

# Our Sponsors



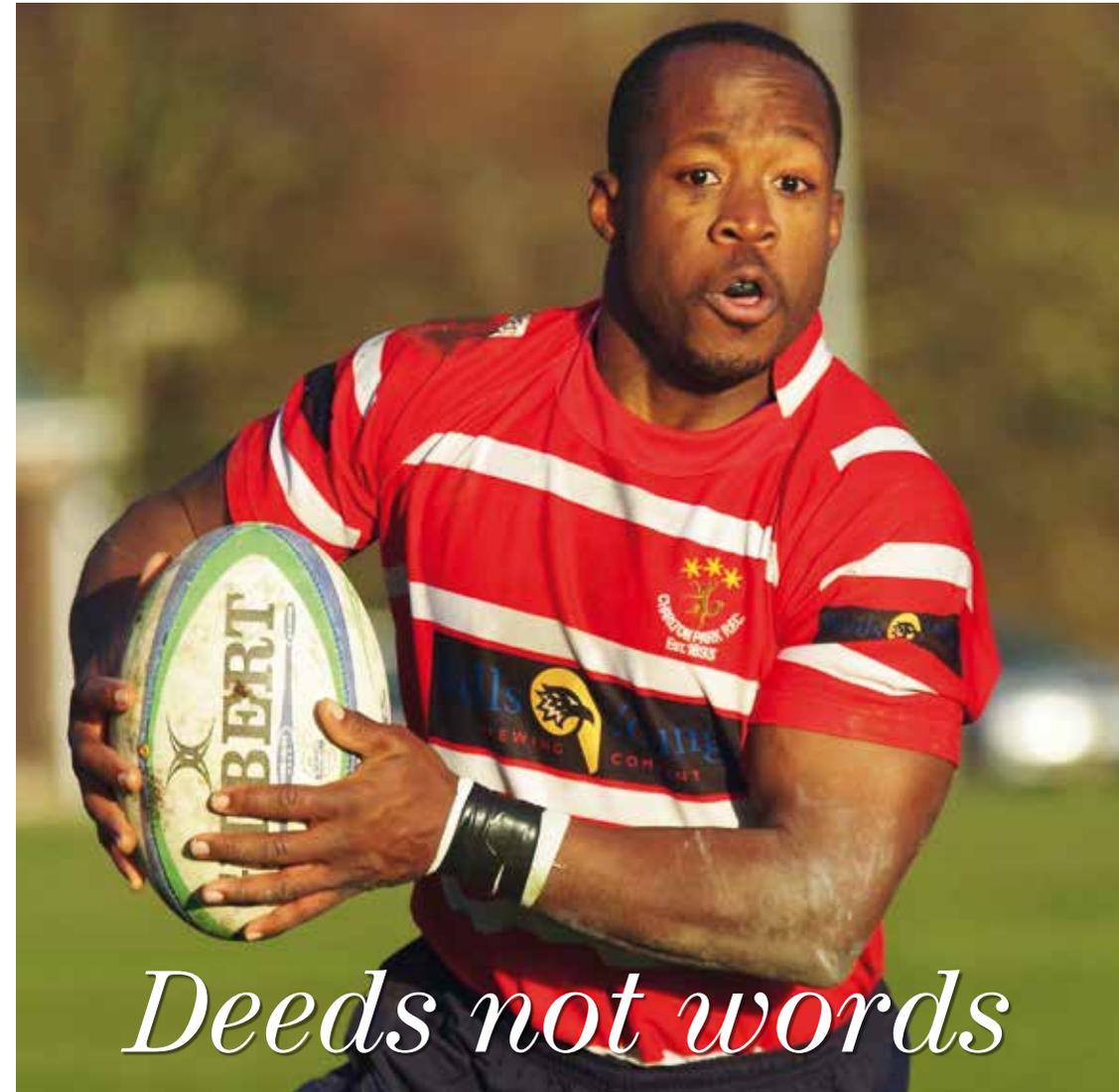
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CHARLTON PARK RFC

# Sponsorship and Advertising



*Deeds not words*

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# The Spirit of Rugby



## Introduction

**Charlton Park RFC** is a traditional, amateur rugby club, now moving into our 125th year. We have always been a progressive, community-centered club with a strong focus on protecting our legacy through responsible financial management and supporting schools, rugby and our community.

**This booklet aims to set out who we are, what we want to do and how you can support us.**

Left: Old Charltonians 1910, above: Twickenham 2017

# Who we are

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Charlton Park RFC has been providing rugby anyone who wants to play since 1893. We originated as the Old Charltonians from a school formed to train pupils for the Royal Military Academy Woolwich. We lost over half the playing membership in the First World War and changed our name to Charlton Park in order to identify with our new home ground donated by the Maryon-Wilson family, one of our earliest sponsors.

The club ran five sides throughout the twenties and provided several players to the county and London teams. When the park was sold to Greenwich Council we lost our ground and many of our members, and with the pavilion being hit by a bomb during the Second World War we became homeless. We lived a peripatetic existence, struggling to raise more than one team and were kept alive by a small group of dedicated officers.

An influx of new players in 1970s sparked by a link with Avery Hill College heralded a new era. After a long association with Hornfair and the Plume of Feathers in Greenwich we bought our own ground at Phippen Hall in Eltham, and when the leagues started with

moved rapidly upwards, starting in Kent League 1 and reaching the giddy heights of National League 4 in the mid 90s. It was a memorable season of long journeys and some big defeats as we struggled to stay as an amateur club just when the rest of the rugby world had gone heavily professional.

So we were relegated and gradually adjusted to a new focus on stabilising the club. At the end of the 90s we bought our ground in Broad Walk, Kidbrooke, where we have developed our facilities into some of the best anywhere in London. Money raised from London Broncos' RLFC use of the club was spent on renovating the ground drainage system and the development of our youth, school and community work has led to grants from the RFU and Sport England.

We now run four Saturday sides, with youth and veterans teams. The club is used every day by local schools and community as well as other sports. We have always been a sociable club, but we also take our rugby seriously and last season we played at Twickenham in the National Intermediate Cup Final. We are an RFU Accredited Club.



# Who we are

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**At the heart of our operation is an emphasis on sporting and professional excellence encapsulated by:**

## **STRENGTH, STANDARDS, SPORTSMANSHIP AND SOCIABILITY**

Our facilities are among the best in the area. We are in the top ten most successful clubs in Kent – in 2016/17 our 1st team won the London and South-East Intermediate Cup.

We own the freehold of our own ground and provide excellent facilities for our members and community.

Our 500 members come from every background; many through our proximity to the City and Canary Wharf, some are students from local schools and universities, some see rugby as a relaxation from their work, others see it as a way to further themselves. We are one of a few rugby clubs in a predominantly football area. We attract and keep players because we go out of our way to make them welcome. We believe in rugby as a strong support and role-model for social values.

We have:

- Three pitches, two of which are floodlit
- A squash court
- A weights gym
- A large function hall that caters for 150+ people, with separate bar
- A rugby bar
- A big car park
- Our own website [www.charltonpark.org.uk](http://www.charltonpark.org.uk)

We are also used as a home base by:

- Kent RFU - We are a home ground and training venue for the county team, as well as the under 20s and under 18s. We are used for County tournaments.
- The City League, a tournament for City Companies such as JP Morgan, Ernst & Young, Lloyds, Deloitte, PwC, Freshfields and
- A local judo club
- A line dancing club
- Greenwich Council disability unit
- CAMRA for their annual beer and cider festival
- Greenwich Council Fostering team
- Local community police and neighbourhood watch meetings
- Local residents associations
- A social club for local residents
- The gym and squash facility
- Meetings of borough sports clubs and organisations
- Conferences and training.



# What we want to do

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## We want to increase our ability to support our local schools and young people:

- 1** To fund a qualified Full-time Youth Development Officer.  
We already support the development of rugby in local schools, most of which do not have rugby on their curriculum. More schools are now asking for our support and we are finding this increasingly more difficult to provide without funding.
- 2** In addition, this is likely to lead to a need for more youth coaching within the club and this will need financial support for coaches and coaching courses.
- 3** To upgrade our changing facilities to provide for youth and women.



# How you can support us?

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## Sponsorship opportunities:

### Why sponsor Charlton Park?

- You want to have access to international tickets for England games at Twickenham
  - You may wish to increase the name awareness of you and your organisation to the high-profile rugby audience and the local community
  - You may want to improve your corporate entertaining opportunities by using our excellent facilities
  - You may wish to provide the opportunity to reward or entertain your staff
  - You may wish to be associated with a respected local and international team sport
  - You may wish to support our commitment to young local people
- You may want to meet our visitors from the City League, County and opponents
  - You may look forward to having practical links with an energetic, successful and responsible club
  - You may wish to offer us advice and support
  - You may wish to advertise in our programme, on our pitchside boards, and on our website.

### Who should I contact?

#### **Doug Hursey**

Chief Executive.

Email: [chief@charltonpark.org.uk](mailto:chief@charltonpark.org.uk)

or call: **07949 295 746**



# Packages

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- Kit sponsorship
- Youth section sponsorship
- Website, pitch board and programme advertising
- Match and pre-match hospitality
- Clubhouse branding
- Player sponsorship
- Free club hire

## Contact

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