



# Kent County Rugby Football Union

**Build your brand  
and embed  
your business  
in our sporting  
community**







**Established in 1880, Kent County RFU (KCRFU) is a Constituent Body (or ‘CB’) of the Rugby Football Union, responsible for administering and organising rugby union across the county for all clubs and competitions.**

The county is one of the 8 largest CBs in England. It has a strong and wide playing base, with the men’s senior side playing in Division 1 South, the top level of the County Championship.

The KCRFU has 8 representative teams, runs 6 adult cup competitions, 14 youth tournaments and manages 10 regular leagues. We are uniquely placed to offer our commercial partners access to the complete rugby landscape as we are responsible for clubs in both rural Kent and suburban London.

There are 69 affiliated clubs in Kent, with a collective playing base of nearly 6,000 adults (men & women) and over 15,000 juniors.

**A key objective for us is to grow the game in the Women’s and Girls market so we are immensely proud of the 1,300 female players there are in Kent and we will be relentless in growing this number.**

Overall, we estimate that there are more than 69,000 members across all our clubs, with thousands more supporting them every week – in normal times of course!



Kent County Rugby Football Union

### Kent RFU by numbers

**69**  
affiliated clubs

**6k**  
playing adults

**15k**  
playing juniors

**10**  
regular leagues



**“The demographic profile of the Kent rugby community is an attractive one to all business types...”**







**“... we aim to capitalise upon the power of rugby union, with its superb values, to be a connector and influencer ...”**



Supporting our clubs as they emerge from the Covid crisis is our number one priority, but we have one eye firmly on the future, which we see as extremely exciting. Like most organisations, we have learned a lot about ourselves, our clubs, and our game, but particularly about the importance of community and the role sport plays in it.

**The KCRFU will continue to be a major contributor to the RFU All Schools programme which introduces the game to schools from disadvantaged communities, supporting them as interest grows.**

We also work very closely with the leading rugby charity, Wooden Spoon, in the outstanding projects they fund in the county's special needs schools.

The KCRFU is conscious of its leadership role in promoting and supporting the best interests of rugby within the county and its people in general. To this end we are actively engaged with the County Council on mental health programmes for young people, an area we feel strongly about. Going forward, we aim to capitalise upon the power of rugby union, with its superb values, to be a connector and influencer.

**We have plans for a number of exciting rugby-based programmes, which will widen the player and spectator bases and, at the same time, use our contacts and influence to contribute more effectively to the county's rugby communities; this includes supporting clubs' all-important business activities.**

The demographic profile of the Kent rugby community is an attractive one to all business types and we are keen to work with as many as possible.



**“We are looking to work with both Business to Business and Business to Consumer commercial organisations ...”**



**With our wide reach into the county's rugby clubs and management and with our attractive demographics we believe that KentRFU is a viable commercial partner for many different enterprises and as such we are keen to create new partnerships with the business community.**

We are looking to work with both Business to Business and Business to Consumer organisations as our stakeholders are both business decision makers and influencers as well as consumers.

At the same time we have some exciting plans being developed for taking rugby union into hard to reach communities and schools which will act as the perfect platform for larger businesses looking to fulfil their CSR and ESG commitments.

In return for your financial support and value-in-kind contributions we can help you build brand awareness and engage with our stakeholder base, whether this is to increase sales, recruit staff, build your profile or invest into social impact programmes. As a business partner we can open doors for you to a wide network of influential audiences and individuals.

As we emerge from the current pandemic we are not able to offer all our events and on field activity is restricted. This will change in time but to ensure our partners maximise their return on investment we are looking for 3-5 year partnerships where we can ensure we offer full support for the duration of the agreement.

#### **Channels to market:**

Kent RFU has a wide range of tools which we use for communicating and engaging with our clubs and partners. These will be available to our partners to build brand awareness and to push out key messages.

These channels include:

- Website
- Social media
- Newsletters
- Yearbook
- Directory
- County team shirts and clothing range
- Forums
- County competitions (youth and adult)
- Our business network (we are members of the Kent chamber of commerce)
- Dinners, awards and events (supporters lunch, members Christmas dinner etc)

### **Headline partner - £15,000 pa**

**We are looking for a headline partner who will become indelibly associated with the county and its rugby community. The headline partner will feature prominently in all our media and communications channels and we will, whenever possible, connect your senior people with influential people from the rugby and county networks.**

In short, wherever Kent RFU goes our headline partner will go. Once on board our commercial team will work hard to learn as much about your business as possible and we will deploy all our resources to help you achieve your business objectives. As our headline partner you will have total category exclusivity.

### **Community Partners from £5,000 pa**

Kent RFU and the rugby family in general is becoming a more active partner to the business, charity, local authority, health, education and law enforcement groups in the county. Together, we can make Kent a bellwether for the power of sport, business and community working together to make a huge difference to the lives of our people through:

- Improved mental and physical health
- Greater social inclusion and mobility
- Greater equality and diversity, particularly for those from hard-to-reach and disadvantaged backgrounds
- Increased skills attainment and career signposting for young people

We have access to our own programmes in these areas and we partner with a number of excellent sport-based projects that also deliver against these important outcomes. Once you become an official community partner you will be guaranteed category exclusivity for the duration of the agreement. Our commercial team will liaise you to establish the key brand messages you wish to convey and to which audiences. We are looking for organisations from the private and public sectors to contribute a minimum of £5,000 pa to become a Community Partner.

### **Supplier Partners from £2,500 pa**

If you sell products or services to rugby clubs then becoming a supplier partner could be the ideal option for your business. We can help our supplier partners to sell to the county rugby clubs through our media channels, and sometimes through direct introduction. We are also happy to explore some of the fee being through a value-in-kind programme if this will help us to invest back into the rugby community.





A photograph of a male rugby player in a dark blue kit with 'ZOO sport' and 'SPITFIRE' logos, running with a rugby ball. He has white and black striped knee tape. In the background, another player in a green and white kit is visible. A semi-transparent blue box with white text is overlaid on the left side of the image.

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**To find out more about how Kent RFU can add real value to your business please contact our advising consultant Roger McKerlie on [roger@clubchampions.net](mailto:roger@clubchampions.net) or on 07703 344139**

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