



# Eastleigh Rugby Club Sponsorship Opportunities



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## Partner With Eastleigh Rugby Club

Community. Competition. Connection.

Eastleigh Rugby Club is at the heart of the local sporting community, bringing together players, families, supporters and local businesses through rugby, events and community engagement.

We are focused on continuing to grow the club on and off the pitch: improving facilities, supporting player development, increasing participation and strengthening our community presence.

We are looking to work with ambitious local businesses who want meaningful visibility within the local area while supporting grassroots sport.



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## Why Sponsor Eastleigh Rugby Club?

Community. Competition. Connection.

### Local Reach

- Exposure to players, families, supporters and visitors throughout the season
- Matchday footfall across league fixtures, socials and events
- Growing social media presence and digital engagement
- Strong local business and community connections

### Brand Visibility

- Clubhouse visibility
- Social media promotion
- Matchday recognition
- Player and supporter engagement
- Sponsorship branding opportunities across club activities

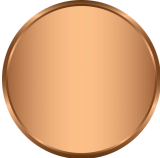
### Community Impact

Your sponsorship directly supports:

- Senior rugby development
- Grassroots participation
- Training equipment
- Matchday operations
- Club growth initiatives
- Community rugby opportunities



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## **BRONZE PARTNER**

£1,500 per season

### **Includes:**

- Sponsor logo displayed on club sponsor board
- 6 social media sponsor shoutouts throughout the season
- Sponsor recognition on club website
- Invitation for 2 guests to sponsor networking events
- Matchday sponsor recognition announcements
- Permission to use “Proud Sponsor of Eastleigh Rugby Club” branding

### **Ideal For:**

Local businesses looking to build brand awareness and support community sport.

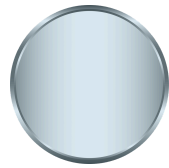




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## SILVER PARTNER

£3,000 per season



### Includes everything in Bronze, plus:

- Pitch-side advertising flags
- Enhanced sponsor promotion across club social channels
- Featured sponsor spotlight post
- Opportunity to provide promotional offers to club members
- Invitation for 4 guests to sponsor events and hospitality days
- Business promotion opportunities at selected club events
- Priority renewal rights for following season

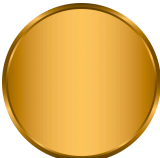
### Ideal For:

Businesses looking for stronger local visibility, community engagement and networking opportunities.





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## **GOLD PARTNER**

£4,500 per season

### **Includes everything in Silver, plus:**

- Premium sponsorship positioning within the club
- Logo placement on selected club kit or warm-up apparel (subject to availability)
- Dedicated sponsor feature content across social media
- Corporate hospitality opportunities during the season
- Opportunity to attend club presentations and awards evenings as featured sponsor
- Exclusive business referral opportunities through club network
- Option to collaborate on club events and campaigns
- Invitation for 6 guests to all sponsor networking events
- Priority access to Six Nations Tickets (subject to availability)

### **Ideal For:**

Businesses wanting maximum visibility, strong local association and long-term community partnership.





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# Social Media Engagement

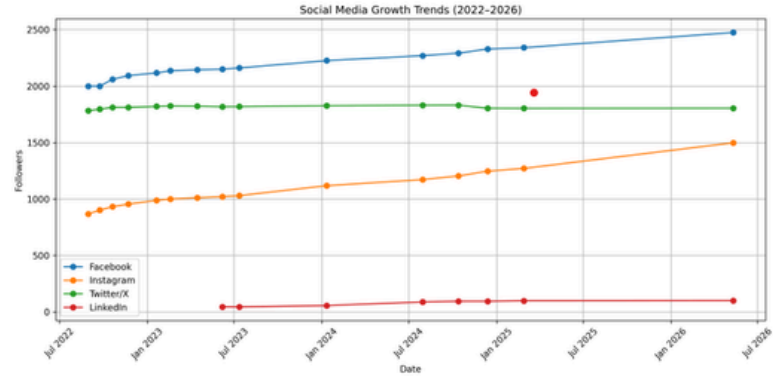
## Social Media Growth Report (2022–2026)

This report highlights follower growth trends and engagement performance across Facebook, Instagram, Twitter/X, LinkedIn, and TikTok.

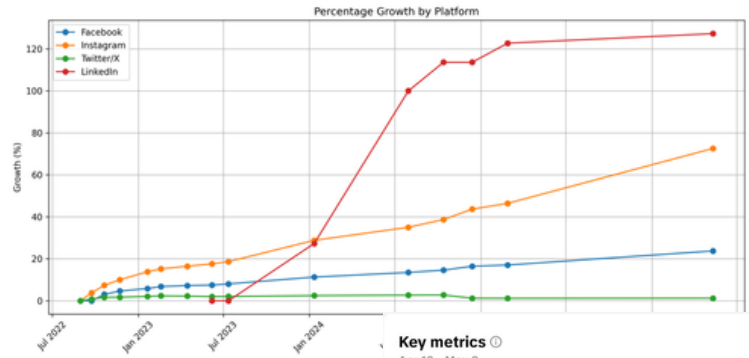
### Key Highlights

- Instagram showed the strongest sustained growth, increasing from 868 to 1,498 followers (+72.6%).
- LinkedIn more than doubled its audience from 44 to 100 followers (+127.3%).
- Facebook grew steadily from 2,000 to 2,475 followers (+23.8%).
- TikTok launched in April 2026 and rapidly generated over 20,000 views on each of the last two videos.

### Follower Growth Trends



## Percentage Growth Analysis



### Key metrics

Apr 12 - May 9

- Post views**  
67K  
+66K (+15855.8%)
- Likes**  
1,680  
+1,671 (+18566.7%)

- Profile views**  
1,343  
+1,306 (+3529.7%)
- Comments**  
54  
+53 (+5300%)

Apr 12 - May 9

- Total viewers**  
32K  
+32K (0%)
- New viewers**  
32K  
+32K (0%)



## INDIVIDUAL PLAYER SPONSORSHIP

£400 per season

### Includes:

- Sponsor linked directly with an individual player for the season
- Social media announcement featuring sponsor and player
- Sponsor logo and business mention on player profile graphics
- Sponsor recognition at club events
- Opportunity for player and sponsor photo content
- Recognition on club communications where applicable

### Ideal For:

Businesses wanting affordable local exposure while directly supporting players.





## Additional Partnership Opportunities

We are also open to discussing bespoke partnerships including:

- Matchday sponsorship
- Event sponsorship
- Tour sponsorship
- Youth and ladies rugby sponsorship
- Training kit sponsorship
- Sponsored club events

## What Your Support Helps Fund

Your sponsorship helps Eastleigh Rugby Club continue to invest in:

- Training equipment
- Matchday resources
- Facility improvements
- Coaching and player development
- Community rugby initiatives
- Club growth and sustainability





## Let's Build Something Together

We want our sponsors to feel part of the club,  
not just advertised at it.

Eastleigh Rugby Club offers businesses a  
genuine opportunity to build local visibility,  
strengthen community relationships and  
support grassroots sport with real impact.

We would love the opportunity to discuss how  
we can work together.



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## **Contact**

### **Eastleigh Rugby Club**

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Website: [www.eastleighrugby.com](http://www.eastleighrugby.com)

We appreciate your support and look forward to partnering with you.

