

GREENOCK WANDERERS RUGBY FOOTBALL CLUB



SPONSORSHIP BROCHURE



Looking for a way to make your brand stand out?

You're in the right place.

Since 1873 Greenock Wanderers has been bringing amateur rugby to the Inverclyde community. We celebrated 150 years of playing rugby in Inverclyde in 2023 and in 2024 we celebrated 10 years of our women's section.

We cater for all levels of rugby, from our Wee Wandies all the way to senior 1st XV squads for both men and women.

As a charity, our club simply could not do what we do without the support of our Sponsors. We offer various different tiers of Sponsorship to suit all budgets, and each sponsor receives an individual service with your own dedicated Relationship Manager.

We also own a state of the art clubhouse in which we regularly host functions including lunches, parties, weddings and funerals. Come in and see for yourself the beauty of our grounds in the West End.



**4 x Womens
National Cup
Finalists**

**Tennents West
League Division 1
Winners 2018-19**

Mens 1st XV

**Over 600
Registered
Adult & Youth
Players**

About GWRFC

A vibrant, community rugby club providing opportunities for everyone in Inverclyde

The upcoming 2025/26 Season is going to be a busy one again as we continue to grow across the sections.

We have thriving teams across all levels and genders at the club, and our sponsors play a hugely important role in making sure that we can continue to grow and drive participation across all teams.

The support of our sponsors helps us to cover the running costs of the club, travel costs and supporting all of our individual teams and players to reach their full potential. We are also looking at continuing to recruit across all sections.

With all of the extra recruitment comes extra opportunities to get your brand exposure in Inverclyde and beyond, whilst also supporting our players and volunteers to have the most enjoyable rugby experience possible.

Off the Field

Work hard, Play harder

Although we work and train hard, we also do lots of off-the-pitch activities to bring our teams together and give back to our club and local community.

We have previously worked with a number of local Charities to use our collective efforts to raise much needed funding for good causes. This has included sponsored fitness challenges, quiz nights, supporting charities at our match day lunches and foodbank/toy drives.

We also run a number of fun social events for our club members and teammates, including Club Lunches, Ladies Day, Family Fun Day and themed social events throughout the year.

We have a state of the art function suite in which a number of functions regularly take place, and certain levels of sponsorship allow you to enjoy this facility free of charge.

It's not all about the rugby!



Facebook

'Greenock Wanderers RFC'

'Greenock Wanderers
Women & Girls Rugby'

6,020 Combined Followers

78,300 Average Monthly Reach

23,254 Average Weekly
Engagements

Instagram

@gwrfc.official

@gwrfc_women

2,898 Combined Followers

1,146 Average Post Reach

44 Average Post
Engagement

Twitter & TikTok

@GWRFC_official

@gwrfc.women

762 Twitter Followers

1,525 TikTok Followers

50,000 TikTok Likes

SOCIAL MEDIA

Getting You Noticed

The popularity of local Rugby means that our social media channels are popular locally and obtain large engagement numbers all over Scotland.

We have a combined total of 8,918 followers across our 4 social media accounts, alongside a running match centre on our club website and weekly newsletter and mailing list.

We use our social media to provide updates on our training activity, game day preparations and results, social and charity events, and also to promote our Sponsors.

Utilising our social media presence to promote your brand is guaranteed to provide a lift to your own normal engagement figures, and also promote your services to a whole new audience.

We also frequently feature in both local and national press, and have an active Youtube channel for our post-match videos.

WHY BECOME A PARTNER?

- Be closely linked with one of the most established sports clubs in Inverclyde
- Have the opportunity to support specific teams or sections which may suit your advertising demographic most
- Expand your advertising efforts across our social media
- Tap into a whole new consumer base of players, friends, family and club members
- Receive a number of sponsor benefits including discounted or free hall hire for functions and free membership for certain tiers.

OUR PACKAGES

We have a number of Sponsorship Packages available for the general club during the 2025-26 season, all detailed overleaf.

Whilst we do have these pre-determined packages available, we are always happy to discuss bespoke packages if you have a specific arrangement in mind. We also offer the opportunity to sponsor specific teams or sections, or to provide discounted goods or services to our membership in return for sponsorship. We also offer a pay monthly option, if you would prefer to pay for your sponsorship in installments across the course of 3, 6 or 12 months. Our platinum packages are for two years and the price is listed is per annum.



BRONZE PACKAGES

Bronze Package 1 - Sponsor a Shirt **£137.50 +VAT**

- Your name or company name displayed on all team sheets in our program next to your chosen shirt number.

Bronze Package 2 - Programme Package **£230 +VAT**

- 1/2 page colour advert in Match Day Programme - both electronic and hard copy
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages.

SILVER PACKAGES

Silver Package 1 - Programme Package **£400 +VAT**

- Full page colour advert in Match Day Programme - both electronic and hard copy
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Company brochures displayed in our clubhouse.

Silver Package 2 - Pitchside Advertising **£400 +VAT**

- Company advertising banner displayed pitch side during all games
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Company brochures displayed in our clubhouse.

GOLD PACKAGES

Gold Package 1 - Programme & Banner Combo £700 +VAT

- Company advertising banner displayed pitchside during all games
- Promotional photograph of your banner with current 1st XV captains
- Full page colour advert in Match Day Programme - both electronic and hard copy
- A dedicated social media post about our partnership
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Complementary hall hire for Corporate events.

Gold Package 2 - Match Day Package **£740 +VAT**

- Match Lunch Sponsorship (match of your choice)
- Table of 8 at Lunch
- Match Day Sponsor for all home games on day of lunch.
- Company logo displayed on team sheets for game
- Company logo & advert displayed during TV team sheet display during game
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Complementary hall hire for Corporate events.

Gold Package 3 - Match Day Package with Pitchside Banner or Full Page Program Advert **£1000+VAT**

Everything included in Gold Package 1 & 2 above, with combination discount

GOLD PACKAGES

Gold Package 4 - Men's Section Sleeve Sponsorship £1320 +VAT

- Feature on the Men's Section Match Day Shirt.
- (2 Year Commitment)
- Company logo displayed match day team sheets.
 - A dedicated social media post about our partnership
 - Your company logo displayed on the sponsor page of our website with link to your website or social media pages
 - Complementary hall hire for Corporate events.
 - Company posters displayed in our clubhouse.

Gold Package 5 - Midi's Boys Headline Sponsorship £1450 +VAT

- Headline Sponsorship of the GWRFC boys Section, with your logo displayed on the front of the Game Day strips of one of our 4 teams. (2 Year Commitment)
- Pitch side Banner
- Company logo displayed on team sheets for game
- Your company logo displayed on the sponsor page of our website with link to your website or social media pages
- Complementary hall hire for Corporate events.
- Company Posters displayed in our clubhouse.



PLATINUM PACKAGES

HEADLINE SPONSORS

Our Platinum Sponsors are our Headline Sponsors, and benefit from the most prominent sponsorship opportunities. Our current Headline Sponsorship vacancies are noted below. Please note that our Platinum Sponsorship slots for our Senior Women, Youth Sections and Mini & Micro's are currently filled. Please enquire about other opportunities for those squads.

Platinum Package 1 - Men & Women's Section

from
£3,300
+VAT

Strip Sponsors

- Sponsorship of either of our Men or Women's Section Game day match strip or both sections (2 Year Commitment)
- Feature on our Men or Women's Section 1XV and 2XV Strips (price dependant on location)
- Purchase of match day strips for our Men & Women's 1XV and 2XV
- Company advertising banner displayed pitch-side during all games
- Promotional photograph of your banner with current team players
- Social media post announcing the partnership
- Your logo on sponsors page and website homepage with link to your company website.
- Complementary hall hire for corporate & personal events
- Social media promotion of your company on our club-wide social media
- Free Membership to the club for you and your family

Platinum Package 2 - High Performance Pathway

£4,500
+VAT

- Sponsorship of our High Performance Player Pathway for Men, Women & U18s (2 Year Commitment)
- Prominent advertising during all High Performance Player Events such as pre-season Camp.
- Your company logo featuring on the Veo Live Stream
- Weekly (your company name) Impact Player of the Week post on social media highlighting the top performers in each team
- Company advertising banner displayed pitch-side during all games.
- Company advertising banner displayed in Players Gym
- Promotional photograph of your banner with current team players
- Social media post announcing the partnership.
- Your logo on sponsors page and website homepage with link to your company website.
- Complementary hall hire for corporate & personal events
- Social media promotion of your company on our club-wide social media
- Free membership to the club for you and your family.

BUILD YOUR OWN PACKAGE

Interested in lots of different parts of the club? Want to add something extra to your package? Why not take a look at our added extras below

**Sponsor a
Youth Team
Strip**

£1,200

**Player of the
Month
Sponsor**

£750

**Player of the
Match
Sponsor**

£750

**Try of the
Month
Sponsor**

£750

**Pitchside
Banner**

£400

**Full Page
Programme
Advert**

£400

**Match Ball
Sponsor**

£150

**Bar Staff
Uniform**

POA

**Electronic
Advert within
the Clubhouse**

£225

**Picnic
Benches**

POA

**Post Pad
Advertising**

POA

**Study Club
Sponsor**

£400

**Floodlight
Stanchions**

POA

**Black Tie Ball
Sponsorship**

POA

**Annual Golf
Day**

£800

**Family Fun
Day**

£2,000

**Gym
Sponsorship**

£500

**Recruitment
Tshirts /
Hoodies for
Youth Teams**

POA

**Team Specific
Kit**

POA

**Electronic
Scoreboard**

POA

All options are available at the time of printing, and subject to availability.
The options listed above are not exclusive - we are happy to chat about any
opportunities you have in mind to suit your brand. All prices exclude VAT.

WHAT YOUR SUPPORT PROVIDES

Your much valued support will allow our teams to continue to grow and to flourish, alongside supporting our wider club with maintenance and facilities.

It will provide the club with the ability to fund travel to away games, equipment for training, attracting coaches and support staff such as physios and medical support, alongside the maintenance and upkeep of our performance centre gym and youth academy pathways.

In our Gold and Platinum Packages, your support also allows the team to be equipped with the most important pieces of training equipment such as hoodies, warm up tops, subs jackets and of course our game day strips.

In return we can promise a club and players who will immensely value your contribution along with you providing us with the assistance needed to meet our goals such as retaining youth players into senior rugby, encouraging physical fitness for long-term health, providing enjoyable experiences for young people and contributing to a thriving Inverclyde economy.



SOME OF OUR CURRENT SPONSORS



mclaren
packaging.



REID MACKELLAR
OPTICIANS EST. 1938



INTERESTED?
GET IN TOUCH TO JOIN THE SQUAD!



KEY CONTACTS

Diane Hughes

Sponsorship Convener

07876720257

Sponsorship@gwrfc.com

Tony Barrie

VP of Finance

07884552310

tonybarrie66@hotmail.com

