

SPONSORSHIP OPPORTUNITIES



Huel Tring Rugby Strategy

- There has been a rugby club in the northwest Hertfordshire town of Tring since 1964, catering for all ages and genders.
- Our 1st XV plays at Level 5 which is excellent considering the size of town; it is the highest ranked Club in the region.
- There are typically 12-13 of the matchday 18 that came through the minis and juniors. 4 players in Herts 2024/25 team.
- We have a girls' team for u18s and have just launched a women's touch team which we hope will lead on to establishing a full women's side.
- As a club we have around 650 playing members, 80 Coaches, 100+ VPs and many more volunteers and of course parents actively involved in the club.
- We are proud of the facts that: a) we were the first club in England in 1965 to introduce rugby to children; and b) there are 2 current England Red Rose players, Zoe Harrison and Helena Rowland, who started their careers in Tring RUFC's mini section and currently playing in the Womens' World Cup.



Zoe – Saracens & England



Helena – Loughborough, GB 7s & England



Huel Tring Rugby Strategy

- Our Club is well-known for its warm and friendly welcome and enthusiasm: it is a genuine Community Rugby Club.
- Being close to the local schools, we send our coaches to them to help with an introduction to rugby for the kids.
- We constantly strive to raise additional funds through club initiatives and local support, but in a small town there are a finite number of benefactors and no single main, long term financial supporter.
- Our aim is to remain established as one of the leading Community Rugby Clubs in the Herts, Bucks, Beds and Oxon region, offering opportunities for local men, women, young adults, teenagers, and children.
- Currently we achieve excellence from minis through to our first XV, with most of our players and coaches emanating from the local area.
- We are volunteer run and will endeavour to always play a strong, safe and positive role in the life of the community we serve, providing wellness, entertainment, and social opportunities for all.
- But our vision is also to improve, update and add to our playing and other facilities, they are currently way below required standards for the current membership, let alone an estimated 40 to 50% population increase over the next 17 years or so.
- The Club desperately needs assistance for pitch and facility improvements and additions. But key to our success is stability. We have worked so hard to restore the club to a secure financial position post covid and we are seeing the success both on and off the pitch.



Additional Strategic Opportunities

Outside of the annual sponsorship we will always seek to share and discuss our broader plan for the club.

Our priorities are currently phased but we would be delighted to discuss any further options or interests you might have.

Phase 1 - Complete by Dec 2026

- Huel Tring Rugby Gym Refresh - Painting and signage
- Club house decorating and heating maintenance
- Develop Huel Tring Rugby Shop offering
- Training Pitch Floodlight Upgrade
- Replace all groundworks / power supplies
- 2 Top Pitches - Match usable for lower level rugby - 100 LUX 12m
- Training Area upgrade 10m
- Safety focused and controlled / reduced glare solutions
- Host Friday night games for Touch Teams, Colts, 3rd XV and Occasionals
- Improved training player experience for all teams
- £70k target with circa £12k already raised
- Pre-Planning Application has been submitted April 2025



Additional Strategic Opportunities

Phase 2 - TBC - Gym Extension

- Options to be explored for both permanent and temporary additional structures.
- Providing enhanced player experience and training
- Options for incremental revenue for the club though PT Hire or private use

Phase 3 - 5yr plan - Huel Tring Rugby Clubhouse Modernisation

- More bar space - hospitality as prime revenue driver for the club
- Modernisation of private changing / Separate showering facilities meeting RFU needs for Women and Juniors
- Improved walkway / access in front of club house
- Improved parking options off Cow Lane

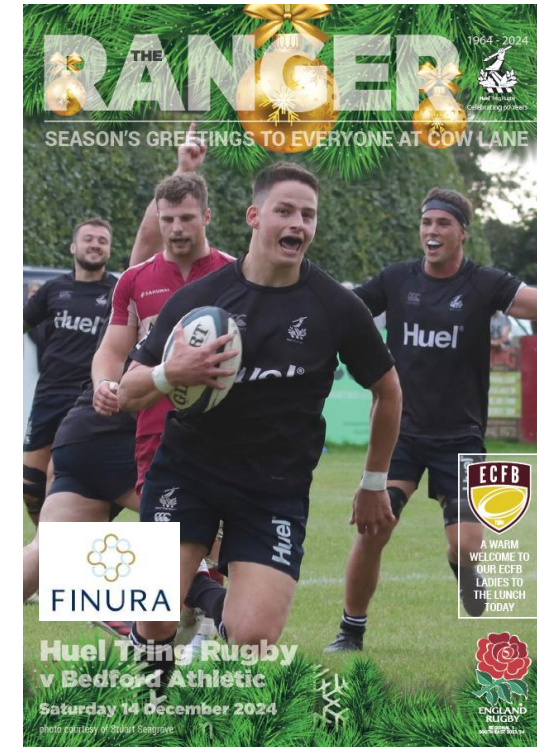


Rugby Club Sponsorship Proposal

We offer levels of sponsorship and the end of season event, to suit different business goals and budgets. Each tier comes with unique visibility and engagement opportunities.

Platinum Sponsor (£10,000+ per season)

- Pitchside hard signboard opposite club house
- Pitchside mesh banner Infront of the club house
- Monthly posts on social media
- Logo on club website
- Dedicated matchday (e.g. “Platinum Sponsor Day”) with full page promotional in The Ranger (programme)
- Complimentary pre-match lunch for 10 guests
- Option to host branded pop-ups or stalls on matchdays
- Opportunity to offer member discounts or promotions
- Logo on 1st XV shorts
- Logo on 2nd or 3rd XV Warm Up tops
- Part of Huel Tring Rugby Partner Directory on Website



Rugby Club Sponsorship Proposal

Gold Sponsor (£2,500–£5,000)

- Pitchside hard signboard opposite club house
- Pitchside mesh banner in front of the club house
- Logo on club website
- Half page promotion in Selected Matchday Ranger (programme)
- Complimentary pre-match lunch for 10 guests
- Opportunity to offer member discounts or promotions
- Part of Huel Tring Rugby Partner Directory on Website

Silver Sponsor (£1,000–£2,500)

- Pitchside hard signboard opposite club house
- Pitchside mesh banner in front of the club house
- Opportunity to offer member discounts or promotions
- Part of Huel Tring Rugby Partner Directory on Website

Bronze Sponsor (£300 set up plus £300 annually)

- Pitchside Hard Sign Board opposite club house
- Part of Huel Tring Rugby Partner Directory on Website



Pitchero



Huel Tring Rugby

Rugby Club Sponsorship Proposal

Senior Player Sponsors (£400)

- Mention in The Ranger on the team sheet next to your player
- Lunch Invite +1

ECFB Huel Tring Rugby World Club Championships Partners

Option 1 - £1000

- Logo on front of all team shirts
- Half page advert in event programme
- Social media focus in week before event
- Banner at event marquee

Option 2 - £500

- Logo on back of all team shirts
- Half page advert in Event Programme
- Partner Directory in Event Programme

Option 3 – £250 or equivalent raffle prize

- Logo on sleeve of all team shirts
- Partner Directory in Event Programme



Why Sponsor Us?

- Strong local support and growing fanbase
- Positive brand alignment with teamwork, resilience, and community
- Access to targeted local promotion
- Opportunity to build long-term relationships with members and supporters
- Support grassroots rugby and the next generation of players
- Choose to direct your support to just the Minis & Juniors or the Girls section



Charity partners



County honours
& Champions!



Huel Tring Rugby

Huel® Tring Rugby

THANK YOU



Huel®



Huel® Tring Rugby

Huel® Tring Rugby



ONE SIZE DOESN'T FIT ALL!