



LIMASSOL
RUGBY CLUB



SPONSORSHIP 2016/17

Our People – Committee Members

- **Nicholas Mastoroudes** – President
- **Artemios Papageorgiou** – Chairman
- **Sarah Sullivan** – Secretary
- **Dave Lee** – Treasurer
- **Constantinos Constantinides** – Captain
- **Jason Stainer** – CRF Representative
- **Andy Spring** – Fixtures Secretary
- **Scott Lennox** – Social Secretary
- **Mark Nowell** – Referee Coordinator
- **Louis Carell** – Committee Member
- **Antonio Fiorillo** – Committee Member
- **Andy Webster** – Committee Member
- **Dan McFarlane** – Committee Member

Our Teams

The Limassol Crusaders RFC (LCRFC) is affiliated to the Cyprus Rugby Federation (CRF) and competes in all the national rugby competitions. The club often hosts clubs from overseas and organizes annual tours abroad.

Seniors

The Seniors team compete in the Cypriot national league, with matches usually played on Saturday afternoon in front of an average crowd of 100/150 fans in the previous season. Historically the team has provided several players to the Cyprus National Team (6 in the last season).

Juniors

The junior squad covers the age group 13 to 17 and has always been a focal point for the development of our club with highs and lows during the past years. A few of our guys are now playing in professional or semi-pro clubs in countries such as England, Scotland, France, Australia and South Africa. The management of the club, for the next season, has taken a firm commitment on investing in development to bring benefits to the club, rugby on the island and the sport in general.

Minis

Sunday sessions for the under 13 age group are regularly available to introduce the youngest to the game of tag-rugby. The Minis also participate in the CRF Tournament which runs throughout the season. LCRFC are set to host the finals day in April 2017 when there will be in excess of 170 children plus parents at the ground for a day of tournament TAG rugby.

Veterans

Rugby is a sport for all ages, the club has a big group of over 35 who still enjoy the game and don't miss any opportunity to play with other veterans clubs from Cyprus and often from overseas.

Home Stadium – AEK Katholiki

The club is based at the AEK Katholiki ground in Agios Antonios, Limassol, where all teams train and play their home games. The stadium consists of a standard regulation size football pitch and an uncovered grandstand with a seating capacity of 1,000. This is complemented by a canteen used as hospitality area to cater for sponsors on match days, as well as player change rooms, referees’ room and public toilets. The ground is also equipped with floodlights which allows training and playing after dark.

Media & Communications

LCRFC maintains a strong public profile through its media and communication strategy, along with the official club website which is one of the main communication portals for our players, members and supporters. The club is also very active on social media platforms such as Facebook and Twitter and regularly features on local media such as sport website and local magazines, all of which provide a unique and engaging promotional vehicle for our sponsorship.

Website

www.limassolcrusadersrfc.com

+ 2000 visits per year

+ 750 unique visitors per year

+ 5000 page views per year

Facebook

www.facebook.com/LimassolCrusadersRFC

350 Likes in 1 year

Average post reach 300 persons

Most engaging content - Pictures

Community Engagement

LCRFC acknowledges the importance of establishing strong community links and playing a positive role within the local community. To this end, the club as well as individual athletes have worked in close contact with several schools in Limassol, charity and community organizations, helping promoting and participating in several successful events and initiatives such as “I would rather walk than drink and drive”, blood donations and beach clean ups.

Social Events

The club has a strong social streak and often organizes gathering around the town on the occasion of big sport events or even just to meet our supporters and strength the bonds with our members. The club holds an Annual Dinner Dance which is a fixed appointment for all the Crusaders fans and players alike.

STADIUM NAMING RIGHTS

An exciting sponsorship opportunity exists to secure the exclusive Naming Rights to the Stadium at AEK Katholiki, the home ground of the Limassol Crusaders RFC since 2004.

Starting from this year there is the opportunity for the club to seek out a Naming Rights sponsor for AEK Katholiki for the 2016/17 rugby season. The format to be used would be “ABC Stadium @ AEK Katholiki”, hence still retaining and preserving the historical name of the venue.

This represents a landmark public relations opportunity for any potential sponsor to align their brand with the Limassol Crusaders Rugby Club and leverage from the goodwill associated with a significant part of their financial commitment going directly towards the payment of the rental of the ground, which is the biggest expense for the Club.

Other sponsorship benefits include (but are not limited to):

- Prominent corporate signage at ground entry gates, visible from the street
- Company Logo on Seniors Team front Jersey
- n.5 LCRFC Full Memberships
- n.2 perimeter signs at the ground
- Award for “Clubman of the Year” named after your company
- Prominent logo position on club website and match day programme
- Advertising and promotional opportunities on club website and Facebook page
- Exposure on club Facebook page
- Stadium Name in all fixtures references, official club communications and media reporting
- Framed LCRFC jersey (with your organisation logo/name) for sponsorship recognition
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

Investment: Eur 6000



Major Sponsor – Front Jersey

- n.2 LCRFC Full Memberships
- n.2 perimeter signs at the ground
- Award for “Best Player of the Year” named after your company
- Prominent logo position on club website and match day programme
- Advertising and promotional opportunities on club website and Facebook page
- Exposure on club Facebook page
- Framed LCRFC jersey (with your organisation logo/name) for sponsorship recognition
- Opportunity to distribute marketing material and organise promotional displays at home games and club events



Investment: Eur 2000

Back of the Jersey (2 sponsorships available – Top and Bottom)



- n.1 LCRFC Full Membership
- n.1 perimeter signs at the ground
- Prominent logo position on club website and match day programme
- Advertising and promotional opportunities on club website and Facebook page
- Exposure on club Facebook page
- Framed LCRFC jersey (with your organisation logo/name) for sponsorship recognition
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

**Investment: Eur 1200 (Top)
Eur 800 (Bottom)**

Jersey Sleeve (2 sponsorships available – 1 on each sleeve)

- n.1 LCRFC Full Membership
- n.1 perimeter signs at the ground
- Logo on club website (Sponsors Page) and match day programme
- Exposure on club Facebook page
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

Investment: Eur 500

Shorts (2 sponsorships available – Front and Back)

- n.1 LCRFC Full Membership
- n.1 perimeter signs at the ground
- Logo on club website (Sponsors Page) and match day programme
- Exposure on club Facebook page
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

Investment: Eur 300



Veterans Team “The Commandarias” – Front Jersey

- n.1 LCRFC Full Membership
- n.1 perimeter signs at the ground
- Logo on club website (Sponsors Page) and match day programme
- Exposure on club Facebook page
- Framed LCRFC Veterans jersey (with organisation logo/name) for sponsorship recognition
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

Investment: Eur 600

Juniors Team – Front Jersey

- n.1 LCRFC Full Membership
- n.1 perimeter signs at the ground
- Logo on club website (Sponsors Page) and match day programme
- Exposure on club Facebook page
- Framed LCRFC Juniors jersey (with organisation logo/name) for sponsorship recognition
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

Investment: Eur 600

Minis Team “MiniCru” – Front Jersey

- n.1 LCRFC Full Membership
- n.1 perimeter signs at the ground
- Logo on club website (Sponsors Page) and match day programme
- Exposure on club Facebook page
- Framed LCRFC Minis jersey (with organisation logo/name) for sponsorship recognition
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

Investment: Eur 800

GROUND SIGNAGE

Ground Perimeter Signage

- n.1 perimeter signs at the ground
- Logo on club website (Sponsors Page) and match day programme
- Opportunity to distribute marketing material and organise promotional displays at home games and club events

Investment: Eur 150



MATCHDAY SPONSORSHIP

- Your name or company logo will feature as match sponsor on programme and website/Facebook announcements
- Commemorative picture before the match with the team
- Complimentary refreshment before the match and at half time.

Investment: Eur 100

PLAYER SPONSORSHIP

- Your name or company logo will feature on website and on programme as player sponsor
- Commemorative picture with the player

How the Sponsorship will benefit Club and Player:

The sponsorship will contribute to the payment of several expenses such as:

- Club Membership
- Training and Match Fees
- Insurance
- Transport expenses

Investment: Eur 50

BESPOKE SPONSORSHIP

We have endeavoured to create a range of sponsorship packages, however we know that each sponsor's level of financial commitment and corporate objectives may differ. That is why we are also happy to tailor make packages to suit the needs and budgets of individual sponsors.

All the sponsorship will help the club not only paying the bills but also to buy material, such as Polos, T-Shirt, Ties, Jumpers, Balls, Training Bags, Training Material , etc etc.

Just ask us for more information.



TAKE ADVANTAGE OF OUR FLEXIBLE PAYMENT PLAN

At the Limassol Crusaders RFC we also believe in making it as easy as possible for our sponsors to meet their payment obligations. We realise that in today's challenging economic climate, cash flow is one of the main issues affecting most businesses, and that is why we offer our sponsors the option to take up a Flexible Payment Plan instead of paying their full sponsorship in one lump sum.

We believe that once a sponsor is aware of the ability to spread their sponsorship payment over several payments, they will be pleased to take advantage of this facility and helps remove the cost objection to investing in a club sponsorship

THE NEXT STEPS

If you would like to discuss any of these exciting sponsorship please fill the form on our site www.limassolcrusaders.rfc/sponsorship or contact info@limassolcrusadersrfc.com



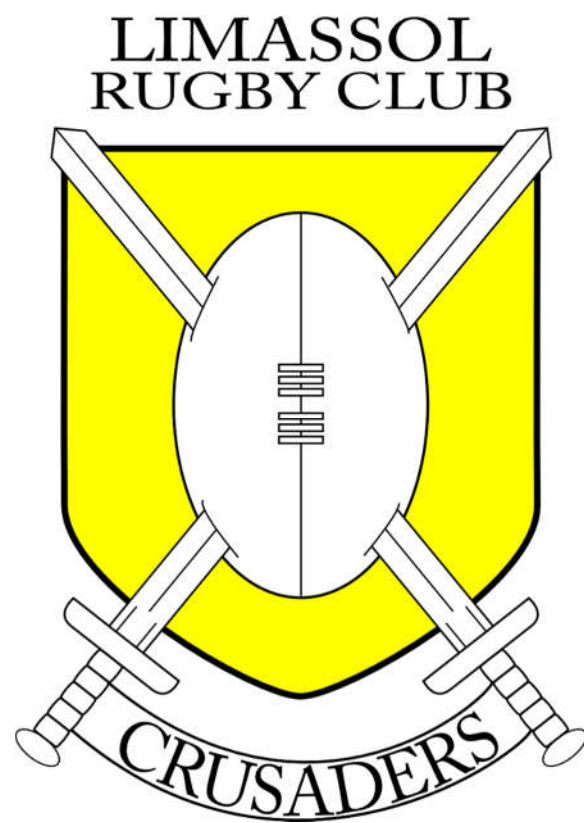


Photo Credits: Stephen Nicolau

v1

Limassol Crusaders Rugby Football Club

Stadium: AEK Katholiki, B Techniki School – Agios Antonios, Limassol
Email: info@limassolcrusadersrfc.com | **Web** www.limassolcrusadersrfc.com