



Dalziel Rugby Club

promoted to Premier 3 2009/10



SEASON 2012-2013 SPONSORSHIP OPPORTUNITIES



Senior Rugby at Dalziel



Mini Rugby and Midi Rugby Dalziel

Web sites: <http://www.dalzielrugby.com/> <http://www.dalzieldragons.co.uk/>

Contact:
The Secretary - Dalziel RFC
2 Nagle Gardens
Dalziel Park
Motherwell
ML1 5LA



Dalziel Rugby Club



Introducing Dalziel Rugby Club

Dalziel Rugby Club is a progressive, warm and welcoming Club and is eager to introduce new members from all sections of the community to enjoy the great game of rugby football at the tremendous facilities located at Dalziel Park in Motherwell. All new members will be welcomed, whether for P1 or the over 70's age group! In season 2012/13 the Rugby Club 1st XV will be playing in the 3rd tier of Scottish Club cementing its place as one of the top 40 clubs in the country.

The present team set up at Dalziel Rugby is as follows:

- Senior Section comprising,
 - 1st XV, playing in RBS Championship West
 - 2nd XV, playing in Scottish Reserve League National League Division 2
 - 3rd XV, playing in Scottish Reserve League West 2
 - 4th XV, playing in Scottish Reserve League West 4
 - Under 18's playing in Scottish Under 18 League West Division 1
- Midi Section, (meet Sunday afternoons), comprising
 - S1 playing friendly matches
 - S2 playing friendly matches
 - Under 15's playing in Scottish Under 15 League West Division 1
 - Under-16's playing in Scottish Under 16 League West Division 1
- Mini Section (meet Saturday mornings), comprising teams from Primary 1 to Primary 7.

We have a tremendous team off the field as well who work tirelessly on behalf of the Club for no financial reward. We do however need the financial support of local businesses and individuals to keep our club in existence from season to season.

With an active membership of over 500 we are one of the largest rugby clubs in Scotland and are the largest amateur sports club in Lanarkshire and our sporting facilities are amongst the best in Scotland.

Dalziel is a totally amateur club and has significant ties to the local community and in promoting rugby. We continue to develop our junior outreach programme where we are delivering after-school introductions to rugby to local primary schools which, otherwise, would not have any exposure to rugby."

The Annual Festival of Youth Rugby, masterminded annually by the late Past President Alan Calder, has been running since 1991. With some 1000 Players, Coaches and Officials visiting Dalziel Park on the third Saturday in April each year, Dalziel Rugby Club has now firmly plotted its name on the Scottish Rugby Map as a Club which caters for the whole range of participants seeking to play the Game.

The club also boasts a vibrant social calendar with events held every month. The Annual Christmas Ceilidh is attended by around 300 guests and much smaller events of up to 100 such as the Halloween party are held through the year.



Dalziel Rugby Club



History of Dalziel Rugby Club

The story of Dalziel Rugby Club began in the year 1924 when the first ever game was played.

The inaugural match took place on 5 January against Uddingston 2nd XV, and Dalziel won by 9-5. By 1926 Dalziel High School had started to play Rugby and they shared the facilities of the Rugby Football Club, which were at that time located in Motherwell's Ladywell Road. By 1931 the developing links between the Rugby Football Club and the High School became formalised with the setting up of the Dalziel High School Former Pupils' Rugby Club. The name Dalziel RFC disappeared and the new Club, Dalziel High School Former Pupils was formed. This guaranteed a regular supply of players from the local school whilst giving young men an opportunity to play a competitive team sport.

With the arrival of World War II, the Club ceased its Rugby playing activities until it was re-formed in the immediate post war years by the late Harry Morton OBE, who was a longstanding Player, Captain and Honorary President of the Club until his death in 1992. Cleland Estate, now known as Dalziel Park, was purchased by Dalziel High School in 1947 to be set up as a War Memorial to all of the school pupils who had been lost in the two World Wars. Dalziel High School FP Rugby Club then began to use the newly created facilities at Cleland Estate.

In season 1973-74, the Scottish Rugby Union set up competitive leagues and Dalziel HSFP found that that they were slotted into National League Division Five (West). In the first season of competition, the Club obtained promotion to Division Four and by season 1980-81 they were playing in Division Three. By season

1987-88, Dalziel had moved through the Leagues to Division Two and this had confirmed their status as the leading National Club in Lanarkshire, also making them one of the top thirty-five clubs in the country. In the same season, the Club won the Glasgow and District Knock-out Cup for the very first time.

By the mid-1970s, shortly after the commencement of National League Rugby, the 'F.P' tag was dropped from the Club name with the Club reflecting modern trends and becoming fully open. Over many years prior to this, a large number of Club Members, who were not school F.P.s had contributed greatly to the Club in many areas. At that time, the Club reverted to its name of Dalziel Rugby Club, although then, as now, the Club maintained very strong links with Dalziel High School.

By the late 1980s, the land and buildings at the old Cleland Estate were deteriorating and at a stage where extensive redevelopment was required. Brian Miller, the new Rector at Dalziel in 1990, took up the challenge and, along with longstanding Rugby Club Member, Chartered Accountant, Ian Watson, started a long process of redevelopment. It is mainly due to the hard work and foresight of Brian Miller and Ian Watson that the facilities at Cleland Estate, which are now known as Dalziel Park, are now well established. The Dalziel Park facility is intended to be a living, active memorial to those Dalziel High School Former Pupils and Teachers who gave their lives during World War I and World War II.

The facilities at Dalziel Park are second to none and, since the first Under-18 International was played at Dalziel Park in Easter 2003, serious interest has been generated within the SRU following the recent Scotland-v-France U-19 International, and it is hoped that many more internationals will take place at Dalziel Park in the future. The Rugby, football, hockey and athletics facilities which are available at Dalziel Park are amongst the finest in the country and Dalziel Rugby Club has contributed to extending the facilities offered by engaging in the preparation of a rough training area, which will be floodlit, along with provision of a Junior Clubhouse for the youth sections of the Club. These developments have taken place, not only with the support of the War Memorial Trust, but also many Club Members at Mini, Midi and Senior levels.

The Club has also produced a number of referees, who are contributing in refereeing games at all levels throughout Scottish Rugby. The Club will also give encouragement to any player who wishes to extend their refereeing skills and contribute to Scottish Rugby in this way.



Dalziel Rugby Club



Sponsorship

Dalziel Rugby Club is actively seeking new sponsorship for the 2012/13 season. We feel that the combination of competitive rugby and strong community ties make us the ideal option for companies to achieve maximum exposure at a very reasonable price.

WHAT CAN DALZIEL RUGBY CLUB OFFER OUR SPONSORS?

We have a diverse membership of over 500 and retain strong ties with our network of past players, offering companies an immediate network of coverage. We also share our facilities with Dalziel Hockey and Football Clubs which extends our immediate exposure for our sponsors, and feel that we are able to offer the following benefits to our club sponsors:

- Increased exposure by prominently displaying our sponsor's logo
 - On all our playing kit, tour kit and merchandise.
 - Throughout our website, that received over 400,000 hits in the last three years.
 - In our clubhouse, match programmes, and at all club functions.
 - On all our advertising posters, business cards and flyers.
- The opportunity to apply for international match tickets and Glasgow/Edinburgh rugby tickets for client entertainment purposes at discounted rates.
- Opportunities to promote our sponsors at match days and club functions, and the use of club pitches for company sports events & social activities.
- The right to use the name "Corporate Sponsor to Dalziel RFC" and use of the club logo.
- A framed photograph of the Dalziel RFC 1st XV squad and a replica Dalziel RFC playing shirt.

All these benefits and more can be tailored to your company's needs, to ensure we exceed your expectations. We are also happy to discuss any additional services that you feel Dalziel RFC could offer your company.

HOW CAN DALZIEL RUGBY CLUB BENEFIT FROM YOUR SPONSORSHIP?

Sponsors can support Dalziel RFC in a number of ways, the simplest being a contribution towards kit that we need to purchase for the coming season. Rather than ask for general financial contribution, we can provide a list of our kit requirements to see if your company would be able to contribute to the cost of one or more of these items. An invoice can be issued for any contributions our sponsors may make.

If you do not feel it appropriate to make a contribution to the cost of kit but would like to make a small donation, cheques can be made payable to 'Dalziel RFC' and send to the mailing address below. Dalziel RFC will gratefully receive any contribution, however modest, and do our utmost to ensure that we deliver value to our sponsors in return for any contributions that they make. Alternatively if you feel that your company is not in a position to support Dalziel Rugby Club financially, but could contribute to our success in some other way, we would be delighted to hear from you.

It should be noted that the above are the standard packages. If anyone has a specific package in mind for say, a corporate day out at the Rugby, we can accommodate this with no difficulty. The only purpose of Club Sponsorship is to obtain funding to help run our Club from the Mini to Seniors Sections.

If you would like to find out more information about Sponsoring Dalziel Rugby Club please contact our Club President, Vice President or Honorary Secretary at the contact details below.

president@dalzielrugby.com
vicepresident@dalzielrugby.com
secretary@dalzielrugby.com



Dalziel Rugby Club



Package 1 - Club Sponsorship

The Club Sponsorship Program entitles a company to be a primary sponsor of Dalziel Rugby Club for one year. The Club Sponsor would be entitled to benefits not accorded to other sponsors.

Club sponsorship is available at £Neg per season.

The following benefits could be envisaged: (open to discussion)

- Sponsor's logo / name prominently displayed on Dalziel Rugby Club shirts.
- Sponsor's logo / name displayed on match days / in home match
- Sponsor's executives invited to annual club dinner & all social events.
- An invitation to Sponsors day
- Club Sponsor would be promoted on all Dalziel Rugby Club merchandise & club tours.
- Acknowledgment of sponsor in Club House with a permanent plaque.
- Promotional opportunities at set match days.
- Complimentary match program for each guest.
- Pre & Post match bar and catering facility.
- Framed Photograph of the 1st XV Squad.
- Opportunity to purchase Dalziel Rugby Club merchandise.
- The right to use the name "Corporate Sponsor to Dalziel Rugby Club."
- Use of club logo
- Promotional presentation of an autographed ball by 1st XV captain.
- Signed framed replica Dalziel Rugby Club 1st XV shirt.
- Visual link to sponsor's homepage on every page of the Dalziel RFC website.
- Full page advertisement in all home match programmes (Artwork required).
- Opportunity to apply for International Match Tickets.

Package 2 - Home Game Sponsorship

The Home Game Sponsorship Program entitles a company to the following privileges during a set home fixture: (open to discussion)

Home Game Sponsorship is available at £250 per home fixture.

The following benefits could be envisaged: (open to discussion)

- Pre match hospitality including lunch and drinks for four
 - Sponsor's logo / name prominently displayed in clubhouse and ground on match day.
 - Promotional opportunity on match days.
 - Complimentary match program for each guest. .
 - Sponsor presentation of man of the match award.
 - Sponsor recognition in match report featured in local press.
 - Sponsor recognition in website match report including a permanent visual link to sponsor's homepage.
 - Full page advertisement in match programme for the match. (Artwork required).
-



Dalziel Rugby Club



Package 3 – Junior Section Sponsorship

The Junior Section Sponsorship Program entitles a company to sponsor either the Dalziel Rugby Club Mini Section (ages 5 to 11) or Midi Section (ages 12-16) for one year.

Junior sponsorship is available at £1,500 per season.

The following benefits could be envisaged: (open to discussion)

- Sponsor's logo / name prominently displayed on the junior sections team shirts.
- Sponsor's logo / name displayed on match days / in home match programmes / in Club newsletter.
- Sponsor's executives invited to annual club dinner & all social events.
- Promotional opportunities at home match days of selected team.
- Pre & Post match bar and catering facility at home match days of selected team.
- Opportunity to purchase Dalziel Rugby Club merchandise
- The right to use the name "Corporate Sponsor to Dalziel Rugby Club"
- Use of club logo
- Signed replica selected Junior Sections Dalziel Rugby Club shirt.
- Half page advertisement in all home match programmes of selected team (Artwork required).
- Opportunity to apply for International Match Tickets.

Package 4 - Pitchside Advertising

This would be a two year Sponsorship. A 16'x14' hoarding designed by the Sponsor is placed on the Advertising Terrace opposite the main stand and is present during all events and matches held on the first XV pitch.

Pitchside Advertising - £500 per season

The following benefits could be envisaged: (open to discussion)

- Visual link to sponsor's homepage on every page of the Dalziel Rugby Club website.
- A logo can be designed for a small cost if the sponsor does not already have a company logo.
- An invitation to Sponsors Day and to a match of your choice with hospitality is included.
- 1/4 page advertisement in match programme (Artwork required).

Package 5 - Programme Advertising

Dalziel Rugby Club play approximately 20 home matches each season. A full programme is produced for each match, and rates for advertising are for a full season are as follows:

- **Full Page: £100** (Advertisers are required to produce their own artwork).
- **Half Page: £50** (Advertisers are required to produce their own artwork).
- **Quarter Page: £25** (Advertisers are required to produce their own artwork).

Ideal for small companies, pubs etc.



Dalziel Rugby Club



Package 6 - Match Ball Sponsorship

The Match Ball Sponsorship option allows the sponsor's company name / logo to be printed onto the match ball. A representative from the company may present the ball to the man-of-the-match after the game, and may take the opportunity to say a few words on his company's behalf.

Match Ball sponsorship is available at £50 per home match.

The following benefits could be envisaged: (open to discussion)

- Sponsor's logo/name displayed on match days match programmes.
 - Company representative presents man-of-the-match award.
 - Pre & Post match bar and catering facility.
 - Promotional opportunities at set match days.
 - Complimentary match program for each guest.
-

Package 7 - Player Sponsorship

The Player Sponsorship Program entitles a company to sponsor a selected Dalziel Rugby Club player for one year.

Player Sponsorship is available at £100 per season.

The following benefits would be envisaged: (open to discussion)

- Sponsor's logo / name prominently displayed next to player's name in home match programmes.
 - Full use of selected player for promotional opportunities.
 - Sponsor logo / name prominently displayed next to player's profile on website, including a permanent visual link to sponsor's homepage.
-

Package 8 – Match Day Hospitality

Match day hospitality is a great way to get ready for a days rugby. You can enjoy a 3 course lunch with wine for you and your guests which may be family or corporate guests. Note these should be booked one week before the chosen game.

Match day hospitality is available at £100 for a table of 4.



Dalziel Rugby Club



Package 9 – Dalziel Sportsman’s Dinner

Every November Dalziel Rugby Clubs hosts a Sportsman’s Dinner aimed at our Corporate supporters. The after dinner speakers have always been prominent sportsmen from either rugby or football backgrounds and been supported by a well known comedian. The night includes a full 4 course dinner and is a great night to entertain your corporate customers and friends.

Tables are available at £350 for 10 guests.

Please tear off and return to **The Secretary- Dalziel Rugby, 2 Nagle Gardens, Dalziel Park, Motherwell, ML1 5LA**, if you would like to be contacted about any of these opportunities.

Name:

Company:

Address:

Telephone:

Email:

Please tick Package of Interest:

1 Club Sponsorship	
2 Match Sponsorship	
3 Junior Section Sponsorship	
4 Pitch-side Advertising	
5 Programme Advertising	
6 Match Ball Sponsorship	
7 Player Sponsorship	
8 Match Day Hospitality	
9 Sportsman’s Dinner	

Or contact by email:

president@dalzielrugby.com

vicepresident@dalzielrugby.com

secretary@dalzielrugby.com