



GLOUCESTERSHIRE
RUGBY
FOOTBALL
UNION



Sponsorship & Advertising Opportunities 2026-2027



grfu.org

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Rugby in Gloucestershire isn't just a sport, it's a community, a network, and a platform that connects thousands of players, families, and fans across the county.

With 80 affiliated clubs, 700+ teams, and 18,000+ social followers, GRFU offers your brand unmatched visibility, engagement, and credibility.



Why Sponsor GRFU?

Here's what you gain:

1. Massive Local & Regional Exposure

- Your brand will reach thousands of players, parents, and fans at clubs, county matches, and events.
- Digital exposure through our GRFU website (40,000+ visitors/year) and social media channels (18,000+ followers).
- Presence at high-profile matches, including Men's, Women's, Age Grade, & County Championships.

2. Association with a Respected Brand

- GRFU is the governing body for rugby in Gloucestershire & Bristol, with strong ties to Prem Rugby's **Bristol Bears** and **Gloucester Rugby**, PWR's **Bristol Bears Women** & **Gloucester-Hartpury**
- Sponsorship signals support for community sport, health, and youth development, enhancing your brand's reputation.
- Align with the rapidly growing women's and girls' rugby programme, demonstrating commitment to diversity and inclusion.

Partnering with GRFU means more than just advertising. It's about alignment with values, community reach, and measurable commercial impact.

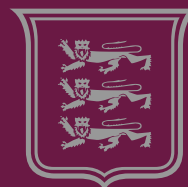
3. Direct Engagement & Networking

- Product placement at 80 clubs and county events, letting potential customers experience your brand in action.
- Invitations to business networking events and exclusive VIP hospitality at matches.
- Opportunities to host or sponsor GRFU festivals, directly interacting with players and families.

4. Marketing That Delivers Results

- Use of the GRFU logo for your own marketing campaigns, giving credibility and trust to your brand.
- Social media campaigns and Marketing to reach decision-makers and enthusiasts alike.
- Priority access to England International tickets, generating memorable experiences for clients or staff.

Sponsorship Packages



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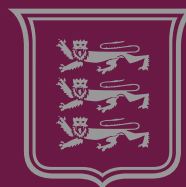
We offer tiered sponsorship packages to suit all budgets, with optional bespoke arrangements.

Package	Bronze	Silver	Gold	Platinum
Marketing (regular email to all clubs)	•	•	•	•
Website Banner (Home Page)	•	•	•	•
Match Programme Ad (Men's/Women's/Age Grade)	•	•	•	•
Social Media Promotion	•	•	•	•
Business Networking at GRFU Events		•	•	•
Product Placement at Clubs & Matches		•	•	Priority
Use of GRFU Logo for Sponsor Marketing			•	•
Main Branding on County Playing Shirts				•
Branding on County Playing Shirts			•	•
Priority Product Placement at Age Grade Festivals				•
Option to Purchase England International Tickets	•	•	•	•
Annual Cost (excl. VAT)	£2,500	£5,000	£7,500	£12,500

Individual Sponsorship Opportunities	Annual Cost
Age Grade Festivals	POA - Tailored to requirements
Development Leagues	£800
District Leagues	£5000
Branding on County Playing Shirts	POA - depending on placement
Branding on County Playing Shorts	POA- depending on placement
Branding on County Warmup T-shirts	POA- depending on placement

Match Programmes	Single Game		All Games	
	Half Page	Full Page	Half Page	Full Page
Men's County	£75	£125	£600	£1,000
Women's County	£50	£85	£400	£700
Age Grade County	£50	£85	£400	£700
Package (All Games Across All Teams)	£150	£250	£1,200	£2,000

Why Your Brand Should Act Now



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- Rugby is growing, especially for women and girls, and GRFU is leading this expansion.
- 2025 Rugby World Cup legacy following high-profile matches at Ashton Gate provide unmatched media exposure.
- Sponsorship is more than visibility – it's community impact, networking, and loyalty building.
- Early engagement ensures priority access to matchday experiences, product placement, and festival sponsorships.

Tailored Packages are available to meet your specific marketing goals. Combine:

- Digital + print advertising
- Matchday branding
- Product placement at clubs
- Networking & hospitality
- Event sponsorship

More Information

For more information or to sign up for a sponsorship package contact County Office

0800 222 9567
admin@grfu.org



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