



LADIES

# SPONSORSHIP 2023/2024

XX  
20YEARS

[www.bathrugbyladies.com](http://www.bathrugbyladies.com)



LADIES

## WINNERS Championship South 1 2022/23



# RUGBY IS RETURNING

Bath Rugby Ladies are returning for the 2023/2024 season following a very successful year.

The 1st XV were crowned winners of the Championship South, their biggest achievement in over 10 years. The 2nd XV continues to develop those players within the pathway, with many players moving up to the Championship side. The 3rd XV enjoyed an unbeaten season in the Inner Warrior series, and Mixed Ability team, the Trojans (BLTs) have recruited well and are changing the lives of those who come to play. Bath Rugby Ladies are the only club in the country to be running 4 teams, and we don't plan to stop here.

How can you become involved in this trailblazing club?

Bath Rugby Ladies are looking for sponsors and partners for the 2023/2024 season, and would love for you to be a part of the team. We are looking towards a new and exciting season ahead celebrating 20 years of Bath Rugby Ladies. This will be a particularly special season as we build on 20 amazing years to launch our teams into a new era.





A woman in a Bath Rugby Ladies jersey is running on a grassy field during sunset. The sun is low on the horizon, creating a warm, golden glow. Another player is visible in the background, also running.

**“The unprecedented growth within womens rugby is also really exciting to see. We feel that in recent years, women’s rugby has grown exponentially (and quite rightly!) and we would love to sponsor Bath Rugby Ladies throughout this growth”**

Ash, Director of Henny and Joe’s

## WHAT WE OFFER SPONSORS

Bath Rugby Ladies are well known nationally for what they achieve both on and off the pitch. The club is growing in size and reach every year and is leading the way being the first women’s club to offer four playing teams catering for all skill levels. With a thriving Girls section, the future of the club is looking bright, where Bath Rugby Ladies will be able to offer rugby for all.

### The Team

- 100+ current playing members
- 1st XV Championship South 1 - WINNERS
- 2nd XV in the NC1
- 3rd XV in the NC3 League
- 4th XV in the Inner Warrior Series
- Bath Ladies Trojans, a Mixed Ability team, the first all-female team of its kind in the country.
- The club plays its games at our Lambridge home, and each year has fixtures at the world-famous ‘Recreation Ground’
- We have players involved in national and representative squads for 15-a-side, 7-a-side, Touch, and Tag Rugby

### Social Media

- 3.4k+ Facebook followers with posts reaching up to 10,000 people
- 5k+ Twitter followers with huge local reach
- 4.5k+ Instagram followers
- Video and image posts and content released throughout the season, featuring logos of all sponsors

### Website

- A dedicated website featuring all teams from girls, Trojans all the way to the 1XV
- A space for sponsors logo and links
- News stories and sponsor partnership content throughout season
- Website brings in 1K+ visitors per month

# WOMENS RUGBY

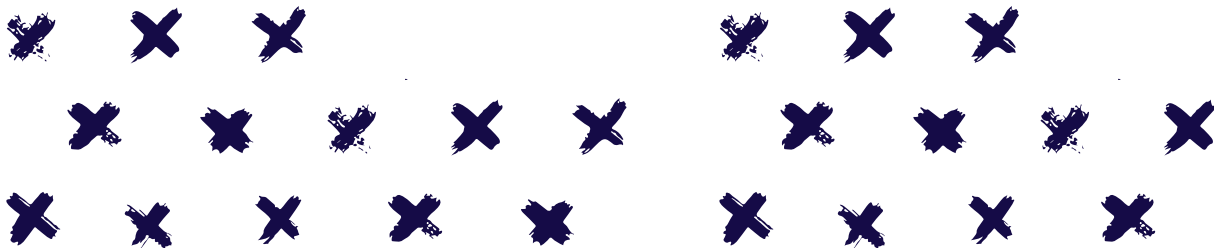
Women's rugby has never been so popular, and is the largest up and coming female participation sport in the UK. With England Women's Red Roses winning the Rugby World Cup in 2014, and with the advent of Rugby 7s in the Olympic Games from 2016, the sport has seen a dramatic increase in coverage, sponsorship and professionalism over recent times. This year, new world record was broken for the attendance of a womens game, when England played France in the 6 Nations, in front of a crowd of 58,498 at Twickenham. The Allianz Prem 15's final was also watched by nearly 10,000 people, triple the attendance of the previous year, which shows the exponential growth of the popularity of the womens game.

## Professional

- More than 40,000 Women and Girls play Rugby Union regularly in England
- Female players provide positive sporting role models
- Increased TV, print and online coverage of a huge number of Women's sports, including the Allianz Premier 15s in Rugby Union
- A large number of the Bath Rugby Ladies have gone on to gain international honours, including current Red Roses International Marlie Packer, and current Welsh International Caryl Thomas
- Bath Rugby Ladies is building a Women's and Girls Pathway, and expect this support network to help create the next generation of female rugby players for the 1st XV of the future

## Media & Awards

- Bath Chronicle Sports Awards 'Senior Team of the Year' - Winners 2015 & 2017
- Somerset Cup Winners 2016/17; 2017/18; 2018/19; & 2019/20
- RFU President's Awards for Recruitment - Winners 2015 & 2016
- National Rugby Awards 'Women's Team of the Year' – Winners 2016 & 2019



**“We have a strong commitment to diversity, opportunity and excellence, and we are very excited to work with this inspiring group of sportswomen to help grow the female game at both elite and grassroots level, making it a stronger sport for all for future generations.”**

Polly, Marketing Manager of Eleiko Sport Ltd.



# SPONSORSHIP PACKAGES

Please get in touch if you have any questions about these packages. We want to hear from you and understand your business. There will be many ways we can collaborate with you to ensure you get the most of partnering with us. We'd welcome a discussion with you so we can establish how best to work together, but please take a look at some of the suggestive options below.

## Main Sponsor of the Ladies Coaching & Support Team

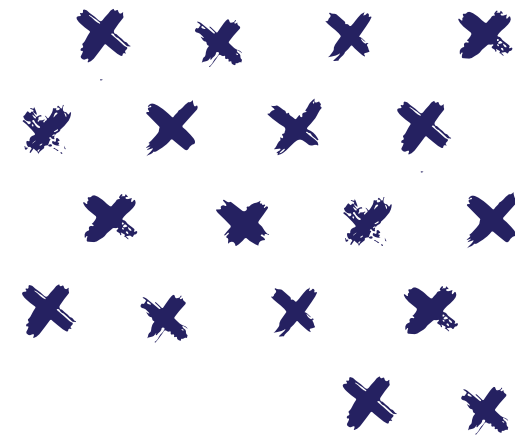
- Support the Bath Rugby Ladies and see your logo on the kit of the Coaching team and support staff, worn at matches and training
- Your logo will also appear on the 1st XV, 2nd XV and 3rd XV Playing Shirts, Mixed-Ability Training / Playing Shirts, and all Ladies Training Shirts
- Pitch-side Advertising board displayed around main pitch at Lambridge
- Logo & ½-Page Advert in 'Virtual' Match-day Programme
- Logo and link on bathrugbyladies.com
- Logo on Ladies Match-day Warm-up top
- Invite to Bath Rugby Ladies Season Launch at Farleigh House (August)
- Invite to Bath Rugby Ladies Sponsors Day alongside a Triple Header home game
- An invitation to the 20th Anniversary End of Season Awards evening.

**£1500/Year**  
two available spots

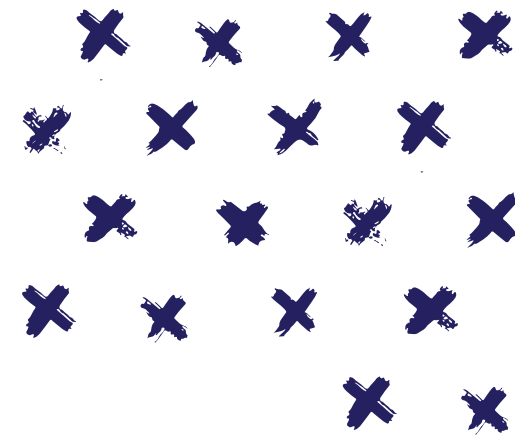
## Matchball sponsorship

- Sponsor each home game
- Logo on the team sheet and all matchday promotions on social media
- Logo and link on bathrugbyladies.com
- Advertorial in the matchday programme
- Invite to Bath Rugby Ladies Sponsors Day alongside a Triple Header home game
- An invitation to the 20th Anniversary End of Season Awards evening.
- Photographs with the squad post-match

**£100/per game**  
total number available to be confirmed



# SPONSORSHIP PACKAGES



## Individual Player & Coach Sponsorship

- Logo in 'Virtual' Match-day Programme
- Logos on social media - team sheet, player of the match announcements.
- Discount of 10% for Pitch side Advertising Board
- Logo and link on bathrugbyladies.com
- Invite to Bath Rugby Ladies Season Launch at Farleigh House (August)
- Invite to Bath Rugby Ladies Sponsors Day alongside a Triple Header home game
- An invitation to the 20th Anniversary End of Season Awards evening.

**£150/year**

100 available players

## Pitchside Advertising

- 1.8m x 0.7m board displayed around main pitch at Lambridge
- Cost includes production of sign – we just need your artwork
- Logo & ¼-Page Advert in 'Virtual' Match-day Programme
- An invitation to the 20th Anniversary End of Season Awards evening.

**£295/per board**

30 available

# GET INVOLVED

If you are interested in getting involved with Bath Rugby Ladies in any way for the upcoming seasons, please get in touch. We are happy to talk about bespoke packages as well as extra involvement ideas you might have to promote your brand, and our club, team and sport.

Sarah Burgess  
Head of Section

John Gould  
Director of Rugby

[bathrugbyladies@hotmail.co.uk](mailto:bathrugbyladies@hotmail.co.uk)

Or get in touch through our social media and get to know the Bath RFC Ladies a bit better:



@BathRugbyLadies

[www.bathrugbyladies.com](http://www.bathrugbyladies.com)

