



**DALZIEL RUGBY CLUB**  
**SPONSORSHIP OPPORTUNITIES**

*Established 1924*

*Proudly Supporting Rugby in Our Community for Over 100 Years*

# **INTRODUCTION**

At Dalziel Rugby Club, we believe in building more than just strong teams — we build futures. With a proud history rooted in the local community, we offer a variety of sponsorship opportunities for businesses and individuals who want to make a real difference. Whether supporting our Senior squads (2 male, 1 female) or helping nurture the next generation (12 youth squads from aged 3 to 18, both boys and girls) through youth development, your sponsorship provides vital support — while also offering meaningful visibility across our facilities, events, and digital platforms.

## **VISION AND MISSION**

### **VISION**

To be the best community rugby club in Scotland, playing to our maximum potential, by creating an inclusive environment and culture that promotes enjoyment, friendship, discipline, respect, and community spirit through rugby.

### **MISSION**

Become a Super club that produces skilled, competent, knowledgeable rugby players by providing high-quality coaching and organisation.

Provide a safe, enjoyable, stimulating, and competitive environment for players, coaches, parents, and club members.

Play an active part in the local community.

Offer opportunities to all age groups, abilities, genders, religions, and ethnicities.

Provide fantastic facilities for training and playing so that every player feels they are part of the club and have the opportunity to perform.

## **WHAT WE CAN OFFER POTENTIAL SPONSORS**

- Depending on level of sponsorship – 2 tickets for each Six Nations home international.
- Advertising board around the First XV pitch.
- Depending on level of sponsorship – Four-ball at Marr Hall.
- Invitation to a Sponsor's Day for four guests at Dalziel Park for a First XV home game.
- Name on strips.

## **SPONSORSHIP OPPORTUNITIES**

1. Player(s)
2. Team(s)
3. Match Day
4. Match Ball
5. Pitch Flag
6. Post Protectors
7. Pitch Side Advertising Boards
8. Development Officer Kit
9. Kit to Play Fund
10. Miscellaneous



## **PLAYER SPONSORSHIP - £200**

- Company name on the club website
- Company logo and info shared on social media
- Player's training kit branded with your company logo
- Invitation to Sponsors Day
- Access to club social events and international tickets
- Supports player development (kit, physio, etc.)
- Player of the match sponsor to receive a bottle of fizz



## **TEAM SPONSORSHIP - CUSTOM PACKAGES**

- Sponsor kit for various teams
- Promote inclusiveness and access for all players
- Company branding on team kits
- Invitation to Sponsors' Day with hospitality
- Recognition on social media and club communications



### **MATCH DAY SPONSORSHIP - £400**

- Entry for up to 10 guests
- Buffet and drinks
- Social media coverage

### **MATCH BALL SPONSORSHIP - £200**

- Entry for up to 4 guests
- Buffet and drinks
- Social media coverage



## **PITCH FLAG SPONSORSHIP - £150**

- Company logo on pitch flags
- Social media promotion



## **POST PROTECTOR SPONSORSHIP - £1200 (TWO-YEAR PACKAGE)**

- Company logo on post protectors
- Social media promotion



## **PITCH SIDE ADVERTISING BOARDS - £1200 (TWO-YEAR PACKAGE)**

- Company logo in a prominent position around the First XV Pitch
- Pitch used for Scottish Rugby Regional matches
- Social media promotion



## **DEVELOPMENT OFFICER SPONSORSHIP - £600 (TWO-YEAR PACKAGE)**

- Development Officer to wear branded kit
- Company logo on Development Officer Newsletter
- Social media promotion
- Development Officer covers over 25 primary schools and 7 secondary schools in North Lanarkshire – 6,000 kids in 8 months



## **KIT TO PLAY FUND - JOIN OUR LEGACY**

- Help provide kit for players regardless of background
- Support equal access to rugby for all
- Sponsor-branded kit options available
- Recognition in club events and communications



## **MISCELLANEOUS – CUSTOM PACKAGES**

If you have something that you would like to sponsor that isn't listed, then we can accommodate your request. Training equipment, gym equipment, etc are all items that could be sponsored.

## **A MESSAGE FROM THE PRESIDENT**

“At Dalziel Rugby Club, we’re more than just a team — we’re a family rooted in the heart of our local community. The support we receive from our sponsors means the world to us. It helps our players feel truly valued, ensures they have the equipment they need, and allows us to keep growing the game we love right here in our hometown. The club employs a mini and youth development officer who delivers school sessions to over 30 local schools. These sessions are free of charge, and he engages with an incredible 2,000 children per month. Sponsorship isn’t just about logos or branding — it’s about standing together to build something meaningful for the next generation. Together, we’re shaping the future of rugby in our community.”

John Mathieson – Dalziel Rugby Club President – season 2025-2026

Contact Us

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