

A black and white photograph of a rugby match. In the foreground, a player in a striped jersey is jumping high to catch a rugby ball with both hands. Another player is jumping below him, also reaching for the ball. In the background, several other players in similar striped jerseys are standing on the grass field, watching the play. The scene is set outdoors with trees in the far background. A large, pink, textured brushstroke shape is overlaid on the right side of the image, containing the event title and subtitle.

ROBBIE'S RUGBY FESTIVAL

Sponsorship Opportunities



Vision

"Our vision for Robbie's Rugby Festival 2022 is to create an atmospheric, unforgettable, inspiring event that leaves a legacy to be remembered by uniting local communities and businesses."

Team RRF

*RRF is a festival of rugby, music and food in memory of Robbie Anderson.
It is a day to remember loved ones who have left this world too soon,
whilst raising vital funds for our local charity.*



Overview

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

Robbie's Rugby Festival now in its fourteenth year, on average attracts over two thousand spectators and has grown since its inception to become the largest 10s event in the Midlands. The Festival has a clear stand alone personality of a relaxed festival charm and family day out. Based around a rugby 10s tournament, the day offers something for everyone; rugby, a gin bar, Pimms bar, a children's activities area, a large traditional BBQ, a minis tag tournament, hospitality enclosure, as well as numerous charitable fundraising activities.



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 in their memory Brain Tumour Research. Mike and Jake were dear friends and so we continue to increase the awareness and symptoms surrounding brain tumours.

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 Rugby 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. Robbie's Rugby Festival has something for everyone even for non rugby 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

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 through the revamped Ward 27 at the Leicester Royal Infirmary. The RACT are exceptionally proud to have been such a vital part in fundraising and achieving this goal in Robbie's memory.

Over the last few years the charity continues to support Ward 27 through funding trips away, revamping treatment rooms, and providing vital equipment, such as a bladder and canula scanner. In 2019 they opened a new and dedicated therapy room for patients and parents, offering complementary treatments. Last year they purchased two ambulatory infusion pumps for the ward. These pumps allow for certain specialist cancer treatments to be given at home. These simple but hugely important pieces of equipment have been life changing for our patients on the ward.



Every day in the UK, six teenagers are told they have cancer. Cancer is a battle that must be fought on all fronts - the psychological fight is in many ways just as important as the physical care. The RACT recognises this and provides patients daily with home comforts and recreational equipment (including laptops, specialised baths, and portable DVD players), as this is just as essential as the clinical surroundings they are treated within.



Other aims of The RACT include:

- 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 Antony 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.



WWW.ROBBIEANDERSON.ORG.UK

How and where
will sponsors
gain exposure?



Social Media



The Robbie's Rugby Facebook page (Robbie's Rugby Festival), Instagram (@robbiesrugbyfestival) and Twitter (@RRF2022) will contain information on all sponsors and be used as a tool to promote brands and their products at regular intervals. Depending upon which sponsorship package chosen depends on what social media exposure brands will gain. Please note RRF is providing a social media platform and invites all brands to use their own campaigns to gain awareness.

Website



Company profiles and logos will feature in the "Sponsors" section of Robbie's Rugby Festival's website along with links to company websites. Further description and company placement within the website are possible subject to discussion.

WWW.ROBBIESRUGBYFESTIVAL.COM

Title Sponsor

£10,000



- Event name to include company name and to be included in official event logo
- Sponsor of the focal 10s tournament
- Sponsorship of a Loughborough Grammar School team which includes company logo on all team shirts (min 15 shirts, max 18 shirts)
- 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
- Two double page adverts 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
- Event logo on two team RRF cars minimum
- Sponsor acknowledgement in all speeches
- Sponsor logo and name to be included in all press and media coverage produced by RRF
- Priority parking
- Company logo on all game balls and rugby posts
- All staff uniform to be branded with event logo
- Event golf buggies to be branded with event logo
- Day Hospitality for twenty guests to include a variety of refreshments in the designated hospitality enclosure

Co - Sponsor £4,000

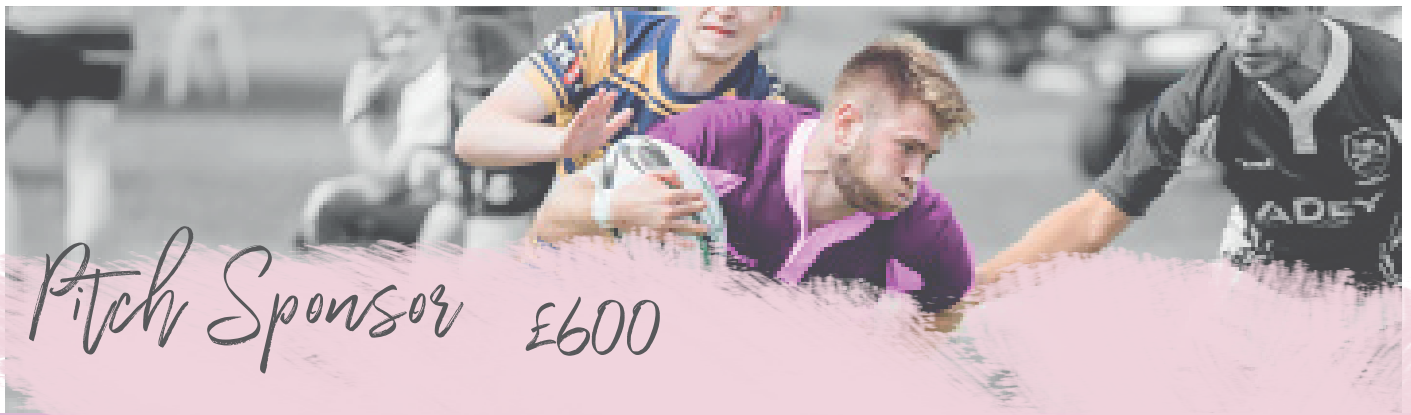
- Sponsor of the Round Robin Rugby tournament
- Sponsor of a Loughborough Grammar School team to include logo on all team shirts (min 15, max 18 shirts)
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Brand awareness to be incorporated in 6 social media media gallery posts and 6 stories
- One 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 acknowledgement in all speeches
- Sponsor logo and name to be included in all press and media coverage produced by RRF
- Prominent display of logo during the event
- Priority parking
- Day Hospitality for ten guests to include a variety of refreshments in the designated hospitality enclosure





Associate - Sponsor £2,500

- Sponsor of a group within the 10s tournament
- 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
- Priority parking
- Day Hospitality for six guests to include a variety of refreshments in the designated hospitality enclosure



Pitch Sponsor £600

- Sponsor of a Pitch in the mains rugby tournament
- 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 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



Rugby Village £600

- Sponsor of Rugby Village located in the hub of the pitches.
- Sponsor logo to appear on all Rugby Village signage
- Sponsor logo to appear on event website and in all press and media coverage where applicable produced by RRF
- One full page advert in the event programme
- Branding board to be located in a key area in the Rugby Village
- Private area/base for company to have a stall
- Brand awareness to be incorporated in the following social media outlets:
3 Facebook posts, 1 Tweet and 1 Instagram

CONTRACTED



Scoreboard Sponsor £300

- 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 Facebook posts and 1 Tweet
- Half page advert in the event programme



Photobooth Sponsor £1,000

- Sponsor of the Photobooth at the Party on the Pitch
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Brand awareness to be incorporated in 3 social media gallery posts and 3 stories
- Sponsor logo on event website with links to company website
- One full page advert in the event programme
- Brand awareness via signage around Photobooth
- Sponsor logo to be printed on all photos produced
- Ability to have all photobooth attendees 'LIKE' company facebook page



Energy Drink Sponsor Product Donation

- Energy Drink Sponsor of the event
- Sponsor logo to appear on all Energy Drink marketing, E-Newsletter and promotional literature
- Brand awareness to be incorporated in 2 social media gallery posts and 2 stories
- Full page advert in the event programme
- Sponsor to have a designated section on the event website with links to company website
- Logo on all energy drink event signage and energy drinks
- Stall for products sales
- Priority parking



- The Summer Garden will be situated in its own private area. It will be named in conjunction with the sponsor, with signage, branding and press coverage produced by RRR where applicable
- A half page advert in the event programme
- Brand awareness to be incorporated in the following social media outlets:
 - Facebook posts, 2 Tweets and 1 Instagram

Summer Garden
£350

CONTRACTED



Banner £150

- Opportunity to display your company's own branded banner along the fence line of Pitch One
- Company logo to be displayed on event website and included in the Event programme



Branding Board £250

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



Event Programme

The following advertising opportunities within the event programme are available:

Full Page - £100

Half Page - £75

Quarter Page - £50

- The event programme will be distributed to an expected attendance of two thousand people throughout the day.



Hospitality Enclosure

Tables of eight and ten are also available to book outside a sponsorship package - for more information please email:

rugby@addoevents.com

Party on the Pitch

Join the team at party on the pitch where we will be celebrating fourteen years of RRF in style. Tickets include a welcome drink, DJ, photobooth, as well as copious amounts of fun.

Early bird tickets are £15
£20 on the day

For more information and to purchase tickets visit
WWW.ROBBIESRUGBYFESTIVAL.COM





For further information on any of our sponsorship packages
please contact us on:

rugby@addoevents.com
WWW.ROBBIESRUGBYFESTIVAL.COM

#RRF2022
#MAKEADIFFERNECEANDDOSOMETHING
#WILLYOUBETHERE

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Social Media



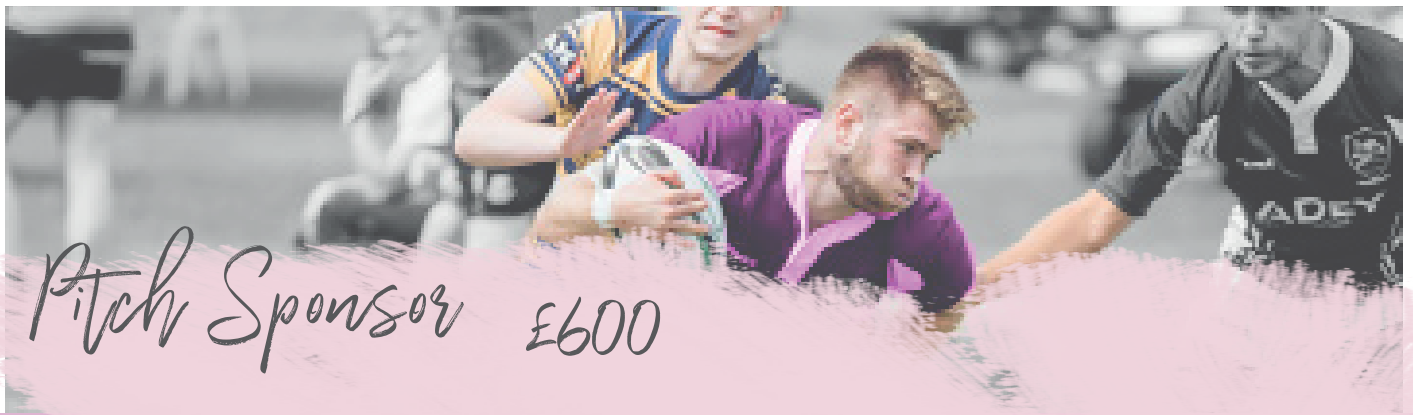
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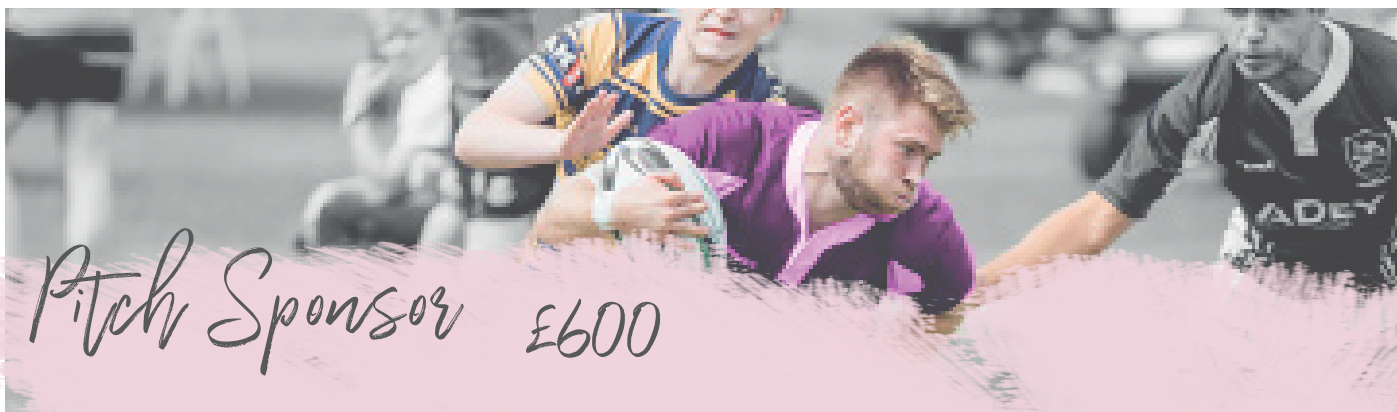
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- One branding board to be located in a key location
- Brand awareness to be incorporated in 2 social media gallery posts and 2 stories



Rugby Village £600

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- One full page advert in the event programme
- Branding board to be located in a key area in the Rugby Village
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3 Facebook posts, 1 Tweet and 1 Instagram

CONTRACTED



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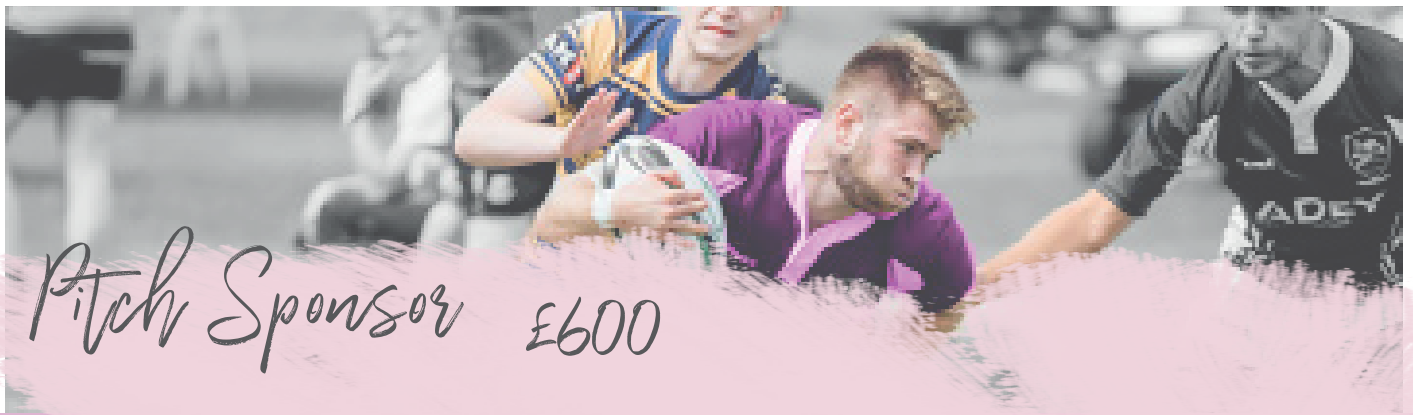
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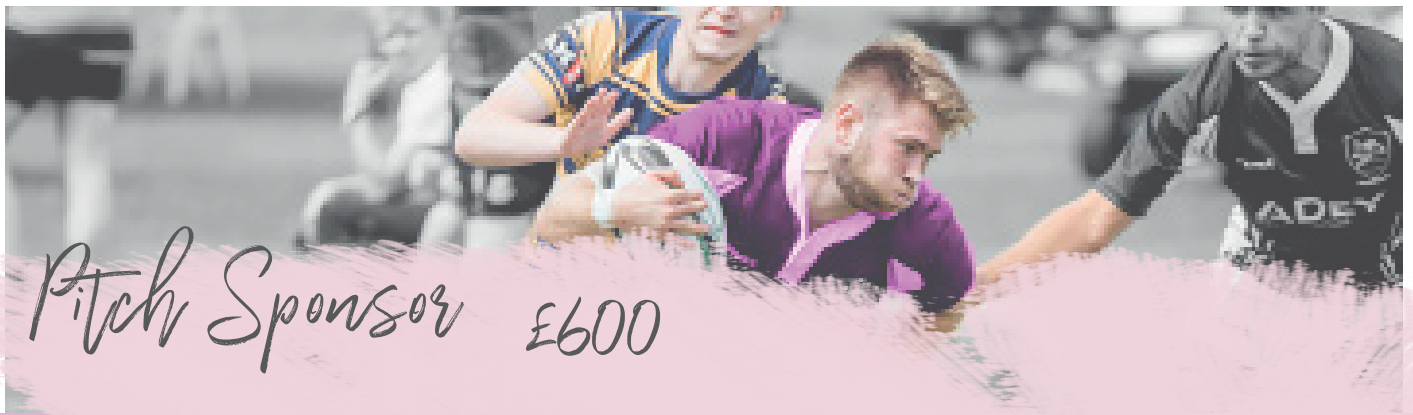
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