



# Barkers Butts RFC

## Senior Sponsorship Opportunities

2026/2027

# Who are Barkers Butts RFC?

---

Barkers Butts Rugby Football Club is one of Coventry's proudest sporting institutions, with a history that stretches back to 1947. Rooted in the heart of the community, the club has long been a place where passion for rugby, teamwork, and local pride come together. From its senior teams competing at a high level to a thriving mini and junior section, Barkers Butts RFC plays a vital role in developing players both on and off the pitch.

The club is about more than just results. It is a welcoming, family-focused environment that promotes inclusivity, respect, and personal development. Volunteers, coaches, players, and supporters work tirelessly to ensure the club remains a safe and inspiring space for people of all ages and backgrounds. Matchdays bring together hundreds of members and visitors, creating a lively atmosphere and a strong sense of belonging.



# Our History

---

---

Founded in 1947 on Northbrook Lane.

Supported Mini Rugby since 1973. Now over 500 Mini and Junior members.

Moved to our home at Pickford Grange Lane (CV5 9AR) in 1975 to expand.

Supported a Colts (under 18's) team for over 45 years, one of the oldest Colts teams in Warwickshire

The Club is regularly used by local charities such as The Eamon Fallon Charity and Cameron's Cause to host essential events

The club host the Annual "Dynamo v Barkers" Rugby match with over 1000 attendees

Over 1000 active members. One of the largest girls section in the country.



# Barkers Butts Core Values

---

---

- **Player Development & Positivity:** Focus on encouraging young players to learn, build confidence, and have fun rather than focusing solely on results.
- **Respect & Discipline:** Adherence to respectful behavior from players, coaches, and parents toward officials and opponents.
- **Community & Family Focus:** A welcoming environment for both boys and girls, with a strong volunteer base, including parents and grandparents dedicated to the club's upkeep
- **Sportsmanship:** Promoting the core rugby ethos of fairness, teamwork, and enjoyment of the sport

## Our Objectives

- Perform on the pitch - aspirations to play National League Rugby against the best amateur clubs in the country
- Increase Rugby fan base and matchday attendance
- Maintain mini and junior numbers and develop stars for the future
- Build the strongest and largest women's section in the Midlands
- Continue to make Rugby accessible for all, especially under-represented groups
- Partner with the best companies in the area to increase all parties awareness and customer base.



# BBRFC Social Media Engagement

## Facebook

Views (Jan-March)  
134,988

2,638 followers

Averaging 4,000-  
8,000 views per post



## Instagram

Views (Feb-March)  
105,685

67% came from  
followers, 33% from  
non-followers

Averaging 4,000-  
8,000 views per post

Interactions (Feb-  
March) 1000  
likes/comments, 70  
new followers





# Why Barkers Butts RFC?

## Amplify your brand's reach

With a rich history spanning over 75 years and a loyal fanbase, we offer significant visibility for your brand. Our matches, events, and digital platforms engage thousands of supporters, ensuring your business gains recognition both locally and beyond.

## Connect with a devoted audience

Rugby fans are passionate and loyal. By sponsoring our club, your brand aligns with a community that values teamwork, dedication, and local pride. This unique opportunity helps build trust and recognition among a devoted audience.

## Make a lasting impact

Your sponsorship goes beyond branding; it's a commitment to nurturing local talent and supporting community initiatives. Your contribution directly impacts the development of young athletes and the enhancement of our facilities, ensuring rugby remains a positive force in our area.

---

# Sponsorship Benefits

Sponsorship creates a win-win scenario: your business gains visibility, credibility, and new customers, while the club and wider community benefit from increased support and opportunities. It positions your brand as one that genuinely cares about local people and development.

## Supporting Grassroots Rugby

Your sponsorship directly contributes to the sustainability of local sport which enables the club to keep participation affordable and accessible

## Brand awareness over the Midlands

Teams often travel regionally, meaning your brand is seen by multiple clubs, supporters, and venues. Your logo appears on match kits worn at home and away games across the Midlands

## Increase your brand's visibility

Over 500 visitors each weekend and social media posts reaching an audience of over 1000.

## Secure new customers

Rugby clubs are community hubs, bringing together players, families, supporters, and local businesses. Your brand is introduced to a loyal, engaged audience

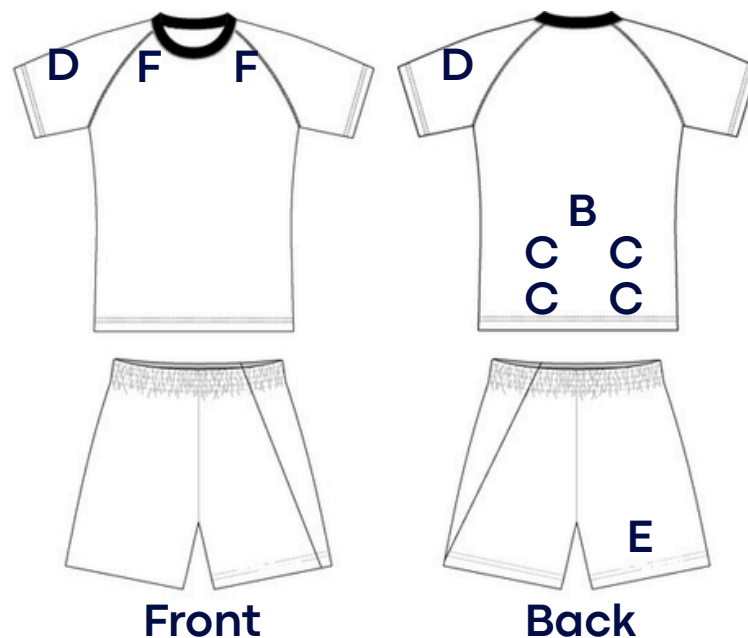
# Sponsorship Opportunities

## Senior Kit

Company logo will be visible on Mens 1<sup>st</sup> and 2<sup>nd</sup> team, Colts (Under 18s) and Womens 1<sup>st</sup> team playing kit and warm up kit.

- B. Large bottom back of shirt **£1,500** (1 available)
- C. Small bottom back of shirt **£500** (4 available)
- D. Shirt sleeve **£1500** (1 available)
- E. Small back of shorts **£750** (1 available)
- F. Small front of shirt on shoulders **£1000** (1 available)

All kit sponsorships are for 26/27 and 27/28 season



## Match Balls

**£4000 (2 season deal)**

Company logo printed on Gilbert match balls that will be used by all Senior team's (Mens 1<sup>st</sup> and 2<sup>nd</sup>, Womens 1<sup>st</sup> and Colts) in every home match

## Player Sponsorship

Sponsor a senior player for a season for **£150**. This will cover:

- Player's membership fee for one season
- Leisure kit bundle for the season (kit bundle includes 5 items for the player)

---

# Sponsorship Opportunities

## Pitchside Boards

Company logo will be visible on a sponsorship board around the outskirts of the 1<sup>st</sup> XV pitch, visible to all spectators.

First payment **£420**

Renewal fee (every two seasons) **£370**

---

## Sponsorship Bundles

### Bundle 1

Pitchside board and player sponsorship

**£650** - covers player sponsorship for two seasons as well pitchside board initial payment

### Bundle 2

Small bottom back of shirt sponsor and player sponsorship (two year deal)

**£525** - covers player sponsorship for two seasons as well as shirt sponsorship

### Bundle 3

Kit sponsor and pitchside board (all two year deals)

Option 1 - Shirt sleeve and pitchside board **£1750**

Option 2 - Small bottom back of shirt and pitchside board **£850**

Option 3 - Small back of shorts and pitchside board **£1100**

*Tailored sponsorship packages are available*

---

# What will sponsors receive in return?

## Company logo on all Senior related social media posts on Facebook and Instagram (if sponsoring match kit)

Posts will include:

- Upcoming fixtures post
- Team sheet post
- Results post
- Team of the week post

## Tickets to hospitality events

- Two tickets to sponsors pre match lunch
- Two tickets to a President's pre match lunch at a Men's 1<sup>st</sup> team home fixture

## "Thank you to our Sponsors" social media post

- Two separate posts throughout the season, which will include all sponsors company logos and contact details.

## E-match programme

- Company logo in Men's 1<sup>st</sup> team e-match programme

## Website branding

- Company logo on club website and sponsors page with all contacts

---

# How will we use sponsorship funding?

## **Upgrading club facilities**

Developing and improving facilities such as changing rooms and physio rooms to improve overall player experience

## **Purchasing of playing/training equipment**

We will look to purchase new and improved sport-specific training equipment such as tackle shields, tackle bags, balls, cones, agility ladders and poles to improve player development and enjoyment.

## **Purchasing new gym equipment**

Explore possibilities of purchasing/refurbishing the equipment in the gym to support physical development, injury prevention and rehabilitation.

## **Transport**

Providing coaches for senior teams to away matches





# Contact Information

**Tyler Price**

**Men's Senior Head Coach**

07972133153

[bbrfheadcoach@gmail.com](mailto:bbrfheadcoach@gmail.com)

**Sam Finnie**

**Club Captain**

07535697298

---

# Barkers Butts RFC



**“The Club at the heart of the Country”**