



# Sponsorship Opportunities

22ND AUGUST 2026 | LGS PLAYING FIELDS, QUORN





The RRF Festival is an exciting charity event based in the East Midlands, curated by a group of old friends, that raises life-changing funds for The Robbie Anderson Cancer Trust.

In 2026, Robbie's Rugby Football Festival will be celebrating its seventeenth year. The Festival on average attracts over two thousand spectators and following the huge success of RRF 2025, team registration for 2026 is already at a record high! RRF has grown since its inception to become the largest 10's event in the Midlands and now has the amazing addition of the 5-a-side football element to the day, which is why we rebranded for 2025 as The Robbies Rugby Football Festival. The day offers something for everyone; rugby, football, children's activities, BBQ's, a gin & Pimms bar, a selection of food stalls, a hospitality enclosure plus much much more!



# History

What started in 2009 as an old boys reunion match escalated rapidly in the second year into Robbie's Rugby Festival as a result of the loss of a friend: Robbie Anderson and wanting his memory to live on. Following the tragic loss of two fellow pupils from Loughborough Grammar School as a result of brain tumours, the event continues to proudly support Brain Tumour Research in their memory – RRF is now considered to be a reunion event for so many pupils of local schools, friends from the local community, as well as those who have moved away. Not to mention all the travelling teams and supporters that use the event as an opportunity to reunite once a year.



“From all of us at the Robbie Anderson Cancer Trust we would like to thank Team RRF for organising an iconic Festival in Robbie’s name year on year and supporting all those young people that have no choice but to fight cancer on a daily basis, The RRF Festival has something for everyone even for non sport fans and goes way beyond our expectations everytime. Thank you.”

*Fiona Anderson Robbie’s mother and Trustee of The RACT*



# The Robbie Anderson Cancer Trust

WWW.ROBBIEANDERSON.ORG.UK | CHARITY NUMBER: 1125466

During Robbie's 15 month battle with a rare form of terminal cancer, at just aged 12, he created The Robbie Anderson Cancer Trust. A Trust that aims to provide a facility where all children are treated in age- appropriate surroundings. The Trust made a significant financial contribution to fulfilling his wish for a dedicated Children & Teenage Cancer Ward at The Leicester Royal Infirmary and the refurbishment of the oncology ward a few years ago; the transformation really was incredible.

Over the past few years, the charity has funded a new Therapy Room on the ward, which is a haven where young people undergoing treatment for cancer and often enduring long stays in hospital will be able to relax, unwind, and feel special. In addition, they have purchased various vital pieces of equipment including two ambulatory infusion pumps, an ultrasound bladder scanner and a cannula scanner; all are a huge help to any patient undergoing cancer treatment.

Last year the charity started to fund an innovative pilot project offering psychological support on Ward 27 to better support staff, patients and their families. The mental battle of cancer really is just as important as the physical. The ward now has a dedicated staff member offering psychology support to anyone who needs it, and we have heard first hand how it has already made a huge difference. The aim is to continue funding this, with the hope it becomes a long-term project on the ward.



## The RACT Aims:

- To raise funds to support the children's oncology ward with outings and fulfilling specific "wishes" for children.
- To educate. To encourage all who are able to consider giving blood and/or platelets. The last few months of Robbie's life were totally dependent on these products and gave him precious time.
- To raise awareness of the Anthony Nolan Register, a charity that matches up people who need life changing bone marrow transplants with suitable donors from across the world. There is the opportunity to save someone's life if you register.





# Sponsorship Opportunities

2026



# Title Sponsor

£8,000 + VAT

- Event name to include company name and to be included in official event logo
- Sponsor of the focal rugby 10s tournament
- Sponsor logo to appear on all marketing E-Newsletters and promotional literature produced by RRF
- Brand awareness to be incorporated in 10 social media gallery posts and 10 stories
- Double page advert in the event programme
- Four branding boards to be located in key locations throughout the site
- Sponsor to have a designated section on the event website with links to company website
- Logo on all event signage
- Sponsor logo and name to be included in all press and media coverage produced by RRF
- Company logo on all game balls and rugby posts
- All staff uniform to be branded with event logo
- Day Hospitality for thirty guests to include a variety of refreshments in the designated hospitality enclosure
- Sponsor acknowledgement in all speeches
- Priority parking



# Co - Sponsor

£5,500 + VAT

- Sponsor of the RRF 5-a-side Football tournament
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Brand awareness to be incorporated in 8 social media media gallery posts and 8 stories
- Double page advert in the event programme
- Two branding boards to be located in key locations throughout the site
- Sponsor to have company profile on the event website with links to the company website
- Sponsor logo and name to be included in all press and media coverage produced by RRF
- Prominent display of logo during the event
- Day Hospitality for twenty guests to include a variety of refreshments in the designated hospitality enclosure
- Priority parking
- Logo on all Footballs & Football pitch branding
- Sponsor acknowledgement in all speeches



# Associate Sponsor

£2,500 + VAT

- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Brand awareness to be incorporated in 4 social media gallery posts and 4 stories
- Full page advert in the event programme
- One branding board to be located in a key location
- Sponsor to have company profile on the event website with links to the company website
- Sponsor logo and name to be included in all press and media coverage produced by RRF
- Prominent display of logo during event
- Day Hospitality for ten guests to include a variety of refreshments in the designated hospitality enclosure
- Priority parking



# Photobooth Sponsor

£750 + VAT

- Sponsor of the Photobooth at the event where every photo will include the sponsor logo
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Brand awareness to be incorporated in the following social media outlets: 2 social media gallery posts and 3 stories
- Sponsor logo on event website with links to company website
- Half page advert in the event programme

# Bar Sponsor

£1000 + VAT

- Logo on the main RRF bar
- Logo placement on all bar menus
- Sponsor logo on all the bar staff uniform
- Full page advert in the event programme
- Brand awareness to be incorporated in the following social media outlets: 3 social media gallery posts and 3 stories



# Pitch Sponsor

£650 + VAT

- Sponsor of a Pitch on the event site
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Sponsor logo to appear on event website and in all press and media coverage produced by RRF
- One page advert in the day event programme
- One branding board to be located in a key location
- Brand awareness to be incorporated in 2 social media gallery posts and 2 stories

# Scoreboard Sponsor

£350 + VAT

- Company logo on branded scoreboard
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature
- Sponsor logo to appear on event website, and in all press and media coverage where applicable produced by RRF
- Brand awareness to be incorporate in 2 social media gallery posts
- Half page advert in the day event programme



# Official Pint Cup Sponsor

£750 + VAT

- 500 branded pint glasses to be served from all RRF bars
- Each pint cup will feature RRFs logo plus a dedicated space on the design for your company logo.
- The pint cup will also include a QR code linking directly to your business's website.
- Company logo to appear on all bar menus.
- One page advert in the event programme
- Brand awareness to be incorporated in 2 social media gallery posts
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Sponsor logo to appear on event website and in all press and media coverage produced by RRF

# Match Ball Sponsor

£550 + VAT

- x25 Rugby & Football Branded Balls
- Custom Logo Placement: Your company logo featured prominently on all match balls used throughout all games (two panels of the ball).
- Mini-Ball Giveaways: x50 co-branded mini-balls to be distributed as gifts
- An official photo opportunity with the team captains & The Robbie Anderson Cancer Trust presenting you with a match ball before the final kick-off.
- Half page advert in the event programme
- Brand awareness to be incorporated in 2 social media gallery posts
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Sponsor logo to appear on event website and in all press and media coverage produced by RRF



# Hydration Station

£1000 + VAT

- 2 Branded water refill stations
- 100 branded reusable bottles to be used for giveaways
- High-visibility signage that directs guests and players to the Hydration station, featuring your company name & logo.
- Option to bring your own products / have a pop up stand in this area
- One page advert in the event programme
- Brand awareness to be incorporated in 2 social media gallery posts
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Sponsor logo to appear on event website and in all press and media coverage produced by RRF

# Family Zone Sponsor

£550 + VAT

- Company name and logo on the family zone entrance signage and other branding opportunities
- Branded children activity packs with company logo (based on x100)
- One page advert in the event programme
- Brand awareness to be incorporated in 2 social media gallery posts
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Sponsor logo to appear on event website and in all press and media coverage produced by RRF



# Summer Garden

£450 + VAT

- The Summer Garden will be situated in the hub of RRF 2026
- It will be named in conjunction with the sponsor, with signage, branding and press coverage produced by RRF where applicable
- A half page advert in the day event programme
- Brand awareness to be incorporated in the following social media outlets: 2 social media gallery posts

# Branding Boards

£325 + VAT

- Opportunity to have a 3ft x 10ft company branding board located within the event site
- Company logo to be displayed on event website and included in the day event programme



# Festival Guide

To advertise in the day RRF Festival Guide please see costs below

Full Page – £100 +VAT

Half Page – £75 +VAT

Double Page – £150 + VAT

Back Cover – £200 + VAT

- The Festival Guide will be distributed to all attendees throughout the event



# Hospitality Enclosure

Tables of eight and ten for the day are also available to book outside of any sponsorship package – for more information please email: [rugby@addoevents.com](mailto:rugby@addoevents.com)





ROBBIE'S  
RUGBY  
RRF  
*Festival*  
FOOTBALL  
FESTIVAL

For further information on any of our sponsorship packages please contact us on: [rugby@addoevents.com](mailto:rugby@addoevents.com)

[WWW.ROBBIESRUGBYFESTIVAL.COM](http://WWW.ROBBIESRUGBYFESTIVAL.COM)

#RRF2026

#MAKEADIFFERENCEANDDOSOMETHING

#WILLYOUBETHERE

