



### Mini & Midi Rugby Festival 2011

Would you like your company name and products to be promoted directly to 1,500 parents and children from all around the Midlands?

Birmingham and Solihull Rugby Football Club Mini and Juniors are offering you the opportunity to support an already successful and well-established community event that showcases the values of family, fairness, friendliness, health, achievement and respect.

We are inviting sponsors to benefit from our exciting and hugely popular Mini & Junior Rugby Festival taking place on 13th March 2011. You don't have to be a rugby follower to appreciate the enthusiasm of the parents and young players, who will be extremely grateful for your support – and who will see your brand messages throughout the advance promotion of the event and on the day itself.

The Festival covers age groups from under 7 to under 12. Each age group sees 10 teams compete in two league pools. The top two in each pool play a semi-final with the winners contesting a final.

We expect to see around 1500 children and parents from Solihull, Lichfield, Sutton Coldfield, Bromsgrove, Stourbridge, Kidderminster, Coventry and Stratford, giving you the widest possible exposure. We are offering several packages to accommodate all budgets.

### Background

B&S RFC M&J has nearly 300 children aged 6–17 as members. The coaches and administrators are all parent volunteers. The club aims to foster a community spirit in the Solihull and South Birmingham areas and to promote healthy living through the sport of Rugby Union.

It is a non-profit organisation with all funds raised being ploughed back into developing the rugby skills of the children, promoting a healthy lifestyle and the upkeep of the facilities, ensuring a safe environment.



CHAMPIONSHIP

Damson Park, Damson Parkway, Solihull, B91 2PP. Tel: 0121 705 0409 Fax: 0121 711 4045 Email: [info@beesrugby.com](mailto:info@beesrugby.com) Web: [www.beesrugby.com](http://www.beesrugby.com)  
Registered in England No. 7054247



## Sponsors packages

### Level 1 – Main Sponsors

The festival will carry your company's name and you will be promoted on all of our literature. Advertising banners with your company's name and logo will be placed at every age group playing area. Photos of the winning teams in all age groups will be taken in front your company's banner and will be published on the clubs website ([www.beesrugby.com](http://www.beesrugby.com)) and offered for publication to the local newspaper of the winning side. We are actively seeking the attendance of a Premiership rugby player to present to the winning teams and to endorse the event.

Cost – £3000

### Level 2 – Age group sponsor

A particular age group will be competing for a trophy bearing your company's name and /or logo. The program will carry a full page A5 advert for your company and your name will be placed at the top of the order of play for that age group within the program. Advertising banner bearing your company's name and /or logo will be placed adjacent to the pitches of your age group. We are actively seeking the attendance of a Premiership rugby player to present your trophy to the winning teams and to endorse the event.

Cost –£750

### Level 3 –Advertising in the program (A5 pages)

Cost – half page advert £50, full page advert £100

### Level 4 – Providing merchandise for raffle

High quality merchandise or cash gifts will add to the attractiveness of the raffle and help us raise funds to help us develop our community rugby. Contributions will be recognised in the event Program.

For further details please contact the festival organiser:–

Neville Topping 07771 760778

[neville.topping@eliastopping.co.uk](mailto:neville.topping@eliastopping.co.uk)



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