

**PROSPECTIVE SPONSOR
BROCHURE**





CONTENTS

01	Introduction	
02	A Message from The Commercial Manager	15 Headline Sponsorship
03	A Message from The Chairman	16 Premium Sponsorship
04	The Fabric of Our Club	17 Primary Partners
05	100 Years and Counting	18 Accelerate Partners
06	Sponsorship at Bury Rugby	19 Assets
07	The Impact	20 Sponsor and Partner Events
09	The Numbers	21 Haberdern Hospitality
10	From The Sponsors	24 Facility Hire
11	What Can We Do For You?	26 Fixtures
12	Sponsorship Opportunities	28 Reminders and Benefits
14	Player Sponsorship	29 Final Message

INTRODUCTION

From humble beginnings, our rise as a rugby club has been a story of hard work, community, and commitment. Like every great journey, we have experienced monumental highs and tragic lows, extraordinary successes and crushing setbacks — all of which have contributed to who we are, where we are, and what we stand for today.

In this, our centenary year, our journey is just beginning. Together, we now have the unique opportunity to shape the next 100 years of Bury St Edmunds Rugby Club — and everything this proud local institution represents.

Bury St Edmunds Rugby Club might be a rugby club — but it is more than just a rugby club. We are deeply rooted in the community we are so proud to serve, and we have become a pillar of that same community. Indeed, it is this connection that makes us more than just a rugby club.

While we provide a rugby home to over 5,000 members — and on certain days, you'll be able to catch some of the region's finest players in action at some of the area's most exceptional grassroots facilities — our club offers so much more.

Bury St Edmunds Rugby Club is a place to meet friends, network, reminisce, support local businesses, attend or host events, go to the gym, enjoy local beer and coffee, support charities, and much more. The club remains a cornerstone of our local community, and we uphold this responsibility in all that we do.

**WE ARE MORE
THAN JUST A
RUGBY CLUB.**

**ALWAYS
HAVE BEEN.**

**ALWAYS
WILL BE.**





A message from

THE COMMERCIAL MANAGER

Thank you for your interest in joining Bury St Edmunds Rugby Club in a commercial capacity. I am delighted to share more about our remarkable club and this proud pillar of our community with you.

Welcoming potential new partners is always an exciting opportunity for us. I genuinely believe that the offering we've built at The Haberden offers real value to anyone looking to join us in a commercial capacity. I would welcome the opportunity to demonstrate this and to share our vision with you.

As a commercial team, we are always striving to deliver more for our sponsors and partners. With that ambition in mind, we will once again action a new and fresh offering for the 2025/2026 season – with the aim of creating greater impact and stronger connections at the heart of these efforts.

This brochure will give you an insight into our club's story, vision and, of course, our commercial offering. I hope it serves as a strong introduction, and I would be delighted to follow up with a conversation in person here at The Haberden.

I'm confident you'll find an opportunity that resonates with your goals - and more - within the #buryrugbyjourney. We're anticipating another fantastic season, both on and off the pitch, and I very much look forward to welcoming you into the Bury Rugby family to share it with us.

Will Affleck

✉ will@bserufc.co.uk

☎ 07908 966 301

A message from

THE CHAIRMAN

As Chairman of this great club, I am fully aware of the major role that our sponsors play in the continued success and growth of Bury St Edmunds Rugby Club. We are far more than just a team on the pitch — we are a community, a family, and a shared passion that brings people together from all walks of life. None of that would be possible without the generous support of our partners. In fact, we simply wouldn't be here without our sponsors and partners.

At Bury, we take pride in building meaningful, long-lasting relationships with our sponsors. We understand that sponsorship is a two-way street, and we work hard to ensure that every partner feels valued, supported, and connected — not just to the club, but to our loyal fanbase, local business network, and wider rugby community.

Whether you are a national brand or a local enterprise, we are committed to helping you achieve your goals while being part of something special. We hope you will consider joining us on this journey and it is my guarantee to you that it will be worth your while.

Craig Germeney

chairman@bserufc.co.uk



THE FABRIC OF OUR CLUB

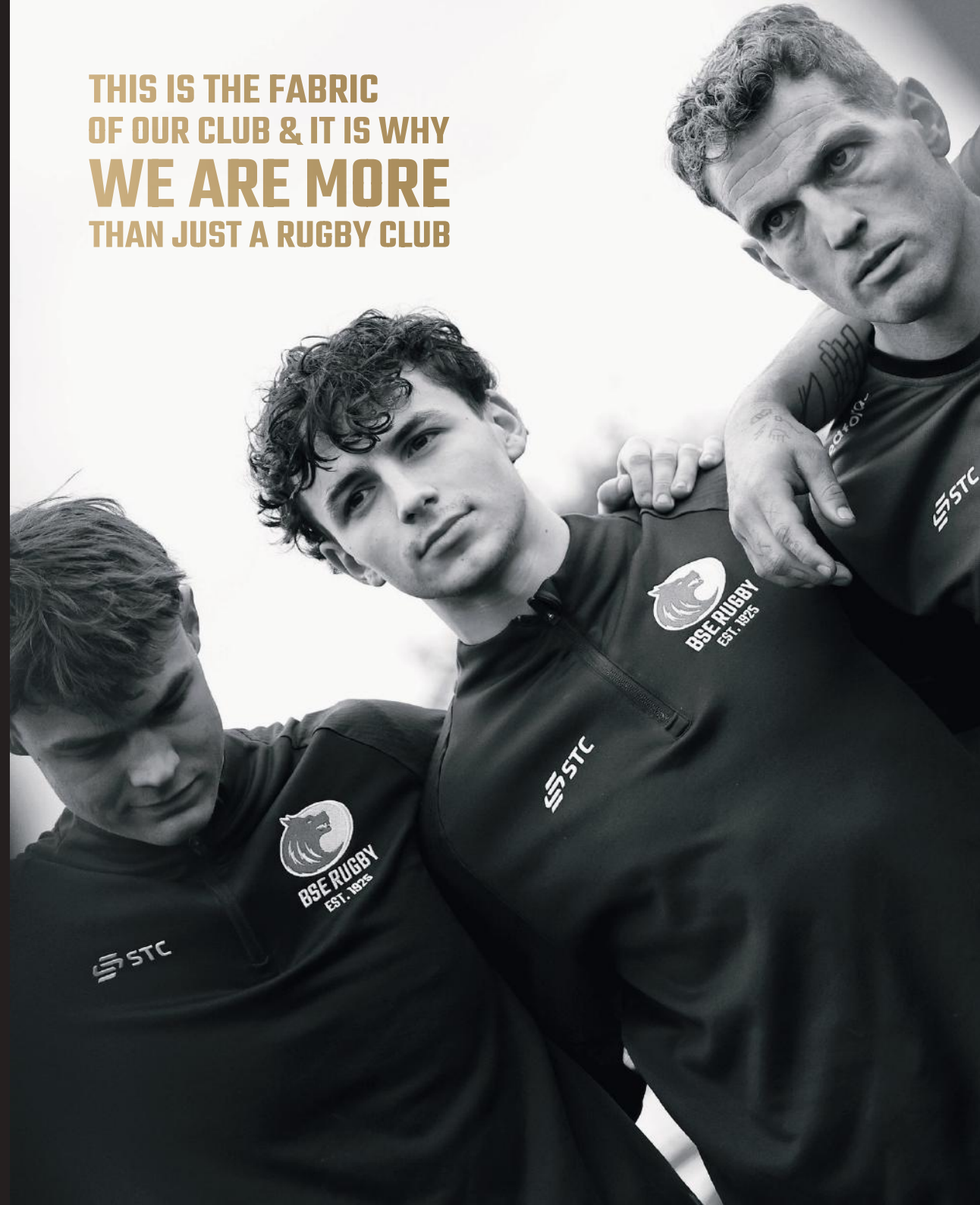
The tragedy of March 3, 1974, could have spelled the end for Bury St Edmunds Rugby Club. On that awful day, 18 club members died in what was then the world's worst-ever air disaster. The heartbreaking loss tore the heart out of the club. Devastated families and the whole community were left reeling.

Bury had been riding high as the rugby season drew to a close. They were Suffolk champions and looking forward to a bright future. So, the 21 men who went to see England play France in Paris would have been in high spirits. But only three would ever see their hometown again.

All the others, including many of the first team, were among 346 people killed on the return trip when a London-bound Turkish Airlines DC-10 crashed soon after take-off. The disaster happened after a faulty cargo door blew out. Just three of the Bury party, who had stayed on in Paris, survived.

But the club is living proof of its unquenchable spirit. It not only pulled through, but gradually recovered and rebuilt to become the success story it is today. The shared pain strengthened the bond between the club and the community — and that has remained a vital part of its makeup. Those left to pick up the pieces at the club were inspired to carry on by knowing how much their lost friends had loved rugby.

THIS IS THE FABRIC
OF OUR CLUB & IT IS WHY
WE ARE MORE
THAN JUST A RUGBY CLUB



100 YEARS AND COUNTING

SPONSORSHIP AT BURY RUGBY

Every rugby club needs sponsorship — but at Bury St Edmunds Rugby Club, our ambition makes sponsorship even more essential. We're committed not just to rugby, but to our members, our community, and our wider responsibilities as a grassroots organisation with big aspirations.

Rising costs and a challenging economic climate make meeting these responsibilities harder than ever. But while we acknowledge these obstacles, we're not content to stand still. We believe in pushing forward — on the field, in our community, and for the future of the club.

We are proud to be more than a rugby club. We are a vital part of Bury St Edmunds, with a vision to grow, develop talent, and support the next generation. Our goal is to ensure that Bury St Edmunds Rugby Club remains a thriving, inclusive, and community-driven club for the next 100 years — and beyond.

To do this, we need partners who believe in what we're building. Our current sponsors have shown incredible support, but as our ambitions grow, so too does our need for committed, forward-thinking partners.

There's never been a better time to get involved. Whether your goals are brand exposure, community engagement, networking, or all of the above, we're confident we can offer you real value and genuine return.

Our commercial approach is designed to benefit everyone involved. It's targeted, multi-channel, and built on genuine relationships — with a proven return on investment. We draw from a powerful network of members, partners, and supporters, all working together to help the club and its sponsors thrive.

If you're looking for a meaningful partnership with a club that truly makes a difference, we'd love to talk.

Join the [#buryrugbyjourney](#).



BE PART OF SOMETHING
BIGGER

THE IMPACT

THE MINIS

“The Minis section is all about having fun and nurturing the next generation of girls’ and boys to play rugby. We actively encourage volunteer coaches to get involved and inspire parents to become passionate supporters of the game.

Our sponsors play a vital role in making this dream a reality — helping us grow and thrive, and enabling our Minis section to be recognised as the biggest and best in the region.”



NICK TUFFS - OUTGOING MINIS SECTION CHAIRMAN

WOMEN'S 1ST XV

“It is no secret that the women’s section of Bury St Edmunds Rugby Club has grown astronomically in recent years - and this is in no small part thanks to the outstanding contributions of our sponsors. We’ve been fortunate to receive support from several local businesses, each of which has made a lasting impact on our development.

Thanks to this backing, we’ve been able to provide kit, cover essential equipment and staffing costs, and most recently, fund our match-day physio provision (and supplies!). Without this support, the women’s team simply couldn’t have achieved all that it has - including our *historic* promotion into the Women’s Championship.

We can only continue this incredible journey with the help of future sponsors. Women’s sport is growing at an exponential rate, and there has never been a better time to join us and be part of something truly special.”



LIAM LEESON - HEAD COACH, WOMEN'S 1ST XV



GIRLS' YOUTH

"Thanks to the ongoing efforts of our dedicated volunteers and the generous support of our sponsors, the Youth Girls' section at Bury St Edmunds Rugby Club is thriving. From just a handful of girls' and two coaches in 2020, we've grown to over 70 members, training and playing across four age-grade teams.

The generosity of our sponsors has been fundamental to this success. To date, they have helped fund coach training, match kits and balls, tours, promotional materials, water bottles, post-match meals, social events — and so much more.

In the Youth Girls' section, we pride ourselves on creating a fun, inclusive environment where our players can flourish — both on and off the pitch. Whether it's building new friendships or growing in confidence, our girls' thrive.

With the Women's team now competing in the Championship and our Youth Girls' section going from strength to strength, there has never been a better time to support female rugby at BSERUFC. If you'd like to be part of our exciting future, we'd love to hear from you."



ANNA BOWMAN - GIRLS' YOUTH CHAIRPERSON



THERE HAS NEVER BEEN A BETTER TIME TO SUPPORT FEMALE RUGBY



"The sponsors and partners of Bury St Edmunds Rugby Club have played a crucial role in the tremendous growth of our community team — and, by extension, in the impact we are able to make within the local community.

As a proud community-focused club, we recognise the responsibility we hold to serve and support those around us. Part of that responsibility is delivering rugby and multi-sport opportunities — both out in the community and here at The Haberdern.

Thanks to the continued support of our sponsors,

we're now reaching more people than ever before, offering a broader, higher-quality, and more frequent programme of activities. offering a broader, higher-quality, and more frequent programme of activities.

I am especially grateful for the support our sponsors have shown towards our multi-sports holiday camps. We now provide sporting opportunities to thousands of children across the school holidays — often completely free of charge — helping to make sport more accessible and inclusive for all."



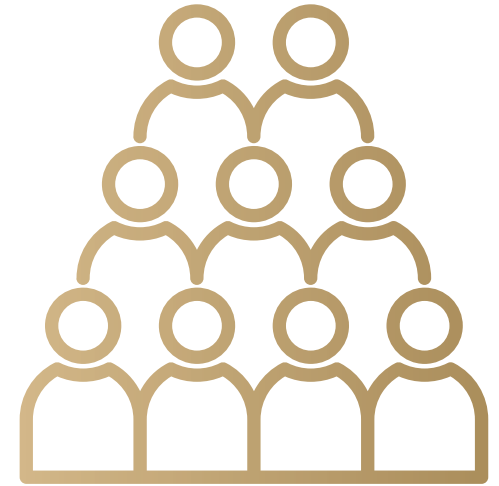
BEN COOPER - RDO

THE NUMBERS

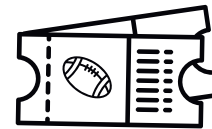


400+ SPONSORS
& PARTNERS

100,000 +
ANNUAL VISITORS



5,000+
MEMBERS



150,000 +
UNIQUE WEBSITE VISITS
PER ANNUM

WWW.BSERUGBY.CO.UK



3.5 MILLION
VIEWS ACROSS
SOCIAL MEDIA



FROM THE SPONSORS

"We are now in our third season as a sponsor, and our support has grown year on year. We are excited to be enhancing our support, via the 1974 suite and the Women's team, in the coming years. We thoroughly enjoyed meeting fellow supporters, volunteers and sponsors at the club events and on match days.

Having played for the club as a youth, it feels good to now give back in a small way. Bury Rugby is more than just a rugby club, more than a sports team; it's a hub of community spirit and business owners, and an organisation we are proud to be part of."



JASON FORD - FWD ACCOUNTS LTD
CLUB PREMIUM SPONSOR



"We are incredibly proud to be the Technical Kit Partner of Bury St Edmunds Rugby Club, now entering our fourth year of partnership. Supporting a club dedicated to inclusivity, growth, and excellence – from the senior men's and women's teams to the vast number of minis and juniors training and playing every weekend, and the positive local impact this has is a true privilege.

Our relationship is built on trust, honesty and shared values, and we are excited to continue supporting the club as the senior teams build to climb the leagues and further become an integral part of the Bury St Edmunds area."



JAMIE WARNER - STC TEAMWEAR
TECHNICAL KIT PARTNER
CLUB PREMIUM SPONSOR



"Merrifields have had a long association with Bury St Edmunds Rugby Club, in the last four years we have been a Headline Sponsor and we are looking forward to our fifth year for the 2025/26 season.

Merrifields have received a high level of physical profile from our sponsorship, with several of our orange boards adjacent to the club visible to the many cars and pedestrians that pass every day. Our profile within the club is also prominent again increasing people's awareness of Merrifields. The social media coverage has been professional relevant again increasing our profile in the local community and those that follow the club from afar. The club have made sure spectators and visitors aware of our involvement. All this coverage has been important as it has reinforced our commitment to supporting the community.

"As someone new to the Rugby family, I didn't have any understanding of just how big a role the club played within the community and the number of opportunities it afforded people of all ages and walks of life.

We are now entering our third year with the club and it's truly inspiring to see the hours that volunteers put in to make sure everyone is offered a chance at playing and how the club are making incredible efforts to ensure all teams have a platform for success

The biggest boost that our sponsorship has given us revolves around the business-to-business networking. Unlike many networking events the clubs' events and launches feature sponsors of the club who want to help the club and in turn help themselves. We have received many enquiries from fellow sponsors for us to provide advice to their companies, and some of these enquiries have been profitable and rewarding for us and the other sponsor. We have also managed to offer work to other sponsors where they have the appropriate skillset.

Sponsoring Bury St Edmunds Rugby Club has been rewarding on many levels and commercially progressive."



GORDON ELLIS - MERRIFIELDS
HEADLINE SPONSOR



Our commitment to the club is matched by their open-minded approach to giving us opportunities to share our vision for clients, be that with business networking events, corporate days away or with match day opportunities."



BEN RAMSAY - FAIRFIELD MONEY
MAIN WOMEN'S 1ST XV SPONSOR
CLUB PREMIUM SPONSOR



WHAT CAN WE DO FOR YOU?

We pride ourselves on fostering a commercial offering for everyone. We have worked tirelessly to create a commercial strategy that delivers a multi-channelled, holistic, and genuine benefit to the whole of Bury St Edmunds Rugby Club. Moreover, we believe we provide exceptional return for our partners — utilising our extensive member, visitor, and partner portfolio, and always working with the best and most genuine interests of each partner at heart. No matter your budget or current objectives, we will create a package of mutual benefit.

Hereafter, we are delighted to share just some of our commercial options for your perusal. We hope this will provide a valuable starting point for a conversation — and showcase the breadth of our offering.



SPONSORSHIP OPPORTUNITIES

Sponsors and Partners at Bury St Edmunds Rugby Club are bracketed into four sections. Headline Sponsors, Premium Sponsors, Club Sponsors & Official Club Partners.



HEADLINE SPONSORS



PREMIUM SPONSORS



CLUB SPONSORS



OFFICIAL CLUB PARTNERS

JOINING THE #BURYRUGBYJOURNEY DIPPING YOUR TOE

So, let's start at the beginning. We understand that getting started on sponsorship and advertising with an 'unknown quantity' is a big deal for your company. And to that end, we also understand that you may want to just dip your toe in the first instance.

That's fine by us and moreover, it gives us a great chance to prove ourselves to you. We are committed to showing our worth and to ensuring that we reflect your investment to our club.

We have curated some strong opportunities for you to test the water - or, to consider as part of a bigger package too. You can see these options over the next two pages.



ADVERTISING BOARDS

Our advertising boards can go anywhere around The Haberdern and with a 360 visual offering - your message is sure to land to our hugely broad demographic. Thanks to our Official Print Partner, Limitless Design and Print, we can print *any size* for *anywhere*.



PITCHSIDE

Enjoy 360-degree, rugby affiliated exposure at every single game over your tenure. Also, benefit from being between 2 public footpaths and visible to all Haberdern attendees.

8X4FT PITCHSIDE £750 | 16X4FT PITCHSIDE £1500



CAR PARK

Enjoy visibility from all Haberdern attendees, including footpath users and over 300 NHS employee vehicles 5 days a week.

8X4FT CAR PARK £750 | 16X4FT CAR PARK £1500



ROAD FACING

Be seen by 35,000 unique vehicles per annum with our road facing advertising opportunities.

LIMITED | 8FT X 4FT CAR PARK £1500



DIGITAL ADVERTISING

Enquire about a range of digital advertising opportunities, through our social media, website and messaging platforms. Reach over 5,000 members and 395 partners.

PROGRAMME ADVERTISING

Thanks to our partnership with Zeeon, we now produce a digital match day programme at every Men's and Women's 1st XV home fixture throughout the season. We will also create programmes for certain 'non 1st XV fixtures' too - such as 2nd XV local derbies, Colts U18 National Cup fixtures - and more. With this new, easy to use platform and as we are covering more fixtures than ever - the advertising opportunities on match day have never been richer.

PROGRAMME ADVERTISEMENTS START AT £500 FOR THE WHOLE SEASON



PLAYER SPONSORSHIP

Align to any player in our senior section and support them and our club in the most personal way. For the first time ever, individuals and organisation can become a Player Sponsor of any player - across all senior sections - at Bury St Edmunds Rugby Club. Through this new model, you will not only be supporting your chosen player but also our club.

SPONSOR BENEFITS

- Programme exposure
- Website exposure
- Team list exposure
- Business directory inclusion / visibility
- General sponsor / partner benefits and perks
- Sponsor event invitations
- Player sponsor event
- Advertising opportunities / messaging opportunities
- Social media announcement / group post
- Tannoy try / match day announcements – *where applicable*

PLAYER BENEFITS

- Coaching cost contribution
- Training kit contribution
- Physio / medical cover – *where applicable*
- Travel – *where applicable*
- General club costs / maintenance / facilities etc.
- Kit package
- Food after training – *where applicable*

£300



HEADLINE SPONSORSHIP

RATES AVAILABLE ON ENQUIRY

Bury St Edmunds Rugby Club is proud to announce the continued partnership with our esteemed Headline Sponsors – Greene King, Logan Capital Advisors, and Merrifields – for the 2025/2026 season.

We are immensely grateful for their ongoing commitment and generous support, which plays a vital role across all levels of the club. Their renewed pledge not only strengthens our foundation but also reinforces the shared values and ambitions that drive our community forward.

However, in line with our increasing requirements, club wide ambitions, recent successes, and staunch commitment to our role within the community, we are actively seeking further Headline Sponsors to join the Bury Rugby journey.

If your brand is seeking the opportunity to satisfy your marketing, brand, CSR and acquisition requirements through a totally unique vehicle, we would invite you to discuss the opportunity of Headline Sponsorship at Bury St Edmunds Rugby Club with us.

Join Greene King, Merrifields and Logan Capital Advisors as Headline Sponsors of Bury St Edmunds Rugby Club. Align your brand in the biggest way to the #buryrugbyjourney. Enjoy unprecedented and unmatched exposure, opportunities and insight through a totally unique vehicle.



BENEFITS FOR DISCUSSION

- 1 focus video per season
- Inclusion on all social media
- Individual launch
- Jersey presentation
- Email signature
- Inclusion on all team-related social media posts
- 1 stand-alone social media post per month
- 1 club x brand PR piece per season
- Season brochure inclusion
- Headline sponsor wall on clubhouse
- Match day television advert
- Half-time announcement advertisement
- The opportunity to produce a fully bespoke package with all things considered.



PREMIUM SPONSORSHIP

Become a Premium Sponsor of Bury St Edmunds Rugby Club by building a multi-channelled package to suit your requirements. As a result, enjoy extra perks and benefits alongside the below, to really enhance your support of the #buryrugbyjourney.

BENEFITS

- Monthly mention on social media
- Email signature
- 1 stand-alone social media post per season
- 12 free entries per season
- Matchday television promotion
- Programme inclusion
- Matchday announcement exposure
- Website presence
- Website hyperlink
- Website blurb
- Membership [5,000] advertising opportunities
- Partner-to-partner opportunities [350+]
- Matchday PA announcements
- Tickets for usage

Plus, a curation of sponsorship assets to create your package.

£5000+



PRIMARY PARTNERS

RATES AVAILABLE ON ENQUIRY

This season, we are offering brands and businesses the opportunity to become a Primary Partner of Bury St Edmunds Rugby Club. As a Primary Partner, you'll benefit from a commercial agreement that positions your company as a preferred supplier of services within your industry.





ACCELERATE PARTNERS

We are always striving to support the continued growth, success and ambitions around women's and girls' rugby in Bury St Edmunds. However, after the amazing achievement of our Women's 1st XV in securing promotion to Championship 1 - the second tier of English rugby, our commercial requirements have increased further.

To that end and in line with this, we are proud to launch our Accelerate Partner Programme. The Accelerate Partner programme will consist of the main / service providing / service affording sponsors and individuals to our Women's 1st XV as they enter their first season in Championship 1. The accelerate name comes from last year's IWD theme – Accelerate Action.

Currently, this group includes John Stebbing Architects Ltd, Arc Shopping Centre - Bury St Edmunds, Greens Removals and Fairfield Money Ltd.

THIS GROUP WILL ENJOY

- Inclusion in our Partner Brochure
- Further website exposure
- An Accelerate Partner launch at some stage during the season
- Programme inclusion
- In clubhouse signage
- Partner title usage

ASSETS

We always have multiple assets for sale and available for erection across the club. This affords you the opportunity to receive exceptional exposure and support your rugby club whilst doing so.

SECTION SPONSORSHIP

If you have a particular affinity to an individual section at our club, you can support them through general or asset sponsorship.

Each section has specific requirements that need fulfilling and you can help them do it and enjoy exceptional, targeted exposure as a result.

Let us know what you are passionate about and let us share some opportunities with you.

With all sponsorship, the club benefits too.



SPONSOR & PARTNER EVENTS

JULY 2025

31ST Breakfast Networking / Meet the DOR's / ABG

AUGUST 2025

19TH Meet The Squads

SEPTEMBER 2025

4TH Kit Launch Event

5TH Corporate Padel Tournament x David Lloyd Club, Bury St Edmunds

25TH Bury St Edmunds Golf Day

OCTOBER 2025

23RD Centenary Event

NOVEMBER 2025

TBC External 1

DECEMBER 2025

TBC Christmas Drinks at The Angel Hotel

JANUARY 2026

TBC External 2

FEBRUARY 2026

TBC External 3 / Unmatched

MARCH 2026

8TH Women's and Girl's Networking / IWD

APRIL 2026

TBC Business Club 2

MAY 2026

TBC External 4

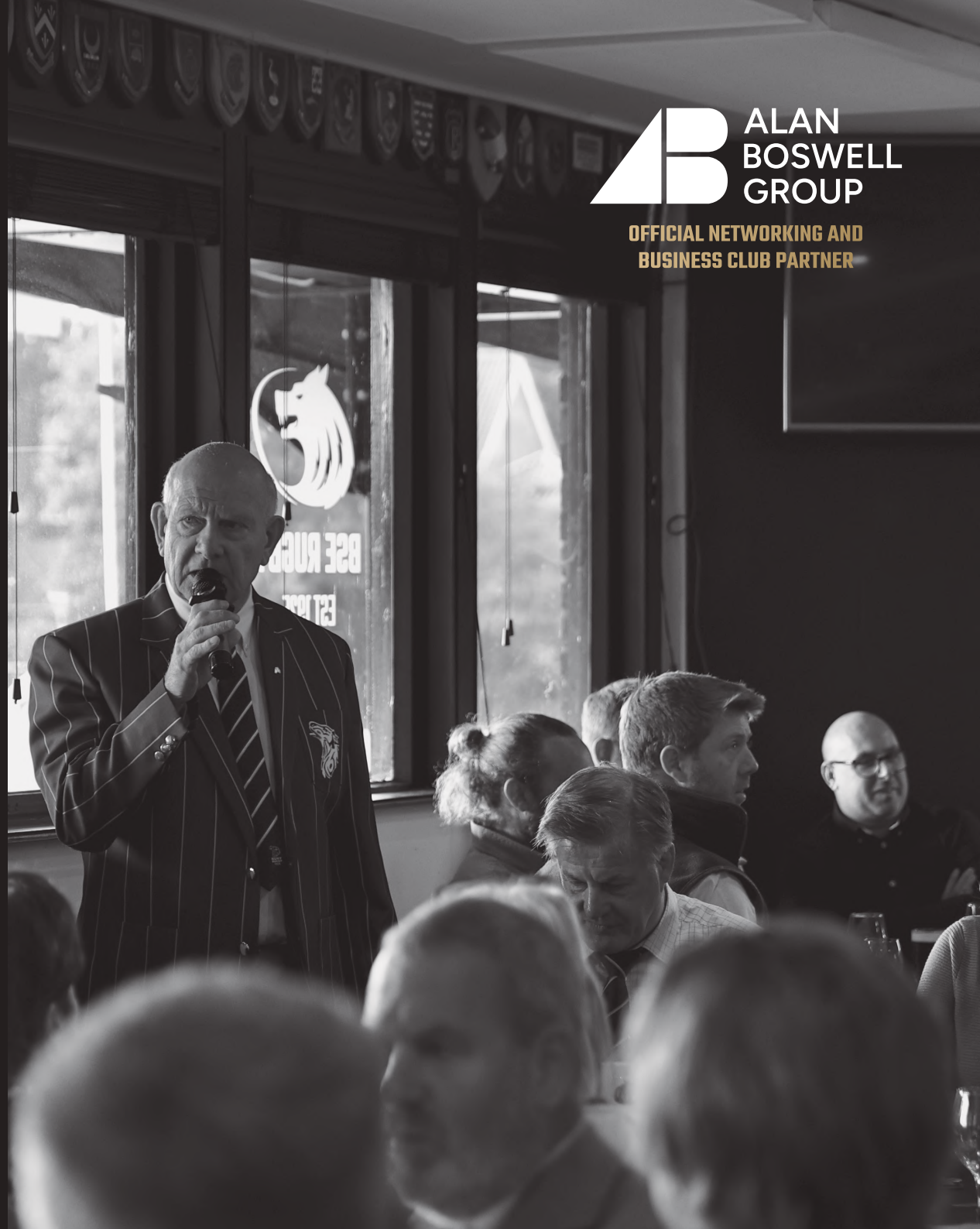
JUNE 2026

TBC Award's Dinner

Please NB all events and dates are subject to change.



OFFICIAL NETWORKING AND
BUSINESS CLUB PARTNER



HABERDEN HOSPITALITY

This season, we've refined and elevated our hospitality experience to deliver what we believe is the finest offering in the National Leagues. Hospitality will be available at all Men's 1st XV home fixtures, with select Women's 1st XV and Men's 2nd XV matches also featuring hospitality throughout the season.

Our Hospitality Manager, Debbie Green and Head Chef, Joshua Gale, are ready to ensure that your Avant Haberden Match Day Hospitality is better than ever.

PRE-MATCH LUNCHEONS

Following the release of the fixture list of our Men's 1st XV, [we can now take bookings here](#). Enjoy a 3-course meal - including a cheese board as your 3rd course Treat clients, family, colleagues, or friends to some proper rugby hospitality and make a day of it at the Haberden. Your package includes entry to the venue and seating.

Let our Hospitality Manager, Debbie and Chef, Josh, take care of you and your guests - with some of the best hospitality in the National Leagues. This season, Avant will once again be the main sponsor of our Match Day Haberden Hospitality.

Avant UK Ltd, are a leading provider of compact loaders and attachments. [Read more about them here](#).

Join us for Avant Haberden Match Day Hospitality this season.



AVANT
HABERDEN MATCH DAY
HOSPITALITY

**OUR AVANT MATCH DAY HABERDEN HOSPITALITY
PRE-MATCH LUNCHEONS ARE NOW AVAILABLE
TO BOOK FOR THE 2025 / 2026 SEASON.**





ATKINS DELLOW SPONSORS LOUNGE 1ST XV MATCH DAY SPONSOR PACKAGE

£50PP | MIN 25 PEOPLE

Join us for the ultimate premium matchday experience.

Enjoy the match a stones throw away from the action, bang on the halfway line. Then, return to the Atkins Dellow Sponsors Lounge for some premium hospitality.

- Free entry to the game for all guests in our newly installed hospitality venue with private halfway viewing terrace (*heated venue with private kitchen area and new toilets*)
- Welcome glass of Prosecco followed by a cold buffet (*upgrade to hot option available*)
- 3 Greene King beers per person
- Half-time cheese and port

PACKAGE ALSO INCLUDES:

- Full page advert in programme
- Pre-match visit from Director of Rugby, James Shanahan
- Hosted luncheon by Club Official
- Multiple tannoy announcements during game
- Presentation of Man of the Match award, on the pitch after the fixture – professional imagery guaranteed by Beanstalk Media
- Post-game visit from DOR / Captain or Man of the Match
- Presentation of a signed ball
- Match ball on plinth with organisation logo
- Blurb in programme
- Social media exposure before and after fixture
- Website exposure before and after fixture
- Match day programmes for attendees
- Pre-match changing room photo with jerseys
- A totally unique experience

**CONTACT HOSPITALITY MANAGER,
DEBBIE GREEN, TO BOOK YOUR
MATCH DAY SPONSOR PACKAGE**

 debbie@bserufc.co.uk

atkinsdellow

1974 SUITE ON MATCHDAY

SPONSORED BY FWD ACCOUNTS LTD



£30PP MIN | 15 PEOPLE

PACKAGE INCLUDES:

- Free entry to game
- Private viewing terrace behind the posts
- Private suite with self-service bar
- A welcome glass of Prosecco
- Cold buffet
- Cheese and Port included
- Optional hot food upgrade
- Drinks / bar packages by agreement
- Match day programmes



**CONTACT HOSPITALITY MANAGER,
DEBBIE GREEN TO BOOK YOUR
MATCH DAY 1974 SUITE PACKAGE**

 debbie@bserufc.co.uk



**OUR HEAD CHEF, JOSH HAS ENHANCED THE FOOD BUFFET
OPTIONS AVAILABLE WITHIN OUR HOSPITALITY SUITES
THIS SEASON. CHOOSE FROM AN OUTSTANDING BBQ MENU,
ANTIPASTI MENU OR A MEGA HOT OR COLD BUFFET.**

All food and drink must be agreed in advance with the Hospitality Manager.

FACILITY HIRE

Did you know you can hire the following facilities at Bury St Edmunds Rugby Club? No matter whether you're looking for match day hospitality or a space for your event, party, class or meeting - we have you covered. If it's a first class venue at cost-effective price you need - look no further than The Greene King IPA Haberden.

THE CLUB HOUSE

Our clubhouse space can comfortably hold 110 seated guests. Facilities include:

- 3 Mounted Smart TV's
- A Fully Stocked Bar
- A Fully Equipped Kitchen
- Coat / Wardrobe Storage
- A Foyer
- 8 Changing Room Facilities With Showers
- A Gymnasium
- An Accessible Lift
- Full Sound System
- 10+ Folding Round Tables
- Chairs
- Room Divider
- Toilets
- Wifi

You can see more information on hiring The Clubhouse, [here](#). To book and discuss your requirements, please contact Hospitality Manager, Debbie Green.

✉ debbie@bserufc.co.uk



THE PITCHES

We have 4 full size rugby pitches maintained by a full time groundsman available for hire. All pitches will be provided with the necessary safety and regulatory equipment for hire but can also be used for other activities.

- We are always proud to welcome schools for several neutral ground fixtures across the season.
- We regularly welcome companies for Summer Fun Days and bootcamps for example.
- P1 & P2 are floodlit for night time usage.

To enquire about using the pitches, contact Club Secretary, Andrew Herlihy.

✉ herlihyandrew61@gmail.com

4G PITCH

We have a 4G pitch on site that holds 4 5-a-side football goals and can be used as a full or half pitch. Our changing / shower / toilet facilities can be hired alongside pitch usage for maximum benefit.

To book our 4G pitch, [please see here](#).



**MEMBERS ENJOY A DISCOUNT
ON ALL BOOKINGS AND
SPONSORS OFTEN GET FACILITY
HIRE FREE OF CHARGE.**

FACILITY HIRE

atkinsdellow

ATKINS DELLOW SPONSORS LOUNGE

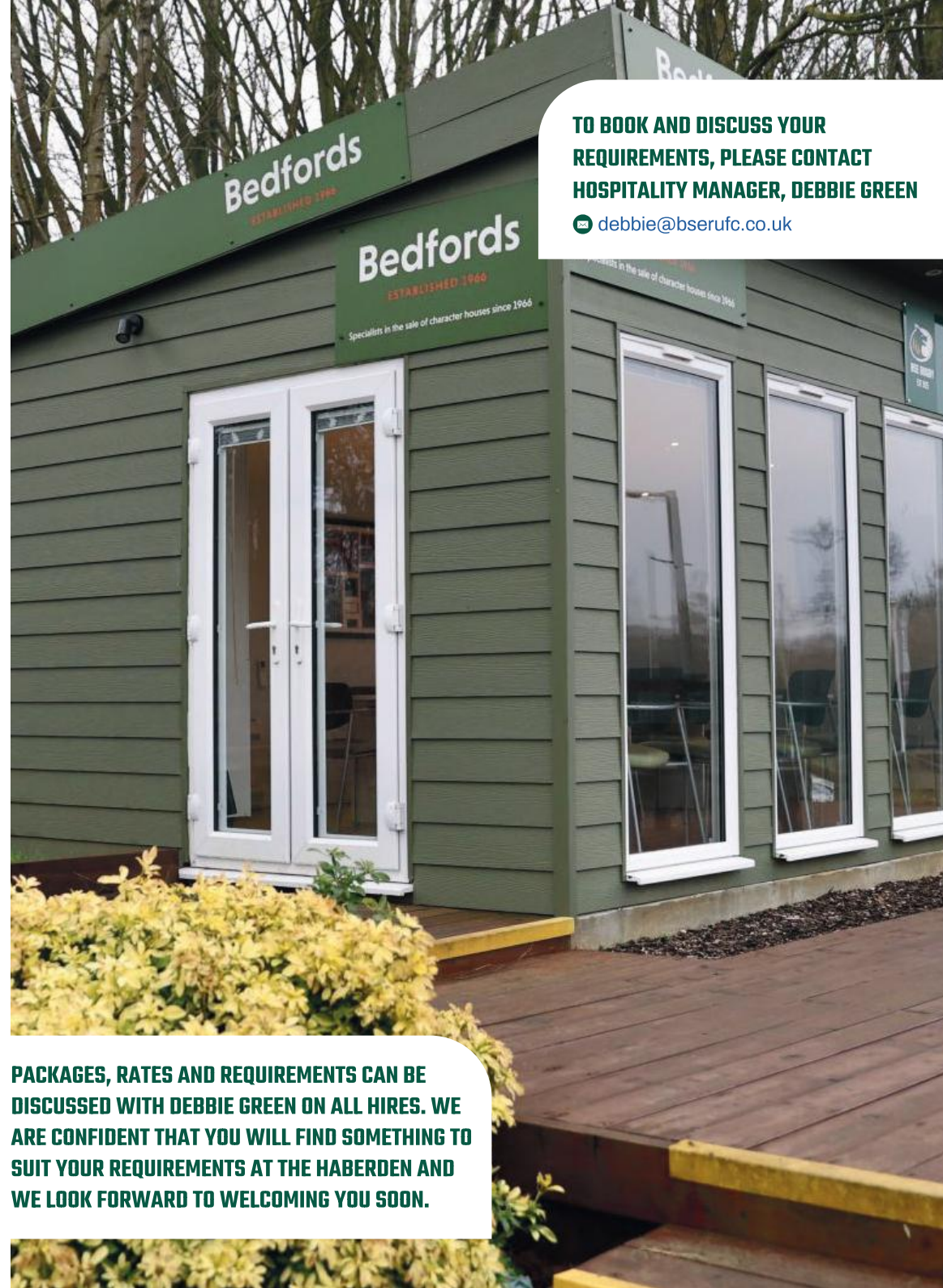
Our newest hospitality offering is the Atkins Dellow Sponsors Lounge. On a match day, we believe this to be one of the best hospitality offerings in the National Leagues. However, we have built it so that it's usage can be multi-purpose. This facility could be used for corporate events, classes, organisation meets, meetings, groups and more. It is truly diverse in its opportunity and offering. Facilities include:

- 5 round foldable tables
- Room for up to 50 guests
- Ample carpeted floor space
- An attached outside bar cabin
- Attached toilets
- Wifi
- Chairs
- Cutlery / glasses etc.
- A fully equipped kitchen
- A balcony overlooking the 1st XV pitch on the half way line
- A TV
- Heating / air conditioning

THE 1974 SUITE - SPONSORED BY FWD ACCOUNTS

The 1974 Suite is another match day hospitality venue at The Haberden with a multifaceted offering. Created and named to mark the most important year in the history of our club, this sleek and well equipped venue could be the answer to your requirements. Boasting an elevated, end on view of the 1st XV pitch and both an indoor and outdoor space. This venue is probably our best suited for off site business meetings, lectures and more formal company get togethers. Facilities include:

- A long board room style table
- Wifi
- A TV
- Chairs for 20 people
- Food / drink storage and preparation space
- A fridge freezer
- Tea / coffee / hot water facilities
- Full height windows and double doors
- A viewing balcony
- Outdoor tables and chairs with parasols
- Heating / air conditioning



TO BOOK AND DISCUSS YOUR REQUIREMENTS, PLEASE CONTACT HOSPITALITY MANAGER, DEBBIE GREEN

debbie@bserufc.co.uk

PACKAGES, RATES AND REQUIREMENTS CAN BE DISCUSSED WITH DEBBIE GREEN ON ALL HIRES. WE ARE CONFIDENT THAT YOU WILL FIND SOMETHING TO SUIT YOUR REQUIREMENTS AT THE HABERDEN AND WE LOOK FORWARD TO WELCOMING YOU SOON.

MEN'S 1ST XV FIXTURES

SEPTEMBER 2025

6TH Old Albanian RFC vs Bury St Edmunds [A]

13TH Bury St Edmunds vs Oundle [H]

20TH Oxford Harlequins vs Bury St Edmunds [A]

27TH Bury St Edmunds vs Esher [H]

OCTOBER 2025

4TH Sevenoaks vs Bury St Edmunds [A]

11TH Bury St Edmunds vs Westcombe Park [H]

18TH Havant vs Bury St Edmunds [A]

25TH Canterbury vs Bury St Edmunds [A]

NOVEMBER 2025

1ST Weekend Off

8TH Bury St Edmunds vs London Welsh [H]

15TH Guernsey vs Bury St Edmunds [A]

22ND Bury St Edmunds vs Barnes [H]

29TH Reserve Weekend

DECEMBER 2025

6TH Henley vs Bury St Edmunds [A]

13TH Bury St Edmunds vs Dorking [H]

20TH Oundle vs Bury St Edmunds [A]

27TH Free

JANUARY 2026

3RD Reserve Weekend

10TH Bury St Edmunds vs Oxford Harlequins [H]

17TH Esher vs Bury St Edmunds [A]

24TH Bury St Edmunds vs Sevenoaks [H]

31ST Westcombe Park vs Bury St Edmunds [A]

FEBRUARY 2026

7TH Reserve Weekend

14TH Bury St Edmunds vs Havant [H]

21ST Bury St Edmunds vs Canterbury [H]

28TH London Welsh vs Bury St Edmunds [A]

MARCH 2026

7TH Reserve Weekend

14TH Bury St Edmunds vs Guernsey [H]

21ST Barnes vs Bury St Edmunds [A]

28TH Reserve Weekend

APRIL 2026

4TH Easter Free Weekend

11TH Bury St Edmunds vs Henley [H]

18TH Dorking vs Bury St Edmunds [A]

25TH Bury St Edmunds vs Old Albanians RFC [H]



WOMEN'S 1ST XV FIXTURES

SEPTEMBER 2025

14TH Cheltenham Tigers Women vs Bury St Edmunds Women **[A]**

21ST Bury St Edmunds Women vs Sale FC 1861 Women **[H]**

OCTOBER 2025

5TH Lichfield Ladies vs Bury St Edmunds Women **[A]**

12TH Bury St Edmunds Women vs Kenilworth Women **[H]**

26TH West Park Leeds Women vs Bury St Edmunds Women **[A]**

NOVEMBER 2025

2ND Bury St Edmunds Women vs Barnsley Ladies **[H]**

9TH Buckingham Swans Ladies vs Bury St Edmunds Women **[A]**

23RD Bury St Edmunds Women vs Blaydon Red Kites 1XV **[H]**

30TH Novocastrians Ladies vs Bury St Edmunds Women **[A]**

DECEMBER 2025

14TH Sale FC 1861 Women vs Bury St Edmunds Women **[A]**

21ST Bury St Edmunds vs Lichfield Ladies **[H]**

JANUARY 2026

11TH Kenilworth Women vs Bury St Edmunds Women **[A]**

25TH Bury St Edmunds Women vs West Park Leeds Women **[H]**

FEBRUARY 2026

1ST Barnsley Ladies vs Bury St Edmunds Women **[A]**

15TH Bury St Edmunds Women vs Buckingham Swans Ladies **[H]**

22ND Blaydon Red Kites 1XV vs Bury St Edmunds Women **[A]**

MARCH 2026

8TH Bury St Edmunds Women vs Novocastrians Ladies **[H]**

22ND Bury St Edmunds Women vs Cheltenham Tigers Women **[H]**



REMINDERS & BENEFITS

Don't forget, that as a valued partner, you receive a raft of benefits and perks.

BENEFITS

- Business directory visibility and inclusion.
- Opportunity to advertise to 5,000 members and 380 partners
- Offer and benefit from fellow sponsor / partner discounts
- Organic business introductions
- Event invitations
- Networking talk requests
- Charity requests



FINAL MESSAGE

It is no secret that the foundations of our club have been built on the unparalleled voluntary support of our members, the power of community & the extraordinary generosity of our sponsors & partners. Without them, we simply would not be where we are today. Indeed, we would simply not be here today..

As we celebrate 100 years of Bury St Edmunds Rugby Club, together, we must now look to the next 100. There is always more to do.

We have so much to offer players, members, supporters and commercial partners alike. I would welcome the opportunity to discuss further our vision for the club and what we are doing across the entire club with you. Whatever your aims and objectives are, there will be something at this great club for you. Join the #buryrugbyjourney, relish the history and join us, for the next chapter.

I look forward to giving you a proper Haberden welcome soon, but in the meantime, please feel free to reach out through LinkedIn or via will@bserufc.co.uk to find out more.

WILL AFFLECK – COMMERCIAL MANAGER

 will@bserufc.co.uk

DEBBIE GREEN – HOSPITALITY MANAGER

 debbie@bserufc.co.uk

CRAIG GERMENY – CHAIRMAN

 chairman@bserufc.co.uk

 www.bserugby.co.uk



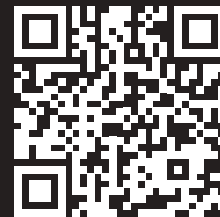


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BURY ST EDMUNDS RUFC
100 YEARS AND COUNTING

