



*SPONSORSHIP  
OPPORTUNITIES*

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# OUR HISTORY

The Club has its roots in the Weaving suburb of Maidstone, where the founding members established a social rugby team in 2003, amid the fervour of England's World Cup victory.

Quickly building a reputation as the most sociable rugby team in the local area, the Club attracted significant numbers of early members and were able to field a senior team to play in friendly and social fixtures from around the county.

Without a permanent home, the Club sought out opportunities to share pitches and facilities in the local region wherever possible, before opting to settle in the Parkwood area where they were able to take up the lease of "The Pavillion", a local authority owned sports and recreation facility. In need of significant refurbishment after the exit of its previous tenant, the Royal British Legion, the Club set about making the facilities home with significant updating work undertaken by Club members.

The establishment of a permanent home set roots for the club that meant a significant drive towards maturing and stabilising the Club for future playing generations was made possible, which saw membership grow and league status in the Kent County RFU firmly established.

The establishment of a second senior men's team was possible through such sustained membership growth, to be known as Weaving Samurais, with the Club successfully fielding two teams since season 2019/2020.







# *OUR ETHOS*

OUR COMMUNITY RUGBY CLUB IS DEDICATED TO FOSTERING SPORTSMANSHIP, TEAMWORK, AND RESILIENCE AMONG PLAYERS OF ALL AGES.

THROUGH REGULAR TRAINING, LEAGUE GAMES, AND COMMUNITY-MINDED EVENTS, WE AIM TO BRING PEOPLE TOGETHER, BUILD CHARACTER, AND CREATE A POSITIVE IMPACT IN OUR LOCAL AREA.

YOUR SPONSORSHIP WILL SUPPORT EQUIPMENT, TRAVEL, CLUB MAINTENANCE, AND COMMUNITY OUTREACH.

READ OUR 5-YEAR DEVELOPMENT PLAN [HERE](#).



# *THE FUTURE*

In 2023, in celebrating the Club's 20th year, it was acknowledged by the Club that future growth and maturity would come through the [strategic planning of a number of core initiatives](#) that focus on the existing strengths of the Club; namely, the continued establishment of an inclusive, social and well managed rugby club that develops the game for all ages and abilities at the heart of their local community.

In 2024 the club successfully bid for the tender to exclusively take up the running of the newly-built **Parkwood Sports and Community Centre** facilities being constructed by Maidstone Borough Council. Taking possession in Autumn 2025, and with a long-term lease in place, the club is positioned to build on its strong foundations and set exciting growth targets for the future. The club will be positioned at the heart of the community, offering a truly community-focused service supported by the RFU and Kent RFU.



# *BUILDING A STRONGER CLUB FOR NOW AND FOR FUTURE GENERATIONS*

This is a pivotal moment in our 20+ years journey – and we are taking bold steps to secure a thriving future for our players, members, and community.

Delivering on our 5-Year Development Plan – We've made significant progress!

**Our first big milestone on our plan was to secure a new permanent home.**

**We are proud to have signed an agreement to take on a long-term lease at the newly built Parkwood Sports & Community Centre. The new home of Weavering Warriors RFC!**

*"This is more than just a lease on a building —it's a long-term commitment to our club's success, growth, and legacy for generations to come."*



Laurence Pisani – Club Chairman



James Oakley – President and Head Coach



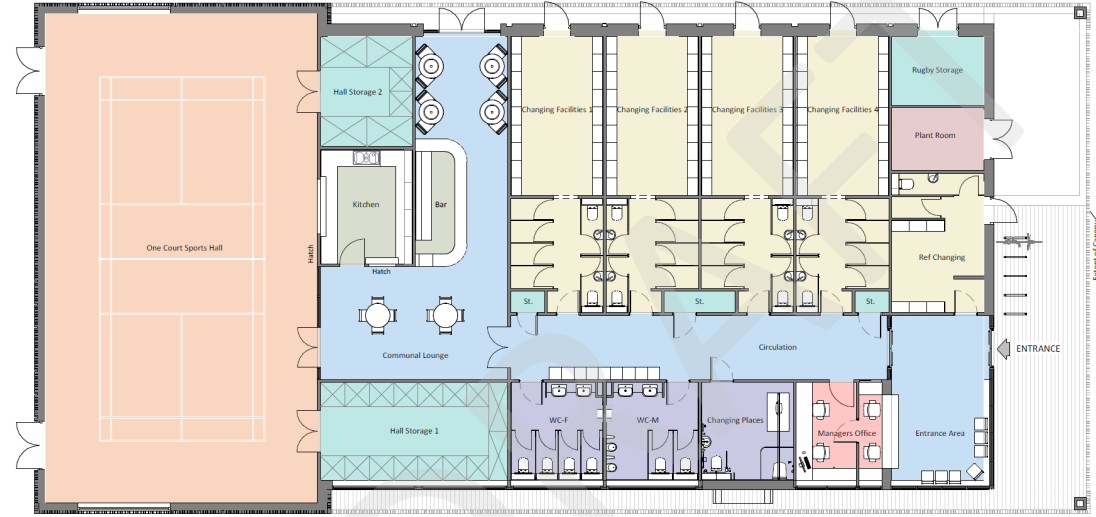
# OUR NEW HOME

## Why it matters:

- Guarantees long-term security for the club
- Access to top-class, modern facilities
- Strengthens our position as *the* community rugby hub in Maidstone
- Allows us to set and achieve growth ambitions through player attraction
- Establishes our status as a true community sports club that locals can take pride in

## Key facilities:

- A purpose-built clubhouse
- Four modern, well-equipped and external facing changing rooms
- A modern bar and seating area / community space
- A full-size sports hall
- Great storage and general facilities



# *BENEFITS FOR OUR MEMBERS & COMMUNITY*

## *More Than Just a Rugby Club*

### **For Players & Members:**

- Better facilities for training and matchdays
- Enhanced club development opportunities
- Stronger club culture and engagement
- Opportunity to foster further growth and to build tiered rugby within the club, as well as the opportunity to aim to play higher standards of rugby

### **For the Local Community:**

- Access to new sports and fitness facilities
- Opportunities for local sports clubs, schools, youth groups, and other organisations to become affiliated with us and make use of our facilities
- We are a hub for social and community events





# *A GREAT TIME TO JOIN OUR RUGBY FAMILY!*

Getting involved as a supporter and sponsor



# SOCIAL MEDIA OUTREACH

WE HAVE A STRONG AND CONSISTENT SOCIAL MEDIA PRESENCE THAT ATTRACTS AND REACHES PLAYERS, SUPPORTERS AND LOCAL COMMUNITY MEMBERS IN GENERAL.

OUR PLAN IS TO INCREASE OUR SOCIAL MEDIA REACH TENFOLD IN THE NEXT 2 YEARS THROUGH DEDICATED AND TARGETED CAMPAIGNING.

[WWW.FACEBOOK.COM/WEAVINGWARRIORS](http://WWW.FACEBOOK.COM/WEAVINGWARRIORS)

[WWW.INSTAGRAM.COM/WEAVINGWARRIORS](http://WWW.INSTAGRAM.COM/WEAVINGWARRIORS)



# *SPONSORSHIP BENEFITS*

1. **COMMUNITY ENGAGEMENT:** ALIGN WITH A WELL-RESPECTED COMMUNITY CLUB WITH STRONG VALUES AND LOCAL SUPPORT.
2. **BRAND EXPOSURE:** REACH FAMILIES, PLAYERS, FANS, AND OTHER BUSINESSES THROUGH VARIOUS CHANNELS AND CROSS-POSTING WITH ENTITIES SUCH AS MAIDSTONE BOROUGH COUNCIL AND THE RFU.
3. **TAX DEDUCTION:** SPONSORSHIP CONTRIBUTIONS MAY BE TAX-DEDUCTIBLE AS A MARKETING EXPENSE.
4. **POSITIVE PUBLICITY:** SHOWCASE YOUR COMMITMENT TO SUPPORTING LOCAL SPORTS AND HEALTHY COMMUNITY INITIATIVES.







# *SPONSORSHIP PACKAGES*

HERE'S SOME PACKAGE OPTIONS FOR SPONSORING OUR CLUB.

HOWEVER, WE'RE ALSO KEEN TO HEAR YOUR IDEAS!

ALL SPONSORS WILL FEATURE ON THE SPONSOR WALL, IN OUR NEWLY BUILT CLUBHOUSE

# Platinum Sponsor - £10,000/year

## EXCLUSIVE BENEFITS:

**MAIN SPONSOR STATUS:** LOGO PROMINENTLY DISPLAYED ON ALL TEAM JERSEYS AND CLUB BANNERS, AS WELL AS PROMINENT PLACING ON CLUBHOUSE SPONSOR BOARD

**PITCH BRANDING:** SIGNAGE AROUND THE PITCH AND CLUBHOUSE FOR ALL GAMES AND EVENTS

**WEBSITE & SOCIAL MEDIA COVERAGE:** COMPANY LOGO AND LINK ON THE CLUB'S WEBSITE AND SPECIAL POSTS ON ALL SOCIAL MEDIA PLATFORMS

**COMMUNITY ENGAGEMENT OPPORTUNITIES:** SPONSOR FEATURED IN COMMUNITY EVENTS ORGANISED BY THE CLUB, E.G., CLUB ANNOUNCEMENTS AND SHOUT-OUTS, FEATURE IN PRINTED MATERIALS ETC.

**VIP ATTENDANCE:** INVITED ENTRY FOR COMPANY EMPLOYEES TO ALL HOME GAME HOSPITALITY AND SPECIAL EVENTS, INCLUDING TEAM AND HOSPITALITY PHOTOGRAPHY

**CONTENT COLLABORATION:** OPPORTUNITY TO COLLABORATE ON CONTENT (E.G., SOCIAL MEDIA TAKEOVERS, PLAYER FEATURES WITH SPONSOR PRODUCTS)

**RECOGNITION PLAQUE:** PRESENTED TO YOUR ORGANISATION AS A THANK-YOU FOR YOUR COMMITMENT



# Gold Sponsor - £5,000/year

## KEY BENEFITS:

- **SHIRT SPONSORSHIP:** COMPANY LOGO ON ONE SECTION OF THE JERSEYS OR TRAINING KITS
- **PITCH BANNER:** BANNER ON THE PITCH SIDE AND OUTSIDE CLUBHOUSE DURING GAMES
- **WEBSITE FEATURE:** LOGO DISPLAYED ON THE SPONSORS' SECTION OF THE CLUB'S WEBSITE
- **SOCIAL MEDIA MENTIONS:** SHOUT-OUTS BEFORE EACH GAME DAY
- **COMPANY DAY AT THE CLUB:** INVITATION FOR COMPANY EMPLOYEES TO A GAME OR TRAINING DAY WITH TEAM INTERACTIONS, PHOTOS, COMPLIMENTARY REFRESHMENTS AND SOCIAL MEDIA COLLABORATION
- **RECOGNITION PLAQUE:** PRESENTED TO YOUR ORGANISATION AS A THANK-YOU FOR YOUR COMMITMENT





## Silver Sponsor - £2,500/year

### SUPPORTING BENEFITS:

- **SECONDARY FIELD BRANDING:** BANNER IN A DESIGNATED AREA AT HOME GAMES
- **WEBSITE & SOCIAL MEDIA RECOGNITION:** FEATURED AS A SILVER SPONSOR ON THE WEBSITE AND OCCASIONAL SOCIAL MEDIA POSTS
- **MATCH DAY SHOUT-OUTS:** MENTION DURING GAME-DAY ANNOUNCEMENT
- **INVITATION TO SPONSOR EVENTS:** ATTEND CLUB-HOSTED EVENTS AND NETWORK WITH THE COMMUNITY.

## Bronze Sponsor - £1,000/year

### COMMUNITY PARTNER BENEFITS:

- **WEBSITE ACKNOWLEDGEMENT:** LOGO AND NAME LISTED ON THE SPONSORS' PAGE
- **SOCIAL MEDIA MENTIONS:** OCCASIONAL SHOUT-OUTS ACROSS OUR PLATFORMS
- **INVITATION TO SPONSOR EVENTS:** ATTEND CLUB-HOSTED EVENTS AND NETWORK WITH THE COMMUNITY.



# Additional Sponsorship Opportunities

## **MATCH DAY SPONSOR - £250/GAME**

- SPONSOR A SINGLE MATCH WITH HIGHLIGHTED ADVERTISING FOR THAT GAME, INCLUDING SOCIAL MEDIA POSTS AND ANNOUNCEMENTS
- PROMINENT LOGO FEATURE ON MATCH DAY
- OPPORTUNITY TO COLLABORATE ON MATCH DAY SOCIALS
- SPONSORED PLAYER OF THE MATCH AWARD

## **TRAINING SPONSOR - £750/YEAR**

- HELP SUPPORT TRAINING EQUIPMENT AND RECEIVE YOUR LOGO ON OUR TRAINING EQUIPMENT (E.G., BAGS, PADS ETC.)
- GUARANTEED VISIBILITY IN ALL SOCIAL MEDIA POSTS REGARDING CLUB TRAINING SESSIONS

## **EVENT SPONSOR – VARIABLE**

- SUPPORT SPECIAL EVENTS, SUCH AS TOURNAMENTS OR COMMUNITY OPEN DAYS, WITH BENEFITS LIKE EVENT SIGNAGE, EXCLUSIVE BRANDING RIGHTS, STALL HOLDING ETC.



# *WHY SPONSOR YOUR LOCAL RUGBY TEAM?*

BY SPONSORING OUR COMMUNITY RUGBY CLUB, YOU ARE NOT JUST SUPPORTING A TEAM—YOU ARE INVESTING IN THE HEALTH, WELL-BEING, AND PRIDE OF OUR COMMUNITY.

JOIN US IN MAKING A DIFFERENCE AND BE RECOGNISED WITHIN OUR COMMUNITY AS A VITAL CONTRIBUTOR TO OUR SHARED FUTURE.

LAURENCE PISANI – CLUB CHAIRMAN







# *CONTACT US*

TO DISCUSS ANY OF THE SPONSORSHIP OPTIONS IN THIS PACKAGE, OR ANY OTHER WAY THAT YOU AND YOUR COMPANY MAY GET INVOLVED THEN PLEASE REACH OUT TO:

[SPONSORSHIP@WEAVINGWARRIORSRFC.UK](mailto:SPONSORSHIP@WEAVINGWARRIORSRFC.UK)

WEAVINGWARRIORSRFC.UK