we're keen to work with you to define the terms of your investment.

Your donation may help us cover costs for training equipment, unforeseen circumstances, or something that will help us give back to our community.

You may wish to make an anonymous donation which we would gratefully receive.



JOIN THE KINGS

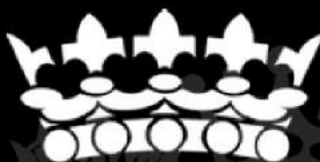
KICK OFF A PARTNERSHIP TODAY

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: colchesterkingsrfcfundraising@gmail.com

COLCHESTER



KINGS

RFC

colchesterkings.co.uk