



SPONSORSHIP

2020

PROPOSAL

“We support young people in their development through the sport of rugby sevens”



7 Bamboos RFC is the first-ever fully affiliated Rugby Sevens club in the UK.

Men's, women's and junior teams
Coaching programmes
Tailor-made tournaments and events





What can we do for you?

Link your brand with a community based “feel good project“
Contribute to one of the fastest growing global sports
Access to our team for your events

Attractive physical and online platforms

Brand awareness opportunities at our 7s rugby tournaments
Online presence on our website
Social media engagement on Facebook, Twitter and Google+

Brand exposure to a broad audience

National exposure at all tournaments
Rugby networking events
Business networking events

The Perfect DEAL for YOU



"We don't want to offer you a boring, standardised Gold, Silver or Bronze package which probably doesn't meet your budget or needs. Instead we aim to create the perfect deal for you"

TAILOR-MADE



Tell us about your:
Budget + Requirements
We build a tailor-made
package, just for you.

PICK & MIX



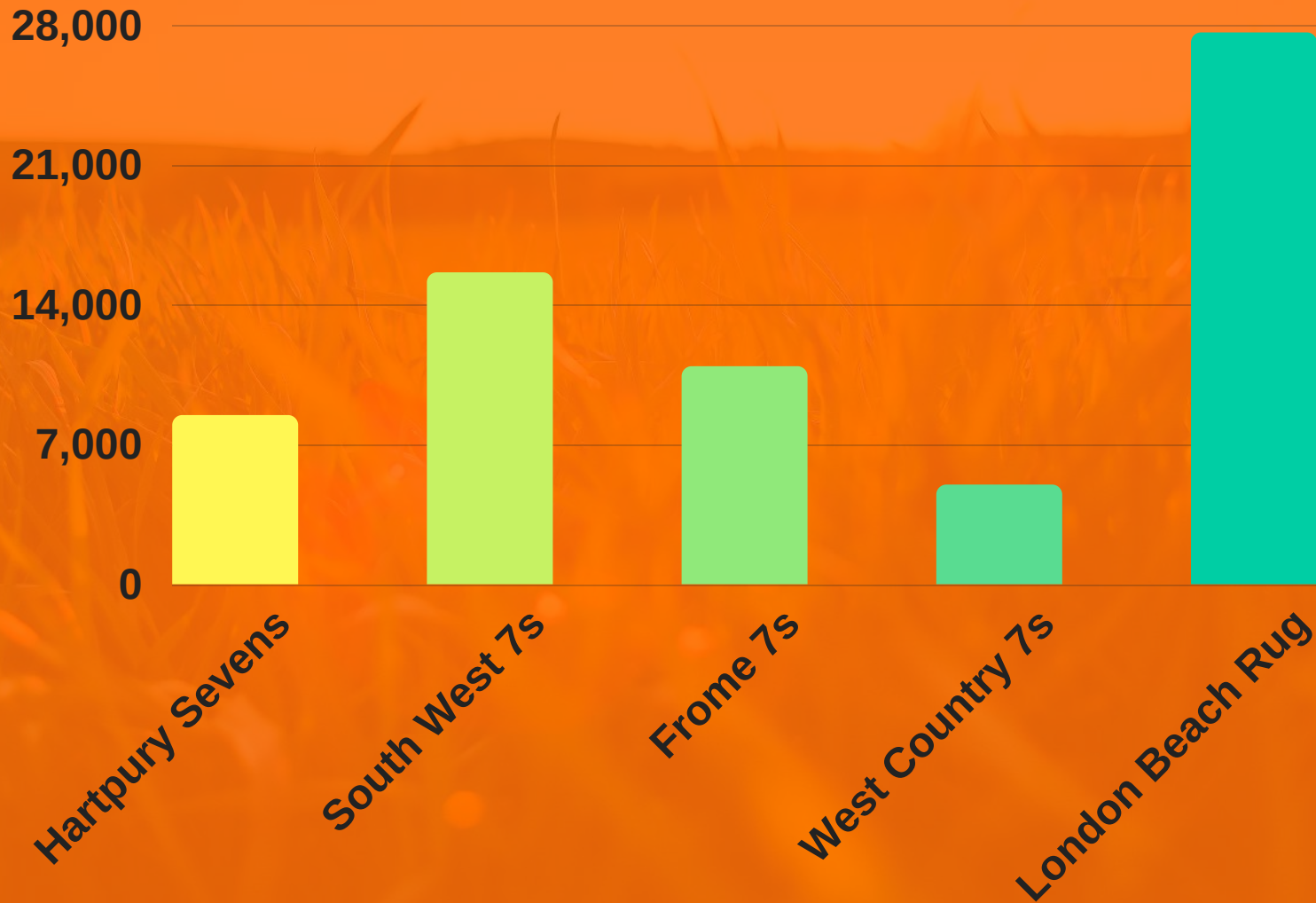
Select one or more
sponsorship assets from
our wide-ranging and
exciting menu.

Key Stats

Physical Presence



> Local & London Tournaments



Key Stats

Online Presence

> **England Rugby Tournament**



1.8m



941k



516k



50k

Each year, both Bamboos teams are participating in the England Rugby Sevens Series.

7 Bamboos Rugby is also an official tournament host for one of the England Rugby Sevens Events.





Online Platforms

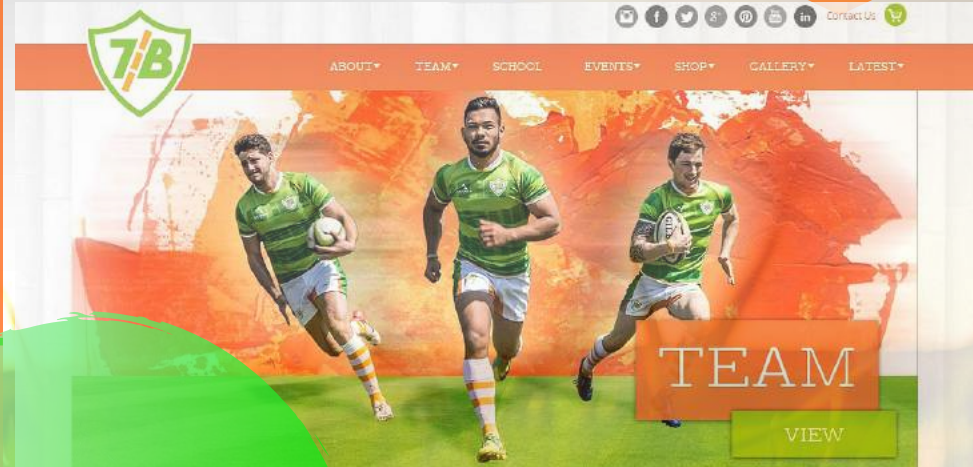
Website www.7Bamboos.com
5,000 unique visitors per month
Outstanding rugby website
Excellent SEO score

Facebook (over 1.5k followers)
Organic reach: 8-10k / month
Daily posts

Twitter (over 2k followers)
Organic reach: 20-22k / month
Daily tweets

Instagram (over 1k followers)
Organic reach: 10-15k / month
Regular posts & stories

90% MORE
EXPOSURE
THAN OUR
COMPETITORS



Target Audience



Young People | 15-25yrs | 60%



Sport Influencer

25-60yrs

20%

Business People

40+yrs

20%

Rugby Sevens

A Growing Giant



A brief history of 7s

2016 | 7s becomes part of the Olympic Games

1998 | 7s becomes part of the Commonwealth Games

1993 | Launch of 7s World Cup

1976 | Launch of Hong Kong 7s

1973 | First international 7s tournament held in Scotland

1926 | First 7s tournament in England

1883 | Scottish butcher Ned Haig invents the game of 7s

The Stats



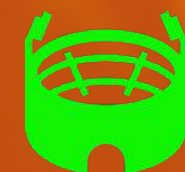
152 Territories

850m Global Audience



6000h TV Broadcasting

Stadium Attendance: 715k



We Proudly Support



As an organisation we believe, it's vital to give as much as we can back to the local communities and charities.

Currently our selected charities are:

Wooden Spoon Charity

Transforming the lives of children with a disability or facing disadvantage

Bula Boots

Collecting boots and other rugby equipment for underprivileged children in Fiji

Sponsorship Opportunities



7 Bamboos RFC

The first-ever GRFU affiliated sevens club

Development opportunities for more than 50 people per season

Competed in eight tournaments during 2017

Offering community based projects



Sponsorship Opportunities



Become an official
event sponsor

Over 10 events in 2019

Many brand-visibility
opportunities:
e.g. banners, flags,
balls, post protectors,
signs

Sponsor a single or
multiple tournament



Be part of something unique
Let's have a chat...



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Links

