

Prospective Sponsor Brochure



Mens - Youth - Girls - Wheelchair - Touch



RFU
Constituent Body





A PATHWAY TO SUCCESS AND GROWTH

“The community partnership work we do is incredibly significant, and we’re demonstrating that rugby can be a sport for everyone. With record numbers of young people now participating in the game, it’s testament to the generosity of our community patrons and sponsors. Rugby has so many wellbeing benefits and with support we’ll continue bringing people together.”

JAMES CROKER
COMMERCIAL DIRECTOR



“Together, we are creating a thriving and inclusive environment that allows everyone involved with Bournemouth Rugby to excel.”

PHIL SINKINSON OBE
CHAIRMAN

“Our vision has been to build a bright future that the entire town can take pride in, and we’re making significant strides toward achieving that goal. Bournemouth Rugby is now on a positive trajectory, with strong foundations in place for both rugby development and long-term commercial sustainability.”

**DREW MELLOR AND
MATTHEW BARKER**
OWNERS





WE ARE MORE THAN A RUGBY CLUB

Bournemouth Rugby surged forward last season and will be looking to seal promotion in 2025/26. Battle-hardened veterans and exciting young players, adding energy and experience.

Off the pitch, fresh investment gave supercharged Director of Rugby Will Croker's plans. Now, across the club, our teams are flying high and achieving success.



AMBITION, STABILITY AND MOMENTUM

The feel-good factor of new owners and new coaching staff has continued on and off the pitch and propelled all our senior teams to deliver beyond expectations and a high-level of rugby.





WHY SPONSOR BOURNEMOUTH RUGBY?

Join us in delivering:

- Community change: Outreach in 32+ local schools, including SEND, mental health, and neurodiversity support
- Holiday camps & youth festivals: Making rugby free and accessible to all
- Wellbeing initiatives: Championing mental, physical, and emotional resilience
- Equality-driven inclusion: Across gender, ability, and background



BE A PART OF SOMETHING BIGGER

B2B Value:

- Access to 140+ local businesses
- Invite-only networking events, business lunches, hospitality
- International ticket access for client hosting
- Boost staff morale through team experiences & event access

B2C Power:

- Targeted PR and social media promotion via age-group & team-aligned campaigns
- Mass-market event exposure: 45+ events annually
- Promotions to members and matchday crowds



YOUR BRAND, YOUR PACKAGE

We don't believe in one-size-fits-all. Whether you're a startup, SME, or national brand, we'll tailor a package that aligns with your goals, audience, and budget.

We help your business show up where it matters in homes, schools, and hearts across the BCP region.

If you care about long-term, local social impact, then Bournemouth Rugby is for you and your business!



SPONSORSHIP OPPORTUNITIES

Options include:

- Team, player, or event sponsorship
- Hospitality access (local & international)
- Pitchside & digital branding
- Sponsored social media campaigns
- Inclusion in club photography, social media, PR, and member promotions
- Full social & community impact reporting



WHAT CAN WE DO FOR YOU?

ROI

LEAD GENERATION

BRAND AWARENESS

IN-HOUSE EXPERIENCE

EXPOSURE

BUSINESS DEVELOPMENT

SOCIAL MEDIA



FAMILY BENEFITS

NATIONAL AND REGIONAL PR

SOCIAL INVESTMENT

STAFF BENEFITS

CLIENT RETENTION

FROM THE SPONSORS

We pride ourselves on nurturing a commercial offering for everyone. We have worked tirelessly to create a commercial strategy that delivers a multi-channelled, holistic, and genuine benefit to the whole community. Moreover, we believe we provide exceptional return for our partners – utilising our extensive member, visitor, and partner portfolio, and always working with the best and most genuine interests of each partner at heart. No matter your budget or current objectives, we will create a package of tailored to you.

“We’re proud to be sponsoring Bournemouth Rugby and investing in local sporting talent. Being able to help Jordi and Fiifi (players) allows them to fully concentrate on playing to the best of their abilities. With our range of exclusive sportswear, we can also kit them out properly.”

George Cole, Director of Sport It First



“We love being part of the club and firmly believe Bournemouth Rugby is on the up. Keep up the good work.”

Paul Stewart, Managing Director Goadsby.

Our sponsors BCP Media Group kindly produced a giant promotional deck chair, which has been popular for photo opportunities all season. They have also supported us as a trusted print and signage partner.



LIONS HOSPITALITY AND EVENTS

Whether you're focused on brand awareness, community impact, or business growth, there's no better place to stand out than with Bournemouth Rugby.

Join the Pride and enjoy the support of an exclusive business community, a rapidly rising sports success story and meaningful community benefits.

Contact our Commercial Director, James Croker to build your bespoke sponsorship plan today: james.croker@bournemouth-rugby.co.uk



THE NUMBERS - SOCIAL MEDIA

With a dedicated marketing team, Bournemouth Rugby has made considerable steps to engage with the community through social media and regional/national media coverage with PR. We are currently building a new club website, which is weeks away from launching.

Key figures from our social media engagement over the 1st September - 23rd June period:

2.63M

Total Impressions
(Facebook, Instagram,
Linkedin)

42K

Likes
+198% increase

1.2K

Comments
+466% increase

33.6K

Shares
+312% increase



NATIONAL AND REGIONAL PR COVERAGE

Bournemouth Rugby has established strong media contacts and actively sought both regional and national media coverage. This publicity has been vital to engage and interact with the community, which in turn has led to increased match attendance, sports participation and commercial opportunities.

With consistent local support from the Bournemouth Daily Echo, BBC Sport and The Rugby Paper who have regular published pre-match, post-match reports and interviews about the club.

Former Scotland international Greig Tonks joins Bournemouth

18th January

RUGBY UNION



BBC SPORT

Long returns to Bournemouth Rugby

28TH FEBRUARY RUGBY UNION



Bournemouth Rugby Club season launch

A special evening was hosted by Bournemouth Rugby at Rockwater, Bournemouth, to officially launch the club's season for 2024/25.

Guests were invited to join the club at the launch, with local businesses also encouraged to get involved and support the club in its ambitions to get back into the national leagues.

The event was sponsored by Kewington Motor and Straight Line Sales Group.

PHOTOGRAPHY BY DE CAPTURE



LION-SIZED AMBITIONS

Swans still delivering



FINAL MESSAGES

“Bournemouth Rugby has a vision and a far more sustainable financial footing than previously. So, success for us this year is creating the environment where we don’t want to lose and putting the foundations in place to be able to push on over the next few years.”

WILL CROKER - DIRECTOR OF RUGBY



“As a player and sponsor I’m pleased to be involved and to see how the money is being spent. The benefits of the sport improves your daily life, especially the fitter you get. I’d encourage anyone to come and join us.”

GRACE CAPALDI - CHAIR OF WHEELCHAIR RUGBY



2025 / 26 EVENTS

AUGUST

SAT 09 PRE SEASON MATCH VS TROWBRIDGE
SAT 16 PRE SEASON MATCH VS MALBOROUGH
FRI 29 LIONS THAT BREAKFAST - JENKINS & SONS
SAT 30 AWAY PRE SEASON MATCH VS WORTHING

SEPTEMBER

WED 03 SEASON LAUNCH - KEY WEST
SAT 06 LUNCH & MATCH VS GUILDFORD
SUN 07 LANGFORD FARM FAMILY DAY
SAT 20 LUNCH & MATCH VS WIMBORNE
WED 24 LIONS THAT LUNCH

SAVE THE DATES

OCTOBER

THU 02 PRIDE OF LIONS
FRI 10 LIONS THAT BREAKFAST
SAT 11 LUNCH & MATCH VS OLD TIFFINIANS
SAT 18 LUNCH & MATCH VS REEDS WEYBRIDGE
TUE 21 LIONS THAT LUNCH
FRI 24 LIONS THAT LAUGH - LIGHTHOUSE POOLE

NOVEMBER

THU 06 PRIDE OF LIONS
SAT 8 LUNCH & MATCH VS HAVANT 2S
WED 12 LIONS THAT LUNCH
SAT 15 Hi!LIFE - HOUSE INTERNATIONAL GAME
SAT 29 LUNCH & MATCH VS TOTTONIANS

DECEMBER

THU 4 PRIDE OF LIONS CHRISTMAS SOCIAL
SAT 13 LUNCH & MATCH VS CHOBHAM





BRINGING RUGBY TO THE COMMUNITY

WEBSITE: WWW.BOURNEMOUTH-RUGBY.CO.UK

FACEBOOK: BOURNEMOUTH RUGBY

INSTAGRAM:

@BOURNEMOUTH_RFC_OFFICIAL

X: BOURNEMOUTH RFC

LINKEDIN: BOURNEMOUTH RUGBY

#LIONSROAR