



Hertfordshire Rugby Football Union

Build your brand
and embed
your business
in our sporting
community



Herts RFU is the governing body for rugby union in the county of Hertfordshire. Known as a CB, constituent body, (of the Rugby Football Union) we administer and organise rugby union right across the county for all clubs and competitions.

The county is recognised as being one of the stronger ones from a playing point of view, with the men’s senior side playing in Division 1 South of the County Championship – the top level. In 2012 the team were the winners of the championship, beating Lancashire at Twickenham.

There are 27 affiliated clubs in Herts with a collective playing base of nearly 12,500 people and we estimate that there are more than 30,000 members across all of our clubs, with thousands more supporting them every week – in normal times of course! Our clubs are as diverse as featuring the oldest pub side in the RFU to a prison team to those playing at level 3.



Whilst many male players from the county have earned international recognition at both junior and senior levels, we are particularly proud of our representation at the highest level in women & girls rugby and the county is an acknowledged leader in this field

Since 2011, nine of our women’s players have been capped for England’s Red Roses with others winning caps for Scotland and Ireland. Our investment in, and huge support for, women & girls rugby is something everyone in the county rugby arena is very proud of.

**HERTS RFU
by numbers**

27
affiliated clubs

12.5k
players

30k
members

9
women players
capped for England



“The demographic profile of the Hertfordshire rugby community is an attractive one to all business types...”



“... we have some exciting plans being developed on taking rugby union into hard to reach communities and schools...”



Supporting our clubs through the COVID-19 crisis is our number one priority but we have one eye firmly on the future, which we see as extremely exciting. Like most organisations we have learned a lot about ourselves, our clubs, and our game but particularly about the importance of community and the role sport plays in it.



Never has there been greater pressure on the county governing body to support our clubs and their members with both physical and mental health.

In the area of mental health, we run the Herts Club Member Welfare Support Scheme. There are several elements to this:



- We help to recruit and train mental health first aiders for the clubs - training is provided by Mind UK and is funded by Herts RFU
- We provide an anonymous mental health check in tool for use by club members - this is provided by Govox and, again funded by Herts RFU. It has literally been a life-saver through signposting people who are struggling to discreet help offered by mental health first aiders
- JOCA - Just One Click Away - a Hertfordshire founded rugby charity offering mental health and suicide prevention support
- Walking Rugby project - Supported by Hertfordshire Sports Partnership - this is aimed at older and retired players to maintain contact with clubs links to provide physical and mental health wellbeing



As the leadership forum for Hertfordshire rugby union, we are conscious of the wider role we play in the best interests of the county and its people in general. Going forward we aim to capitalise upon the power of rugby union, with its superb values, to be a connector and influencer.

We have plans for a number of exciting rugby based programmes which will widen the player and spectator bases and, at the same time, we will use our contacts and influence to contribute more to the county's communities including the all-important business one. The demographic profile of the Hertfordshire rugby community is an attractive one to all business types and we are keen to work with as many as of those businesses as possible.



“We are looking to work with both Business to Business and Business to Consumer commercial organisations ...”

With our wide reach into the county’s rugby clubs and management and with our attractive demographics we believe that Herts RFU is a viable commercial partner for many different business types and as such we are keen to create new partnerships with the business community.

We are looking to work with both Business to Business and Business to Consumer commercial organisations as our stakeholders are the ideal combination of consumers and business decision makers and influencers.

At the same time we have some exciting plans being developed on taking rugby union into hard to reach communities and schools which will act as the perfect platform for larger businesses looking to fulfil their CSR and ESG commitments.

In return for your financial support and value-in-kind contributions we can help you build your brand awareness and engage with our stakeholder base, whether this be to increase sales, recruit staff, build your profile or invest into social impact programmes. As a commercial partner we can open doors for you to a wide network of influential audiences and individuals.

N.B. Obviously in the current pandemic we are not able to offer all our events and on field activity is restricted. This will change in time but to ensure our partners maximise their return on investment we are looking for 3-5 year partnerships where we can ensure we offer full support for the duration of the agreement.

Channels to market:

Herts RFU has a wide range of tools which we use for communicating and engaging with our clubs and partners. Some, or all of these will be available to our partners to build brand awareness and to push out key messages. These channels include:

- Web site
- Social media
- Newsletters
- Yearbook
- Directory
- County team shirts and clothing range
- Forums
- County competitions (youth and adult)
- Our business network (we are members of the Hertfordshire chamber of commerce)
- Dinners, awards and events (supporters lunch, members Christmas dinner etc)
- Annual golf day

Headline partner - £15,000 pa

We are looking for a headline partner who will become indelibly associated with the county and its rugby community. The headline partner will feature prominently in all our media and communications channels and we will, whenever possible, connect your senior people with influential people from the rugby and county networks.

In short, wherever Herts RFU goes our headline partner will go too. Once on board our commercial team will work hard to learn as much about your business as possible and we will deploy all our resources to help you achieve your business objectives. As our headline partner you will have total category exclusivity.



Official partners - £5,000 pa

We are offering a range of official partnerships in sectors as diverse as professional services to transport and private healthcare to construction.

Once we have signed an official partner you will be guaranteed category exclusivity for the duration of the agreement. Our commercial team will liaise with all new partners to establish the key brand messages you wish to convey and to which audiences. Armed with this intelligence we will create a bespoke marketing programme utilising the appropriate elements of our media and communications resources. We will also build in agreed review periods.



Directory profile - from £950 pa

Our county directory is distributed to all our affiliated clubs and schools so your brand will be seen far and wide. It will appear as a digital document which will be hosted on the Herts RFU web site and marketed through our extensive media channels. It will give you:

- Contact details and a 200 word business summary
- Web link and 5 images of your choice
- A video slot to link to a short promotional film or presentation
- The ability to add business articles to your profile (at times we may include some of these in our own newsletters) choice of categories to be included in i.e. you may run a financial services business but could take listings under accountancy, tax, IFA and business recovery for example





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To find out more about how Herts RFU can add real value to your business please contact our advising consultant Roger McKerlie on roger@clubchampions.net or on 07703 344139

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