

# ARMY RUGBY UNION

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## SPONSORSHIP

The Mackenzie Building, Fox Lines, Queens Avenue, Aldershot, Hampshire, GU11 2LB

[www.armyrugbyunion.org.uk](http://www.armyrugbyunion.org.uk)

Registered Charity No 1149105



# About the Army Rugby Union

The Army Rugby Union (ARU) was formed in 1906 and has continued for over a hundred years to provide an infrastructure for the playing of rugby union within the British Army.

Its aim is to promote and foster the game of Rugby Union within the Army and its local communities in accordance with the Laws of the Game promulgated by the Rugby Football Union (RFU).

The ARU is a Registered Charity (Number 1149105) and its day-to-day administration is conducted by a small secretariat based at Aldershot. There are several committees responsible for the various aspects of the management of Army Rugby.

The ARU is part of the Army Sport Control Board (ASCB).

## Ethos

Rugby is ideally suited to the values and standards of the British Army;

Courage, Discipline, Respect for others, Integrity, Loyalty and Selfless Commitment

Rugby requires leadership and the ability to take and follow orders, strength and fitness, skill, motivation, self-discipline and above all courage.

Our soldiers continue to display these qualities in abundance during military operations around the world and also whilst on the rugby field.

## Representative Rugby

Senior Men XV  
 Senior Women's XV  
 Academy U23  
 Men's A  
 Women's A  
 Men's 7s  
 Women's 7s  
 Masters

## Corps Rugby

### League 1

Royal Artillery  
 Royal Logistic Corps  
 Royal Engineers  
 Infantry  
 Royal Electrical and Mechanical Engineers  
 Royal Signals

### League 2

Royal Army Physical Training Corps  
 Royal Armoured Corps  
 Army Medical Services  
 Adjutant Generals Corps  
 Intelligence Corps  
 Army Air Corps

## Garrison Rugby

Colchester  
 Catterick  
 Tidworth  
 Bulford  
 Aldershot  
 London

## Unit / Regimental Rugby

### Prem 1

12 Regt RA  
 1 RIFLES  
 1 Royal Welsh  
 2 RIFLES  
 9 Regt RLC  
 Scots Guards  
 1 YORKS

### Prem 2

RMAS  
 8 Bn REME  
 1 RRF  
 2 Yorks  
 7 (Para) RHA

### Champ 1

Pilgrims  
 Def Acd  
 32 Regt RA  
 19 Regt RA  
 5 RIFLES  
 17 P&M Regt RLC  
 QDG  
 42 Regt RE  
 Corinthians  
 2 Lincs  
 4 SCOTS  
 33 RE Redwings  
 8 Bn REME 2nds  
 3 RSME  
 ATC (P)  
 Bovington Bisons  
 11 Sigs  
 ITC Catterick

### Champ 2

Tidworth Anvils  
 RW Dragons  
 47 Regt RA  
 14 Sigs  
 DE&S Abbey Wood  
 21 Sig Regt  
 27 Regt RLC  
 The Artillery Centre  
 13 AA Regt RLC  
 29 Regt RLC  
 22 RE  
 4 Regt RA  
 5 Regt RA  
 39 Regt RE  
 32 Regt RE  
 3 RHA  
 3 SCOTS  
 2 Mercian

### Champ 3

10 Sigs  
 4 Regt RLC  
 KRH  
 Griffins  
 1 RHA  
 RTR  
 1 Coldstream Guards  
 36 Regt RE  
 HCR  
 1 Grenadier Guards  
 3 Regt RLC  
 11 EOD  
 170 Gp RE  
 MOD Stafford  
 6 Regt RLC  
 ARRC Javelins  
 7 Regt RLC  
 1 Regt RLC

# Rugby Union in the Army

Rugby Union is played across the British Army at major and minor unit level structured into regional leagues in the Premiership and Championship Competitions. League fixtures are played from September up until early March annually, leading to knock out stages culminating with a community finals day held in Aldershot. Winners of the Championship Leagues gain promotion to the next highest league with the winners of Championship 1 being promoted to the Premiership Competition. Those teams finishing bottom of their respective leagues are relegated to the next lowest league.

The Corps Championship is open to teams from the Corps and Infantry representative sides of the Regular Army. A separate Women's Championship is also competed for. The objective of the Corps Competition is to provide a platform for talented players to play above regimental level and for those players deemed capable – as a stepping-stone towards playing for the Army at representative level.

A Garrison League Structure was introduced as part of the 2018/19 season to provide players at regimental level the opportunity to play rugby who may not be selected for their unit team.



2019 Corps Champions - Royal Artillery



2019 Premiership Champions - 9 Regiment RLC

# Representative Rugby Season 2018/19

## Men Senior XV

The Army Senior XV play their fixtures between November – May annually. Opposition includes, traditional fixtures against Oxford and Cambridge Universities, the British Police and French Army plus the Mobbs Memorial Match rotated between Bedford Blues and Northampton Saints.

The Senior Inter-Services Championship in recent years has seen the closest results since the early 90's with the title being secured by each service respectively in the past three years.

The British Army are the 2019 Inter-Service Champions having beaten the Royal Air Force 49-3 and the Royal Navy 27-11.

The Army v Royal Air Force fixture is now hosted at Kingsholm, Gloucester; a Premiership Rugby Club. A three year contract is in place for this fixture with Gloucester RFC. The 2019 fixture, the first to be hosted at the ground in recent years, attracted a crowd of 6,600 spectators. We are confident this will increase to approximately 10,000 spectators for the 2020 event.



Army v Royal Navy Twickenham 04 May 2019



Army v Royal Air Force Kingsholm Gloucester 27<sup>th</sup> April 2019

The Army v Royal Navy fixture at Twickenham has grown greatly in popularity in recent years and now attracts a sellout crowd of 82,000 spectators, a record for an amateur sporting event. Tickets for the 2019 fixture sold out within 4 hours of going on sale.

The following Senior Men XV players are contracted to professional rugby clubs;

LCpl Semesa Rockoduguni	Scots DG	Bath RFC
Cpl Lewis Bean	RIFLES	Northampton Saints RFC
Pte Junior Bulumakau	SCOTS	Coventry RFC
Gnr Senitiki Nayalo	7 Para RHA	Coventry RFC
Pte Ratu Naulago	YORKS	Hull RL
LCpl Ravai Fatiaki	R Signals	Birmingham Moseley
Sig Jona Davetanivalu	R Signals	Birmingham Moseley
Sgt Nathanael Titchard-Jones	REME	Birmingham Moseley
Bdr Pete Austin	RA	Birmingham Moseley
Bdr Ifereimi Boladau	RA	Nottingham

## Women's Senior XV

The Women's Senior XV play a high quality fixture list in the build up to the Inter Service Competition including International opposition in England U20s and Sweden. This season has also seen the introduction of an Army Women's A team, highlighting the depth of talent within the Women's squad and continues to develop talent to feed their Senior side. The Army Women's Senior XV have dominated the Women's Inter-Service Competition since its conception in 2003 however in recent years the Royal Air Force have worked relentlessly and were justifiably rewarded with their first Inter-Service title this season.

## Academy U23s

Academy level rugby is always hugely exciting to watch. The U23's Inter-Service Championship is held annually in November. Many of the players that feature at this level go on to earn caps for the Men Senior XV. The Army U23's are the current Inter-Service Champions.

## 7s

The British Army has a long history of playing sevens and as the game has developed over the years the Army team has displayed many fine performances of sporting talent. With the strong core values and standards of the British Army and Rugby in general coupled with strong displays on the pitch the team is highly respected on the 7s circuit and competes throughout the summer at the highest standard 7s competitions including the four round Super 7s Series. In 2018 the Men's 7s team won the highly respected international Rugby Town 7s competition in Denver, Colorado. This season has also seen the introduction of a Women's 7s team playing alongside the Men's team at this seasons events, both teams have participated in Army engagement at these events to raise the profile of the British Army and the role that sport can play in military life.



Army Women v RAF Women



Army Men's 7s v Samurai 7s



Army U23's v RAF U23's

## Masters

The Army Masters have continued in their role as 'Competitive Ambassadors' for Army Rugby and British Army Sport in general. They play a competitive fixture list to prepare them for the over 35's Inter-Service Championship against the Royal Navy Ancient Mariners and Royal Air Force Vultures. The Championship is fiercely contested with many players across the three service's veteran's teams having featured for their Senior XV's earlier in their careers. The Army Masters are the 2019 Inter-Service Champions and are the current Bournemouth 10's champions.

# Funding and Sponsorship

The Army Rugby Union (ARU) has to comply with the regulations pertaining to Civilian Sports Sponsorship within the military context. The ARU have delegated authority from the Army Sport Control Board (ASCB) to make their own choice on which sponsorship route (using the ASCB Central Fund's (CF) model or direct sponsorship) suits their requirements and then put in place the appropriate arrangements. All contracts and agreements are to be registered with and copied to the HQ ASCB for endorsement before signature and committal. Any areas of concern should be referred to the ARU Marketing Director in the first instance.

The vast majority of funding for rugby within the Army has to be found from non-public funds.

The Army Rugby Union has an annual operating cost in the region of £1.2m, this requires a large income stream which is met in part from income from the annual Army vs Navy game at Twickenham as well as the generous support from our valued sponsors.

Over the past decade funding has radically changed, income is spread equitably across all the various levels of play; Unit, Corps and Representative.

Sponsorship is distributed in the following manner and funds the following:

## Community Rugby

- Training and playing kit bundle offers through approved clothing supplier;
- Tour funds to allow Unit and Corps Rugby teams to travel overseas to play opposition from different nations as well as experience different cultures and promote the British Army;
- Coaching and Match Official development courses;
- Running of Pitch Side First Aid Medical Courses; and
- Pitch dressing (Post protectors and flags)

## Representative Rugby

- Training and playing kit through approved clothing provider;
- Leisurewear and formal clothing through approved clothing supplier;
- Training camps as approved by the ARU Management Board; and
- Overseas tours rotated on a three year cycle across the Representative teams.

The Army Rugby Union feels that it has an excellent brand name. We are lucky enough to attract generous sponsors interested in supporting us and are able to offer company exposure to large audiences not only within the military but also in the corporate and civilian sectors; thanks to the annual high profile match versus the Royal Navy at Twickenham. The event now attracts a sellout audience as well as a large TV audience of eight million viewers with Sky Sports and British Forces TV (BFBS) broadcasting both matches live in over 12 world-wide geographical locations ranging from Brunei to The Falkland Islands.

The Army Rugby Union commercial shop through sales of representative replica shirts featuring sponsors logos as well as leisure range products consistently takes sales in excess of £30,000 annually. The replica shirts are also available through commercial 3<sup>rd</sup> party distribution retail shops.

As a constituent body of the Rugby Football Union the ARU is allocated a number of international tickets for home games at Twickenham. These are available for purchase to individuals that belong to the Army Rugby Union Membership Scheme as well as being used to host sponsors along with a '*curry in the car park*' and that are routinely attended by senior officers in the Army.

Sponsors are able to benefit from widely accessed ARU literature, both online via the ARU website and social media channels plus the Inter-Services championship match day programmes. In addition the sponsor's will have access to a percentage of the allocated ARU time on the LED advertising displays around Twickenham Stadium for the Army v Navy match.

Sponsors are permitted to advertise at the Army stadium in Aldershot via the advertising boards displayed to the perimeter of the pitch at their cost (circa £200 per board). Sponsors may also wish to attend specific matches and events with '*pop up*' information stands to advertise their company brand and engage with spectators.

The ARU holds an annual President's dinner for sponsors, previously at the Tower of London in the Royal Regiment of Fusiliers Officers' Mess, which routinely culminates with the Ceremony of the Keys.

As a sponsor to Army Rugby Union we feel that we can help position your company amongst your competitors, demonstrate a strong brand image and promote sponsorship with due diligence in a responsible manner to allow rugby to be played as widely as possible within the Army.

We hope that you feel that sponsorship of the Army Rugby Union will be excellent value for money as well as aligning your organisation to an invigorating and well supported sport with like-minded people. As a sponsor of Army Rugby Union your brand will become widely known and recognised not only within the Defence Sector but within UK national businesses and more widely across the globe.

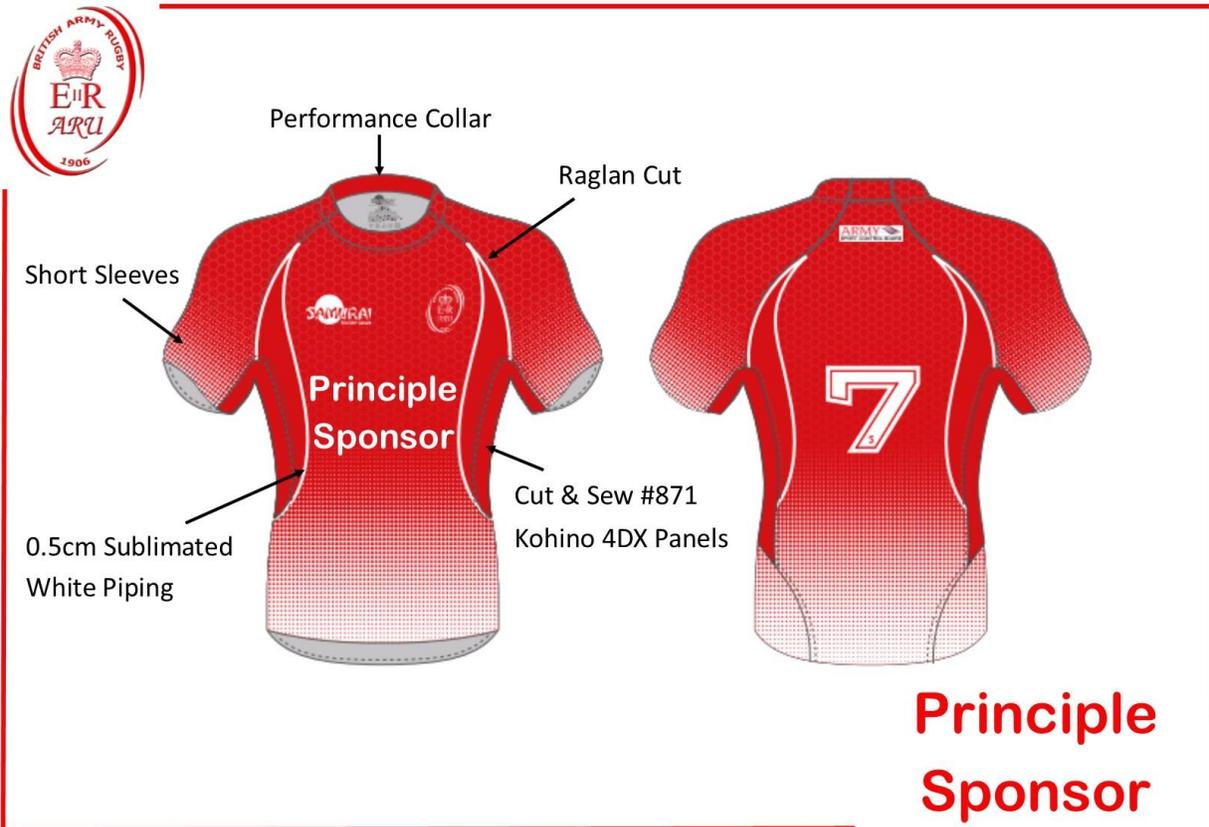
# Potential Sponsorship Benefits

## SLIDING SCALE OF SPONSORSHIP BENEFITS – 2018/19

Sponsorship Package Benefits	Principle Sponsor Circa £80k	Secondary Sponsor Circa £40k - £15k	Minor Sponsor Below £15k
Benefits			
Representative Playing Shirt – Logo to appear Front / Center position	✓		
Representative Shirt – Logo to appear in secondary positioning (Top Back of Shirt / Sleeve )		✓	
Logo to feature on Supporters Polo Shirt to be sold via ARU online shop	✓	✓	✓
Two invitations to the annual President's Dinner	✓	✓	✓
Use of 20 seater hospitality box (free) at AvN match at Twickenham (cost of food and drink falls to sponsor)	✓		
Two places in the ARU hospitality box at the AvN match at Twickenham	✓	✓	✓
Six ground tickets to AvN match at Twickenham	✓	✓	✓
Two places in the ARU hospitality box at the Army v RAF match at Kingsholme, Gloucester	✓	✓	✓
Six ground tickets to Army v RAF match at Kingsholm, Gloucester	✓	✓	✓
Four match tickets to all Autumn internationals at Twickenham plus curry in the car park hospitality	✓		

Two match tickets to Autumn International matches at Twickenham plus curry in the car park hospitality		✓	
Two match tickets to one Autumn International match at Twickenham plus curry in the car park hospitality			✓
Four match tickets to all Six-Nations at Twickenham plus curry in the car park hospitality	✓		
Two match tickets to two 6-Nations matches at Twickenham plus curry in the car park hospitality		✓	
Two match tickets to one 6-Nations matches at Twickenham plus curry in the car park hospitality			✓
Logo and link to company website on the ARU website	✓	✓	✓
Opportunity to purchase advertising space in Inter-Service match day programmes	✓	✓	✓
Access to imagery via the ARU Image Gallery for PR opportunities	✓	✓	✓
Invitations to ARU Community Rugby Events and Representative Matches	✓	✓	✓
Advertising Boards to perimeter of Army Rugby Stadium (at sponsors cost £200 per board)	✓	✓	✓

# Representative Playing Shirt Example



# Direct Sponsorship – Process Map

