

PRINCIPLE SPONSOR



kwbellgroup



**CINDERFORD RFC**  
**COMMERCIAL BROCHURE**  
**2025/26**









# OUR STORY

# OUR STORY

**Cinderford RFC was formed in 1886 in the Forest of Dean, a mining area in West Gloucestershire situated between the Rivers Severn and Wye. The area, a source of iron ore and coal since pre-Roman times, also provided timber for Nelson's navy and was seen as remote and the inhabitants as wild and unpredictable.**

By the turn of the twentieth century Cinderford were playing leading teams from England and South Wales but after the Great War the club's fortunes, and the local coal mining industry declined, and many good players 'went North' to seek employment in the coalfields and rugby in the 'Northern Union'. Nevertheless, A D 'Bumps' Carpenter gained an England Cap against South Africa in 1931.

The club's re-emergence after WW2 owes much to the efforts of the late Bob and Mary Beavis. 'Cinderford White Rose' a club mainly of miners, had kept rugby going over the war years. When they decided to re-form as Cinderford RFC Mary became Hon. Sec. and remained so for the next fifty years.

The club started league life at level 6 and by 2001 was at level 4. Relegated after just one season Cinderford were back by 2004 and made it to Level 3 in 2007-08 after a nail-biting North/South play-off with Darlington Mowden Park. After eight seasons in National One they were relegated at the end of 2015-16. During that time budding internationalists Freddie Burns, Sam Underhill, Harry Williams and Josh Adams all gained valuable experience as dual-registered players. At the end of season 2017-18 Cinderford, captained by George Porter, regained National One status by becoming National 2 South Champions with 143 league points from 29 wins and 1 defeat. At the end of 2021/22 season Cinderford, captained by Harry Hone, achieved fifth place in National League One, its best place since gaining National One status.

The 24/25 season saw the club return to National League Two rugby. With a vision to regroup and rebuild, this season saw a totally new squad of very young players take centre stage, many of whom were taking the first steps into National league rugby. Despite a season decimated by injuries, we held a top four position for most of the season before slipping slightly in the final few games.

Overall, it was a season of consolidation with this young squad and the signs are very promising for moving forward as a group, with a view of return to National League One. Looking forward into the 25/26 season, that is now the focus for the coaches and players as we move into a new season and new era for Cinderford Rugby Club. Defined by a new, bespoke AGP playing surface, providing a fantastic facility for the Club and the community, this season bodes well for a promising year of rugby, with plenty of excitement.





# WARM UP TOPS

## WARM UP TOPS

**This new sponsorship opportunity provides a fantastic chance to get your business excellent exposure in front of the cameras.**

*Constituting a critical part of the match day kit, these pre match warm up tops are used by the players as part of their matchday routine at each and every game.*

- Company name on the front of the warmup tops for the next 4 seasons
  - Note - New warm up tops will be provided after 2 seasons at no extra cost
- 5.0 Metre x 1.1 Metre Advertising Board erected pitch side with no renewal cost for 4 seasons
- One Matchday Sponsorship package. This package includes:
  - Pre-Match Hospitality for 10
  - Matchday Tickets
  - Social Media Credits
  - Matchday Programme Business Editorial for your chosen game
- Player Sponsorship
  - Your business can choose a player from the CRFC squad to sponsor each season
  - The business name will appear underneath the photo of your selected player in each of our home Matchday Programmes over the course of the season
  - Plus, also on the TV screens around the club on matchdays, to give the sponsor even more exposure to the captive audience on Matchday

### Pricing

**£1750.00 + VAT per season**

Based on the 4-season sponsorship agreement.





## PITCH SIDE ADVERTISING

**Promote your company and show support for Cinderford RFC with a pitch side advertising board at Dockham Road.**

*Now with the new AGP (Alternative Grass Pitch) pitch installation comes much bigger and better Pitch side Advertising Boards now this is a simple but highly effective way to promote your company and brand here at Cinderford RFC.*

*And now with the AGP pitch which will be available to use 7 days a week for teams, groups, organisations, this will increase the footfall here tenfold, so this gives businesses so much more brand exposure around the ground and a great opportunity to reach out to potentially a whole new customer base.*

- Advertising board in full colour and erected pitch side
- Invitation to sponsors luncheon for yourself and a guest during the season
- Acknowledgement on social media platforms and the club website

### Pricing

**2.5 Metre x 1.1 Metre - £395.00**

**5.0 Metre x 1.1 Metre - £695.00**

**7.5 Metre x 1.1 Metre - £935.00**

**10 Metre x 1.1 Metre - £1100.00**

Based on a 1-year agreement.

Costs include artwork & board fitting

Larger sizes are available on request





# PERSONAL PLAYER DONATION

**This package gives supporters and friends of Cinderford Rugby Club a unique way to support your favourite player with a, cost effective, personal sponsor donation.**

*Both on and off the field, this package allows you to support Cinderford RFC and your favourite player. Whether you're purchasing this package for yourself, or as a present for someone special it is sure to get you up close to the action.*

- Person's name or names accredited to your favourite player on all the television screens within the club house on matchdays
- Person's name or names in all 1st XV Matchday Programmes over the course of the season against your favourite player
- Invitation for up to two guests to a designated Players Sponsors Day. This includes pre-match hospitality and tickets for the game

Pricing  
**£250.00**

# PATRONS DONATION

**The 2023-24 season saw the start of this exclusive 1886 Patrons Club as a fantastic new way to show your support of Cinderford RFC, which is continuing due to popular demand.**

*We have a range of benefits within the package to suit everyone that is a supporter of the club, from exclusive merchandise to our patrons' days. Your donations can really make a huge difference.*

- Free admission to all Cinderford RFC home games
- 2 fully exclusive Patrons Days with full hospitality over the course of the season
- Christmas Patrons Day with a delicious two course Christmas Dinner
- Two Patrons names will be drawn from ballot for committee hospitality at each 1st XV home game this season
- Two Patrons names will be drawn from ballot to join the 1st XV and travel in style to designated away games during the season with pre-match hospitality from our hosts
- Ticket for the end of season dinner and awards evening

Pricing  
**Minimum Donation - £200.00**

PLAYER & PATRONS DONATION





# MATCH SPONSORSHIP

## MATCH DAY SPONSORSHIP

**This very popular package offers a full matchday experience for sponsors and guests. A unique way of entertaining clients, suppliers, staff, family and friends.**

*From the fabulous food and drink in the sponsors lounge, to getting up close and personal with National league rugby on the field from the comfort of the grandstand or pitch side, this experience is one that everyone will enjoy at Dockham Road.*

- Reserved hospitality table with a delicious pre-match lunch
- Reserved match day tickets and complimentary programme
- Match day programme editorial and promotion on our social media platforms
- Two printed mugs with sponsors name, logo and match on
- Promotion over PA announcement
- After-match pay bar facilities

### Pricing

**Party of six guests - £325.00 + VAT**

**Party of eight guests - £375.00 + VAT**

**Party of ten guests - £425.00 + VAT**

## MATCH BALL SPONSORSHIP

**Whether you're promoting your business or just getting together with friends and family, this is an excellent and cost-effective way of supporting Cinderford RFC.**

*For a special occasion to entertaining customers, staff or suppliers, this package is something that everyone can get involved in and enjoy.*

- Reserved hospitality table with a delicious pre-match lunch
- Reserved match day tickets and complimentary programme
- Printed mug with sponsors name, logo and match
- Match day programme editorial and promotion on our social media platforms
- Promotion over PA announcement
- After-match pay bar facilities

### Pricing

**Party of two - £100.00 + VAT**

**Party of four - £175.00 + VAT**





# MATCH DAY MASCOT

**This package offers a wonderful opportunity to treat boys or girls, young or old, to lead out the mighty Cinderford onto hallowed turf at Dockham road.**

*This unique and popular package caters for the mascot and 3 guests, providing fun for all the family.*

- A full Cinderford RFC replica matchday kit, yours to keep
- Four pre-match hospitality passes with lunch in the sponsor's lounge
- Four reserved match day tickets
- Lead the team out with the captain
- Match day programme editorial
- Promotion over PA announcement

## Pricing

**£149.99 + VAT**

We have the facility to cater for multiple match mascots for each game. Each match day mascot experience must be booked twenty-one working days prior to the game, to allow for ordering of the kit.

# PRE-MATCH HOSPITALITY

**Our match day hospitality is like no other, with a friendly atmosphere, many laughs and plenty to keep you entertained.**

*Join us pre-match for comforting food and full pay bar facilities in the sponsor's lounge. Whilst with us our dedicated hospitality and commercial team will make sure you and your guests are well looked after. Why not try your luck at our weekly raffle with a bunch of fantastic prizes on offer.*

## Pricing

**Match wristband and buffet - £23.50**

**Match wristband and Two Course Meal - £28.50\***

For full details and booking – Contact our Hospitality Manageress Donna Roberts on 01594 822673 or via our Cinderford Rugby Club Social, Events & Hospitality Facebook page

*\*Available at selected matches only*

MATCH SPONSORSHIP





# PERSONAL PITCHSIDE TABLE

## PITCHSIDE TABLE

**A brand new and unique opportunity for supporters to have your own, CRFC personalised, pitch side table complete with your individual or business name engraved into the lid.**

*Say goodbye to holding ice cold beers, boiling hot teas and coffees, and juggling food items. Instead, make the most of enjoying the game with your own personal beer barrel table, located pitch side for optimal viewing!*

- Your very own pitch side barrel, engraved with either your own name or that of your business on the lid.

### Pricing

£200 + VAT (To Be Confirmed)





# VENUE HIRE – THE CLUB HOUSE

**Weddings or wakes, buffet or banquet, disco or dinner. Whatever the event we've got what you need.**

*Our competitive hire rates and outstanding modern facilities make Dockham Road Clubhouse the perfect venue for a wide range of events. With on-site catering and access to specialist event services we can make your event one to remember.*

## Events catered for:

- Birthday parties
- Christenings
- Wakes
- Functions

## Large Function Suite

Can accommodate for 120 seated guests or around 150 for buffet and entertainment.

## Additional Rooms

Our comfortable Centenary Lounge with bar and dining facilities might be perfect, or for small informal gatherings the players bar is available with seating, catering and club bar pricing.

**\*\***(This room is also equipped with a large screen and projector)

## Pricing

Call our Hospitality Manageress Donna Roberts on 01594 822673 to find out how we can make your event special and for pricing.

VENUE HIRE





# **POST-WORD**

With the ambitious vision for the future of Cinderford RFC there are an increasingly wide range of opportunities to become part of an exciting future at Dockham road!

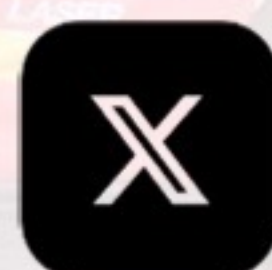
We want to develop long lasting partnerships with all of our sponsors, for them to promote themselves to a much wider audience that being part of National League Rugby offers, but also to engage with our supporters and become fan facing.

We also want to drive a commercial growth strategy to develop strong foundations on and off the pitch, working with our commercial partners to make the future of Cinderford RFC sustainable for the generations to come.

This year sees a whole new era for Dockham Road unfold, with a bespoke, new AGP playing surface. Creating a fantastic facility for the club and wider community, and the perfect opportunity to boost your exposure to an array of new customers.

Check out our socials!

[Instagram](#) / [Facebook](#) / [X \(Twitter\)](#) / [TikTok](#)



# **CONTACTS**

*For further information contact regarding any of these packages and for general enquiries*

**Commercial Manager - Paul Willetts**

*paulwilletts11163@gmail.com*

*07746 355381*

*For further information regarding venue hire, pre-match hospitality and club house events*

**Hospitality Manageress – Donna Roberts**

*01594 822673*



PRINCIPLE SPONSOR



## **Kairos Sports Photography**

Forest of Dean based sports and event photographer. UK and International coverage. Official photographer for Rugby For Heroes, Egg Chasers RFC, Cherry Pickers RFC, Forest of Dean Bog Trotters RFC and LosseHeadz Barbarians

Contact

m; 07530 104029

e; [nigel.miller@kairosbmtc.co](mailto:nigel.miller@kairosbmtc.co)

# **CINDERFORD RFC**

## **COMMERCIAL BROCHURE**

### **2025/26**



COPYRIGHT 2025,  
CINDERFORD RUGBY FOOTBALL CLUB,  
ALL RIGHTS RESERVED.