

DARLINGTON RFC SPONSORSHIP





BLACKWELL MEADOWS

DARLINGTON RFC SPONSORSHIP PACKAGES 2023-2024

On the 18th October, 1863, the committee of Darlington Cricket Club held a special meeting to discuss the problem of members who drifted away during the winter months. It was the club's president, Mr Speciall, who suggested a possible solution. He proposed that a club be formed to play football according to the rugby code, to supersede cricket during the winter.

The proposal was agreed unanimously, and Darlington Rugby Club was born - although for some years it was to be known as Darlington Football and Athletic Club. The word "Rugby" was not incorporated into its title until the 1880s, when Association Football started to become popular.

Today Darlington Rugby Club has over 500 members with rugby sessions taking place from U5s through to our Vets aka "The Dinosaurs". There are sessions available for girls, boys men and women supported by over 35 incredible volunteers (and counting). Darlington Rugby Club is an inclusive club and is open to players of all abilities. The Mens First XV currently play in the Northern Division - Counties 1 Durham & Northumberland and the First Ladies XV play in the Women's NC 1 North.

Blackwell Meadows is a fully licensed and catered venue for family, business or private functions in Darlington, County Durham. Our flexible indoor space includes recreational rooms, office space and dining areas, suitable for parties, exhibitions, seminars and presentations.



WHAT'S ON AT **BLACKWELL MEADOWS?**



Darlington Football Club

We have 135 years of history with Darlington Football Club. Through good times and bad, they have seen it all. Blackwell Meadows is the home ground for the club and plays host to their fixtures throughout the season.

Darlington Steam

Darlington Steam is an American Football Club that was founded in 2013.

The Club was formed to help increase the number of boys, girls, men and women participating in American Football at all levels from the age of 8 years old and upwards in Darlington and the surrounding areas. We also continue to support the development of individuals who wish to coach within the sport in association with the British American Football Association.



Darlington Young Bulls



Darlington Young Bulls is a family-friendly club situated in Darlington which was established in 2013. We have exceptional facilities at Blackwell Meadows and ensure all of our managers and coaches are DBS checked and have the relevant qualifications to be involved in youth football. We ensure that our teams play good, fair and attractive football and have a great set of boys and girls

Gentlemen and Ladies Archery

There is a wealth of knowledge and experience within the club, and we do our best to help and guide newcomers to the sport. Though I say 'sport', archery is more of a discipline, really. It challenges you. The great thing about it is that you learn, not only about the discipline of archery, but also a bit more about yourself.



SPONSORSHIP PACKAGES

Ruck - Limited to Two Sponsors - £3500 + VAT

Advertising board frontage

Logo featured on weekly team sheet announcements.

Sponsors feature via Pitchero - Two per year

Social media and website features - Quarterly

Sponsor posters in Blackwell Meadows

Main sponsor of beer festival- two beer cards included

Rugby Festival Sponsorship - PR feature during the festival via social media and festival communications

Club membership card and discounted room hire

Maul - Limited to Three Sponsors - £1450+VAT

Logo featured on weekly team sheet announcements.

Sponsor posters in Blackwell Meadows

Beer Festival Barrel Sponsorship - including a beer card per sponsor

Rugby Festival Sponsorship - PR feature during the festival via social media and festival communications.

Club membership card and discount on room hire

Scrum - Limited to Four Sponsors - £950+VAT

Logo featured on weekly team sheet announcements.

Sponsor posters in Blackwell Meadows

Club membership card and discount on room hire

TEAM SPONSORSHIP

SPONSOR A TEAM AND SUPPORT GRASS ROOTS RUGBY!

We have a range of teams available for sponsorship from under 7s all the way through to our senior rugby team and even the vets AKA "The Dinosaurs". All of our teams are supported by an incredible team of volunteers.

Under 16s - £750 + VAT

Colts / Seniors - £1250 + VAT

MAKE AN IMPRESSION

As a sponsor we know how important it is to raise your profile. So how will you raise your profile here at Blackwell Meadows?



Rugby club frontage
10,031 daily motor vehicles on average
(source: DfT)



Site footfall
Total impressions -16000 estimated per year



Website 25-40k impressions per month
Facebook 2.6k followers
Instagram 383 followers

OUTDOOR ADVERTISING

Pitch one advertising board

4m x 1m advertising board fixed to either inside or outside of metal rail around pitch - can be anywhere except behind goals.

First season - £660 + VAT

Subsequent seasons - £500 + VAT



Darlington FC - 27 home games x 2000 supporters on average = 54,000 impressions and livestreaming



Darlington RFC - 11 home games (league) 1100 impressions



Members - 500 - averaging 26 visits 13000 impressions
68100 impressions



Pitchside Board £9.69Cpm (Cost per 1000 impressions)

Rugby training pitches advertising board

Advertising boards bordering the Darlington RFC rugby pitches.*

First season - £360 + VAT

Subsequent season - £200 + VAT



Members - 500 - averaging 26 visits 13000 impressions



Festival - 3000 impressions



Total impressions - 16000



Rugby training pitches board £22.50 CPM (Cost per 1000 impressions)

*Prices subject to annual review

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