



ROBBIE'S
RUGBY
FESTIVAL

Sponsorship Opportunities



Vision

"Our vision for Robbie's Rugby Festival 2020 is to create an atmospheric, unforgettable, inspiring anniversary 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 and Jake McCarthy. It is a day to remember loved ones who have left this world too soon, whilst raising vital funds for two local charities.



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 and The Jake McCarthy Foundation.

Robbie's Rugby Festival now in its twelfth 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.

Jake McCarthy a fellow pupil at Loughborough Grammar School and another close friend, passed away due to an undiagnosed brain tumour in 2012 and consequently the event also proudly supports the Jake McCarthy Foundation and its quest 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.

The charity continues to support ward 27 and over the last few years has helped fund trips away, revamp treatment rooms, and provide Vital pieces of equipment such as a bladder and canula scanner.

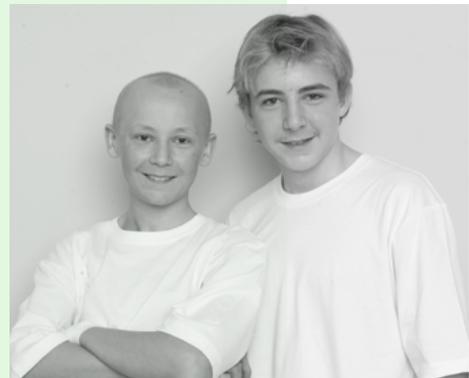
In May this year they opened a new and dedicated therapy room, which used to be an old storage cupboard. The room will provide a range of complimentary treatments to patients, and parents to, from massages to facials to wig fittings and so much more, all done by a trained therapist. This new room will be a haven for those undergoing treatment for cancer and those supporting them through it.

Over the next few months the RACT are focusing their funding on various things that Ward 27 need including:

ICE LOLLIES: The aim is to stock the ice-cream counter on Ward 27 constantly. Ice lollies are vital for young people going through cancer treatments they help to remove the metallic taste in their mouths, sooth the ulcers they are prone to, as well as boosting taste buds and appetite.

A DAY TRIP: To Harry Potter Warner Brothers Studios in London for 20 of the young people on the Ward.

- 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.



The Jake McCarthy Foundation

Charity number: 1151542



Jake McCarthy, a former Loughborough Grammar School pupil, was found to have a large brain tumour whilst on holiday in December 2012.

Jake underwent emergency surgery to remove this, but tragically did not regain consciousness, and passed away aged 24. His condition had gone undiagnosed.

As a result of overwhelming support from those who knew Jake, his family decided to set-up a Foundation in his memory.



Through fundraising events the Foundation aims to raise money for further research into the treatment of brain tumours as well as improve earlier diagnosis by alerting medical professionals, parents and carers, through clearer guidelines, to identify the signs of those with persistent symptoms to seek urgent further treatment. Catching this condition in its infancy can dramatically increase a patient's chance of survival.

The main aim is to raise enough money to buy a pioneering piece of equipment, in Jake's name, to enable surgeons to distinguish brain tumours from healthy tissue and therefore give the patient a much greater chance of survival and leading a normal life.



The Foundation are currently donating vital funds to a research programme about the blood-brain barrier called the 'The Grand Challenge', a unique fundraising partnership between Brain Tumour Research and another leading UK Charity, The Dr. Hadwen Trust. The aim of the challenge was to raise £180,000 to successfully fund a blood-brain research project for the next three years which has been successful. Understanding the blood-brain barrier is fundamental in the quest into finding ways to treat brain tumours.

WWW.JAKEMCCARTHYFOUNDATION.CO.UK

How and where will sponsors gain exposure?



Social Media



The Robbie's Rugby Facebook page (Robbie's Rugby Festival), Instagram (@robbiesrugbyfestival) and Twitter (@RRF2019) 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.

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 Alumni 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 the following social media outlets: 10 Facebook posts, 10 Tweets and 5 Instagram posts / stories
- Two double page adverts in the event programme
- Three 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 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 4 bottles of wine (per 10 guests), soft drinks and buffet lunch in the designated hospitality enclosure

Co - Sponsor £4,000

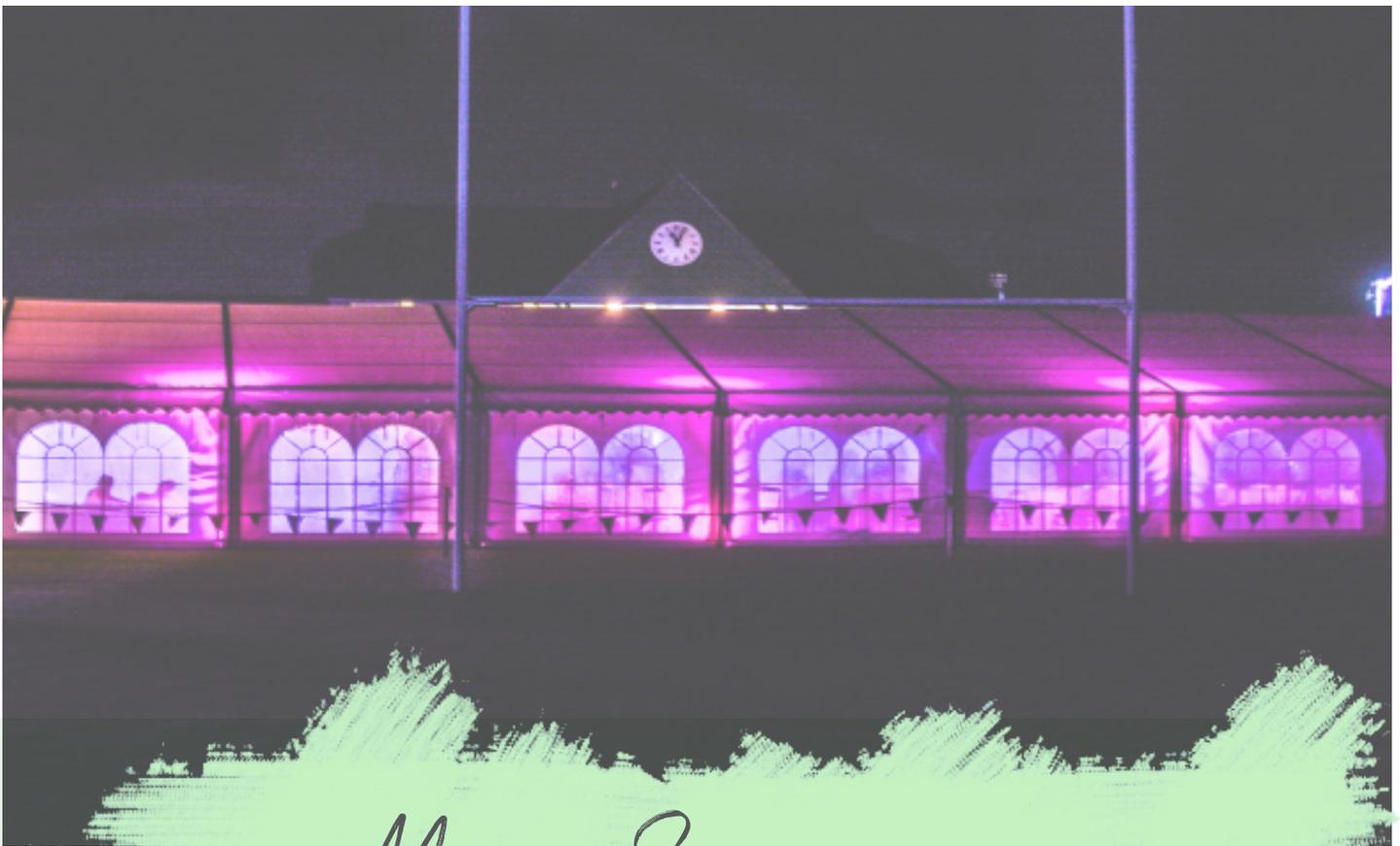
- Sponsor of Jake's Round Robin Rugby tournament
- Sponsor of a Loughborough Grammar School Alumni team to include logo on all team shirts (min 15, max 18 shirts)
- Sponsor logo to appear on all marketing, E-Newsletter and promotional literature produced by RRF
- Brand awareness to be incorporated in the following social media outlets: 8 Facebook posts, 6 Tweets and 3 Instagram posts / 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 4 bottles of wine (per 10 people), soft drinks and a buffet lunch in designated Hospitality enclosure





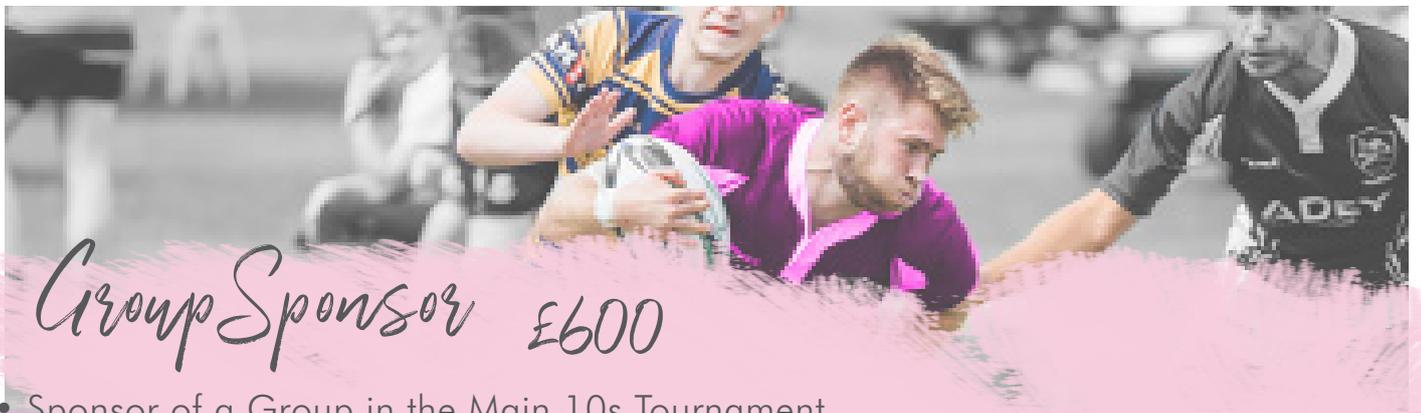
Associate-Sponsor £2,800

- 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 the following social media outlets: 3 Facebook posts, 3 Tweets and 1 Instagram post
- 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 3 bottles of wine, soft drinks and a buffet lunch in designated Hospitality enclosure



Music Sponsor £3,300

- Sponsor of all music and entertainment 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 the following social media outlets:
4 Facebook posts, 3 Tweets and 2 Instagram posts
- 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 where applicable that is produced by RRF
- Prominent display of logo at Party on the Pitch
- Main stage and dance floor to be branded with sponsor logo
- Day Hospitality for eight guests to include 3 bottles of wine (per 8 guests), soft drinks and a buffet lunch in designated Hospitality enclosure



Group Sponsor £600

- Sponsor of a Group in the Main 10s 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 and logo to be included in the Festiball programme
- One branding board to be located in a key location
- Brand awareness to be incorporated in the following social media outlets: 3 Facebook posts ,1 Tweet and 1 Instagram



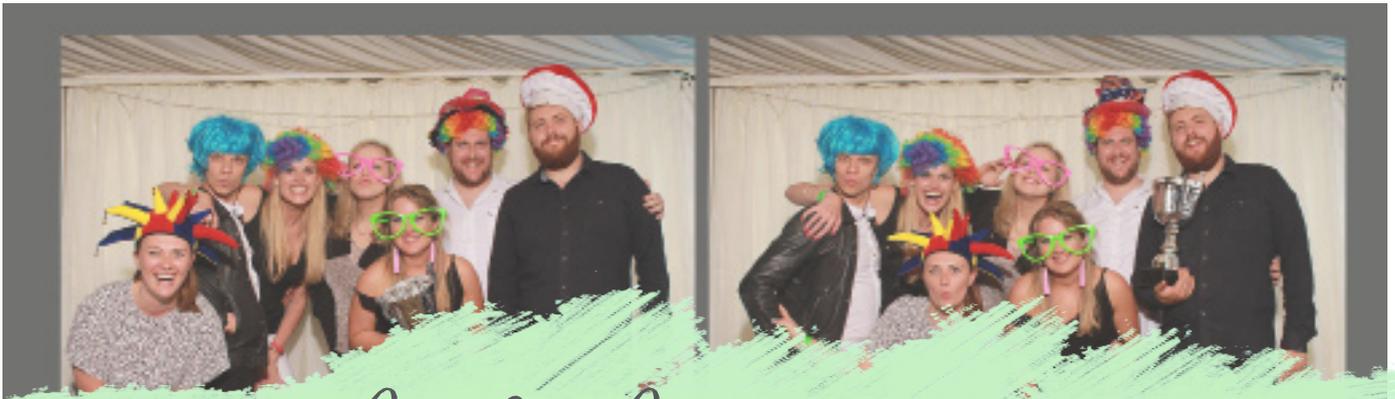
Rugby Village £600

- 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



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 the following social media outlets: 2 Facebook posts, 2 Tweets and 1 Instagram post
- 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 the following social media outlets: 2 Facebook posts and 2 Tweets
- 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



Summer Garden £350

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



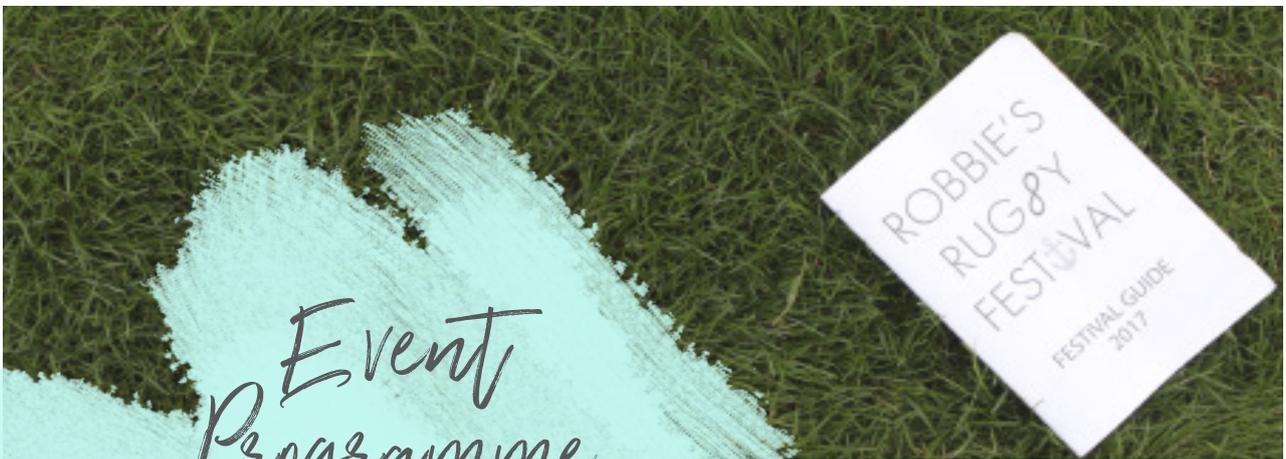
Banner £100

- 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 one thousand people throughout the day.



Hospitality Enclosure

Tables of ten and individual tickets 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
Continue Celebrating Twelve Years Of RRF In Style.

DONATION ON ENTRY

To include various bars, food stands, live DJ, photobooth
As well as much more!

Carriages 11pm

For more information visit:
WWW.ROBBIESRUGBYFESTIVAL.COM





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

rugby@addoevents.com

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#RRF2020

#MAKEADIFFERNECEANDDOSOMETHING

#WILLYOUBETHERE