



BURY ST EDMUNDS RUFC

2026/2027

PROSPECTIVE

PARTNER



Merrifields Merrifields Merrifields Merrifields Merrifields Merrifields



CHAMPIONS  
EDMUNDS RUGBY  
ESTABLISHED 1925



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

**ALWAYS  
HAVE BEEN.**

**ALWAYS  
WILL BE.**

# INTRODUCTION

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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.

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 4,000 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.

# A YEAR OF UNPRECEDENTED SUCCESS







**2025 / 2026 WAS A SEASON OF UNPRECEDENTED SUCCESS AND EXCEPTIONAL GROWTH FOR BURY ST EDMUNDS RUGBY CLUB, BOTH ON AND OFF THE FIELD.**

Our Men's 1st XV secured promotion to National League 1, the third tier of English rugby, while our Men's 2nd XV earned promotion to Regional Anglia 2, the sixth tier. This remarkable achievement means the gap between our 1st and 2nd XV's is now the smallest of any rugby club in the United Kingdom, demonstrating the exceptional depth and strength of our revitalised playing programme.

These successes build on the achievements of our pioneering Women's 1st XV, who gained promotion to Championship 1, the second tier of women's rugby, continuing to establish the club as a leader in the development of the women's game.

Beyond our senior performance teams, our Men's 3rd and 4th XV's continue to flourish

at a time when many clubs across the country are struggling to field multiple senior sides. Their continued success reflects our commitment to inclusivity, community participation and ensuring that rugby remains accessible to players of all abilities across Bury St Edmunds.



Our Girls' Youth Section has experienced extraordinary growth, expanding from just five registered players before the pandemic to nearly 100 members today. As the fastest-growing section of the club, it represents an exciting future for the game locally. Our innovative Girls' Pathway partnership with Finborough School is creating new opportunities for aspiring players and helping to elevate girls' rugby across the region.

Meanwhile, our Mini and Youth Section continues to set the standard for player development and participation, earning a reputation as one of the strongest programmes in the region. This success is showcased each year through our popular Mini Rugby Festival, which welcomes almost 1,000 young players from clubs across the area for a day that celebrates rugby, friendship, teamwork and the core values that define our sport.

Bury St Edmunds Rugby Club remains a vital part of the local community and we are proud to represent the community we serve.

It is easy to say that we are a community club but last year, we ensured that continued to live by our actions, and we live by our community.

Bury St Edmunds Rugby Club has over 5,000 members. We have created a Business Sponsor Portfolio of over 290 partners. We have over 200 volunteers involved with the rugby club each season.

We support over 20 charities per season with their fundraising and awareness endeavours. Helping them raise thousands of pounds per annum.

Together, these achievements reflect a club that is thriving at every level - from grassroots participation to national competition - and one that is committed to providing outstanding opportunities for players, volunteers, supporters and our community alike.

While we are proud of the success we have achieved both on and off the field, continued growth brings new commercial challenges. To secure our future and build on this success, it is essential that we continue to strengthen the support and partnerships that sustain the club for generations to come.





# A MESSAGE FROM THE COMMERCIAL DIRECTOR

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.

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. This season, perhaps more than ever before, we will need our sponsors. However, we are also in the enviable position that there has never been a better time to be a sponsor of our club. I am confident that the offering to you both on and off the pitch will prove fruitful, enjoyable and worthwhile.

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 2026/2027 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.

Finally, I am pleased to share that despite our recent successes, we have made the decision to freeze all existing sponsorship costs across the club. The easy option would be to increase the costs, but we felt strongly that it was important to recognise the loyalty and commitment of those who helped us reach this point.

Quite simply, we would not be here without our sponsors - and we want them with us for everything still to come.

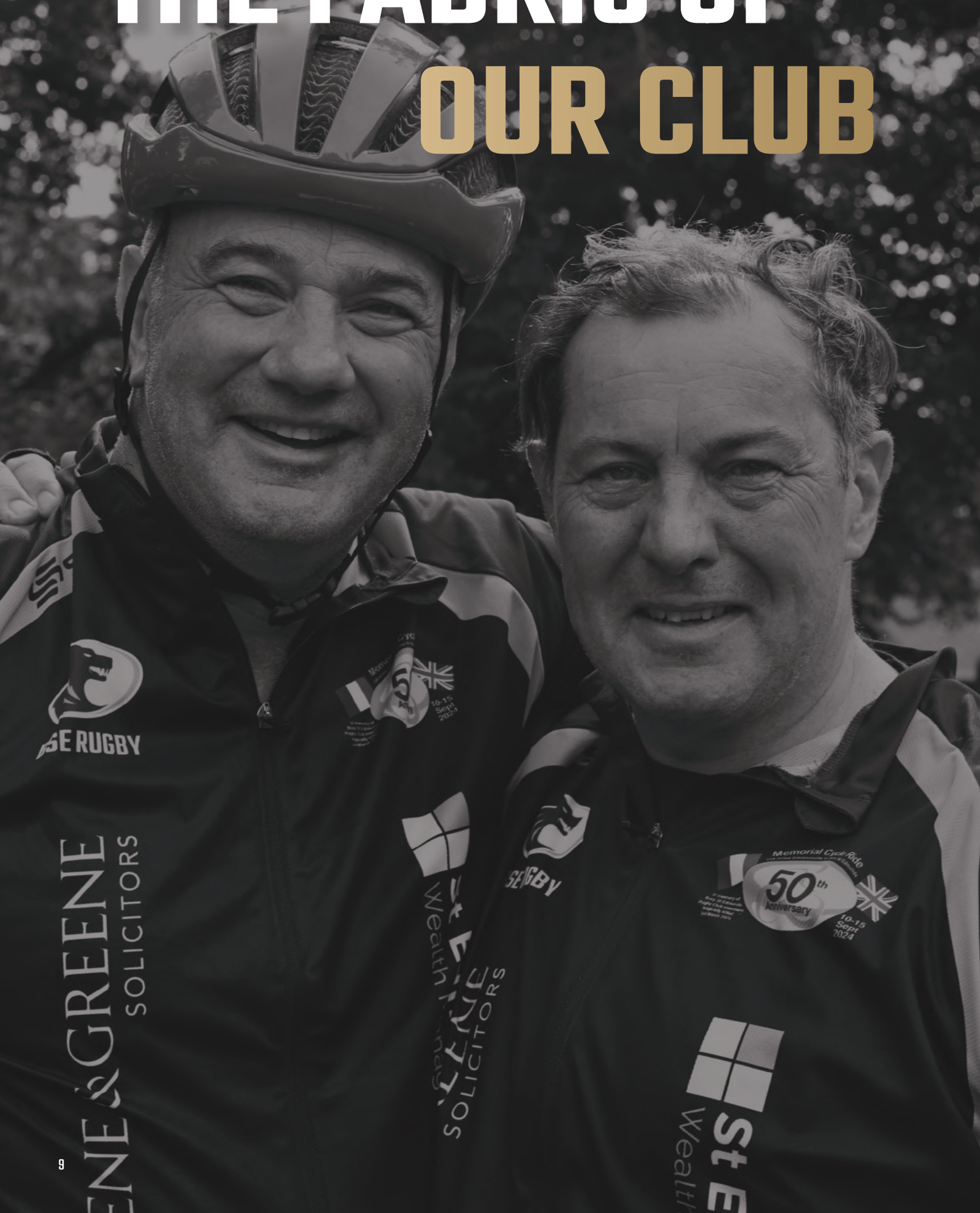
We're anticipating another fantastic season, both on and off the pitch, and I very much look forward to welcoming you into the Bury Rugby family to share it with us.

**Will Affleck**

✉ [will@bserufc.co.uk](mailto:will@bserufc.co.uk)

☎ 07908 966 301

# 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**



# SPONSORSHIP AT BURY RUGBY



## EVERY RUGBY CLUB NEEDS SPONSORSHIP

At Bury St Edmunds Rugby Club, our ambition makes sponsorship even more essential. We're committed not just to rugby, but to our members, the community we serve, 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.



St Eunan's Hospital  
Part of Circle Health  
GREENE & GREENE  
SOLICITORS

EST 1925  
LOGAN CAPITAL  
ADVISOR

St Eunan's Hospital  
Part of Circle Health  
GREENE & GREENE  
SOLICITORS

STC

# THE IMPACT



## WHEN I THINK ABOUT OUR SPONSORS, SUPPORTERS AND VOLUNTEERS, I GENUINELY BELIEVE THEY ARE THE LIFEBLOOD OF OUR CLUB

Without their support, we simply could not operate, let alone continue to progress and grow. Will and the commercial team do an outstanding job of creating exceptional matchday experiences, and our players play a huge role in delivering those moments on the field. However, none of it happens without the backing of our sponsors. Their investment enables us to strengthen the club, raise standards and continue moving forward.

One of Bury St Edmunds Rugby Club's greatest strengths is its community. We may not have the largest budget, the biggest catchment area, or the advantages that come with larger towns and cities, but what we do have is a close-knit club built on strong local relationships. That sense of community is what sets us apart and, in my view, is one of the principal reasons for our success.

As we prepare for the challenges of National One, the importance of sponsorship becomes even greater. Increased travel requirements, overnight accommodation, enhanced transport provision, player welfare initiatives, GPS performance monitoring systems and continued investment in facilities all require significant financial support. These are the things that allow us to compete at the highest level possible and provide our players with the environment they need to succeed.

The reality is that without our sponsors, we would not be where we are today. We would simply be another local rugby club. Instead, we are a thriving community club that occupies a unique position within English rugby as the only club in the country with a first XV competing at Level 3 and a second XV competing at Level 6. That is an achievement of which everyone associated with Bury St Edmunds Rugby Club should be immensely proud.

The single biggest reason we have achieved that is the support we receive away from the field from our sponsors, supporters and volunteers. Your contribution makes a tremendous difference. It allows us to be ambitious, to continue developing, and to create opportunities throughout the club. It also makes my job, and the job of everyone involved on the rugby side, that little bit easier.

On behalf of everyone at Bury St Edmunds Rugby Club, thank you. We genuinely appreciate everything you do for the club and for the part you continue to play in our success. We look forward to building on that success and continuing the journey together.

### **JAMES SHANAHAN - DIRECTOR OF RUGBY**

Our Community Section is dedicated to using rugby as a vehicle for inclusion, wellbeing and opportunity across our local community. We work closely with schools and support children from disadvantaged backgrounds, alongside delivering programmes for children with additional and special educational needs. Through initiatives such as Walking Rugby, we help older adults stay active, reduce loneliness and build lasting friendships. We also deliver sports camps and community activities in partnership with the local council and other organisations, ensuring people of all ages and abilities can enjoy the benefits of sport, connection and belonging.

None of this would be possible without the incredible support of our #buryrugbyfamily sponsors and partners.

Their investment in the club extends far beyond the first team, helping us deliver inspiring community programmes, create opportunities for people of all ages and abilities, and ensure rugby continues to make a positive impact across our local area.

### **BEN COOPER - RUGBY DEVELOPMENT OFFICER**





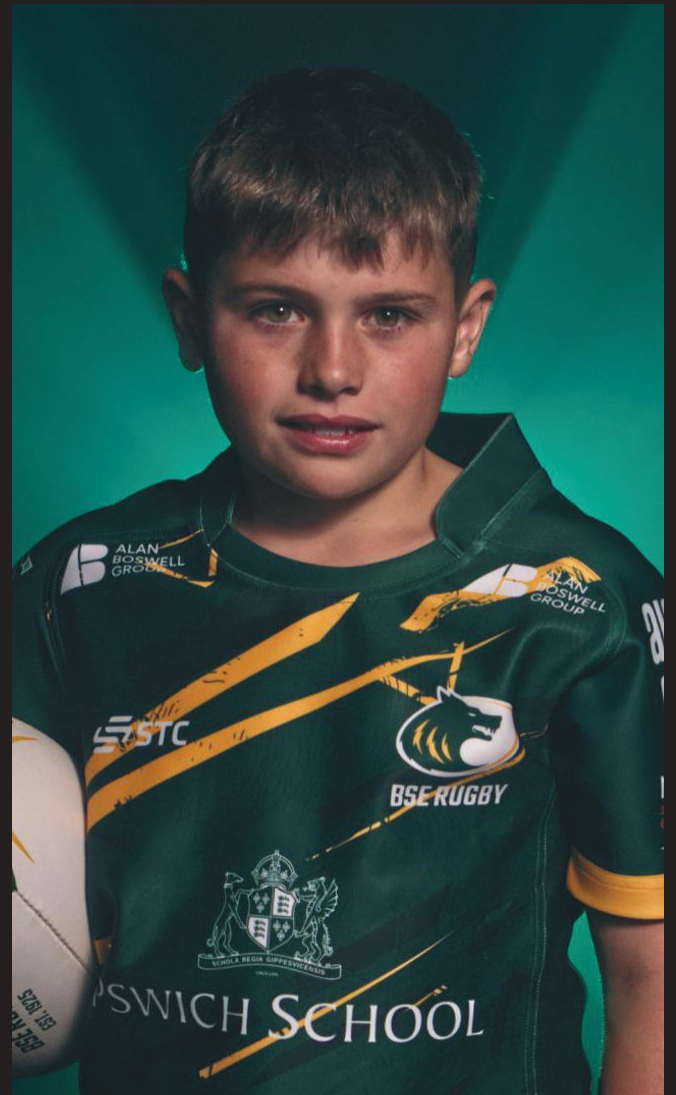
## THE MINIS

The Minis Section welcomes boys and girls aged 6–12, giving young people the opportunity to develop skills, build confidence, and form lasting friendships. We have more than 250 players supported by over 40 volunteer coaches. The TRENDS values of rugby are at the heart of everything we do, ensuring that every player learns, develops, and enjoys the game in a fun and supportive environment.

Sponsorship plays a vital role in the success of the Minis Section. Thanks to the generous support of our sponsors, we can provide fantastic opportunities for our players and bring a professional touch to our volunteer-led club through the provision of playing kits, coach jackets, medals, rugby balls, and much more.

We are incredibly grateful to our sponsors, whose support benefits not only our players but also their families through the strong rugby community we continue to build at Bury St Edmunds Rugby Club.

## BETH STACEY - MINIS CHAIR





# THE NUMBERS

**380+**   
SPONSORS & PARTNERS

**100,000 +**  
ANNUAL VISITORS

**4,000+**   
MEMBERS



**15,000+**  
SOCIAL MEDIA FOLLOWERS

 4500  6925  4544

**106,405**  
UNIQUE WEBSITE VISITS

[WWW.BSERUGBY.CO.UK](http://WWW.BSERUGBY.CO.UK) 

ZEEON  
MATCH DAY PROGRAMME

**8594**   
VIEWS **8285**  
**4298**   
CLICKS **UNIQUE VISITORS**



**9.4 MILLION**  
VIEWS ACROSS  
SOCIAL MEDIA



 2.6M  6.8M



Insights 1/9/26 – 1/6/26

# FROM THE SPONSORS

We have been proud sponsors of Bury St Edmunds Rugby Club for over ten years, and the relationship has delivered real value for us.

Our visibility around the ground, and on kit, has strengthened our local brand, but it is through the Business Club where the partnership really stands out. Bringing local businesses together has helped us build strong, lasting relationships and stay well connected within the local business community.

The club creates a network that genuinely works for its sponsors, and we have seen first-hand the value of being part of it. We recognise the important role the club plays in the community and are proud to be associated with an organisation that has such a positive impact on the town.



**LEE BOSWELL - MARKETING DIRECTOR**  
**ALAN BOSWELL GROUP**  
**OFFICIAL NETWORKING AND**  
**BUSINESS CLUB SPONSOR**

Bury St Edmunds Rugby Club has given a great deal to our family over the years, through our children's involvement in youth and senior rugby, and now through participation in both the men's and ladies' senior teams. It was therefore only natural that we would want to give something back.

It has been an honour for my business to do so through the sponsorship of pitch-side boards, events and the Women's 1st XV. However, it has very much proved to be a two-way street, with Commercial Director Will Affleck and his team working proactively to engage sponsors through networking opportunities and a wide range of events.

Bury St. Edmunds Rugby Club has become an integral part of our family life over the last 15+ years. From early coaching at the Minis into the Youth section, to the pleasure of watching our son playing for the Colts and then the 2nd XV, it has been a steady staple of our lives in East Anglia. When I started the planning practice in 2020, moving into sponsorship of the rugby club felt like the next natural progression. Everyone we have encountered at the club, either groundsmen, bar staff, President or Head Coach, has always been friendly, approachable and utterly committed to making this 'One Club'. It has truly been an honour and a privilege to continue to support the rugby club and all of the good work it has done for the local community over the years, and hopefully on into the future. Our sponsorship has not just been about reward, but instead it has been more about investing in something that is local and worthwhile...and also rather special.



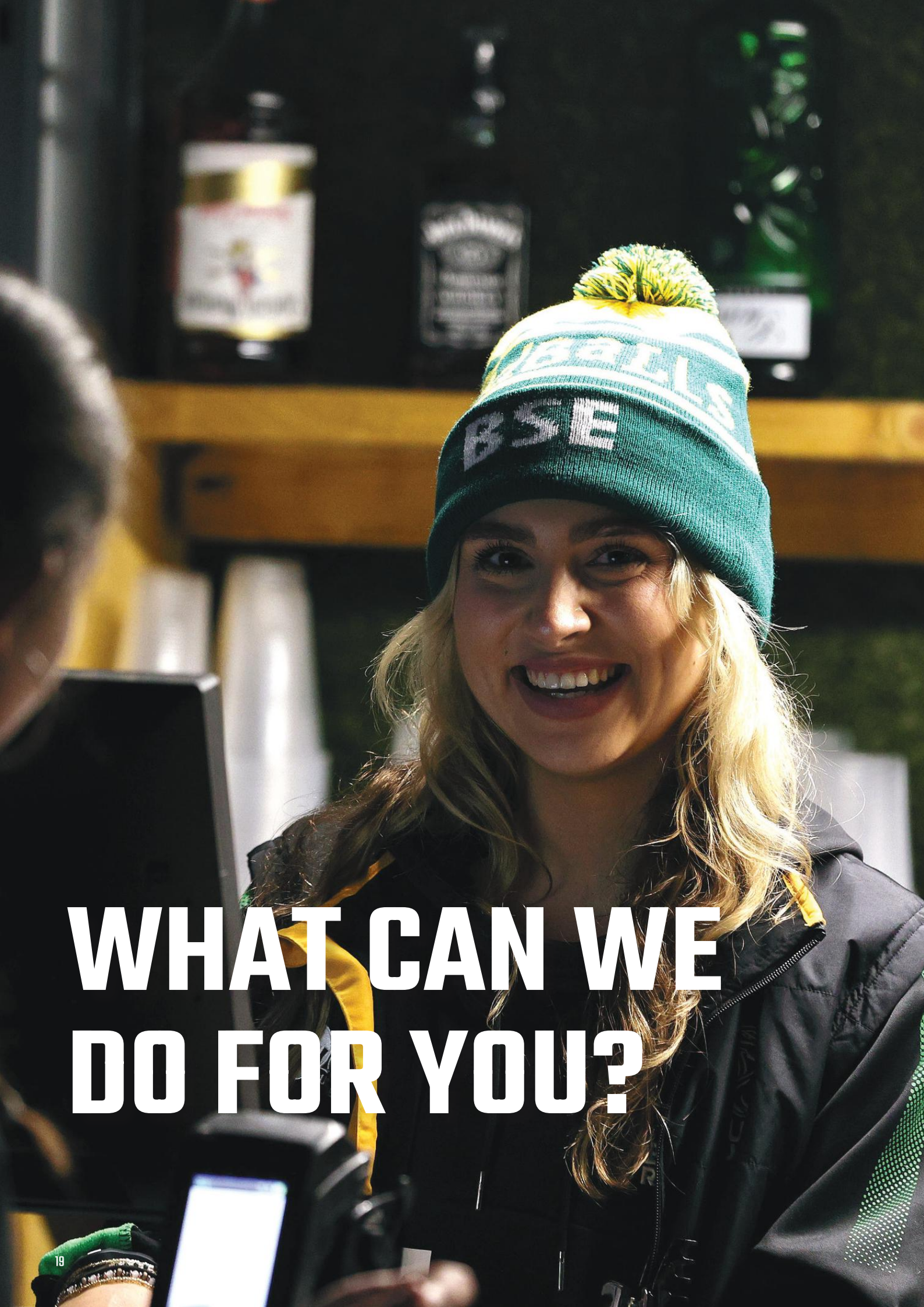
**JAMES BAILEY - OWNER / DIRECTOR**  
**JAMES BAILEY PLANNING LIMITED**  
**PREMIUM SPONSOR**

Just as the various teams across the club are closely connected, the same is true of its commercial partners and supporters. Through the club, we have strengthened both business and personal relationships, while also making valuable new connections.

I would encourage any business owner to visit the club, speak to its sponsors and partners, and discover how we can all support one another.



**JUSTIN NEVISON GRAINGER**  
**MANAGING DIRECTOR**  
**BLACK FOX FINANCE LTD**



**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.



# LET'S KEEP THIS SIMPLE

## AT BURY ST EDMUNDS RUGBY CLUB, WE KEEP SPONSORSHIP SIMPLE.

We build **partnerships** that are bespoke, flexible and with your objectives at the heart of them.

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.

Each sponsorship package is carefully tailored using a combination of assets from our commercial portfolio, across physical, digital and hospitality opportunities.

The overall value of your sponsorship determines your placement within one of our five sponsorship tiers.

Every sponsor receives a core package of standard benefits, including access to the region's most engaged business network. Beyond this, sponsors in the four higher tiers enjoy an increasing range of additional benefits and exclusive opportunities, with each package designed to reflect its level of investment.





## HEADLINE SPONSORSHIP

£40,000 +

St Edmundsbury Wealth Management Ltd and Greene King are the Headline Sponsors of Bury St Edmunds Rugby Club for the 2026 / 2027 season.

We are sincerely grateful to these two leading local organisations for their outstanding support through our highest level of sponsorship. Their commitment has played a significant role in our journey to date, and we look forward to building on these partnerships for many years to come.

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. Headline Sponsorship is entirely bespoke and as such, this is one of the most prestigious and effective sponsorship opportunities in the region.

Join St Edmundsbury Wealth Management Ltd and Greene King as Headline Sponsors of Bury St Edmunds Rugby Club. Aligning your brand in the biggest way to the #buryrugbyjourney.



**GREENE KING**  
BURY ST EDMUNDS





## GOLD SPONSORSHIP

£20,000 +

1. MONTHLY MENTION ON SOCIAL MEDIA
2. PREMIUM SPONSOR EMAIL SIGNATURE
3. 26 FREE ENTRIES PER SEASON
4. MATCHDAY TELEVISION PROMOTION
5. MATCH DAY PROGRAMME INCLUSION
6. WEBSITE PRESENCE, HYPERLINK AND BLURB IN PREMIUM SPONSOR SECTION
7. MEN'S 1ST XV WARM UP JERSEY INCLUSION (BACK TOP) - FIRST AVAILABLE KIT DATE

### PLUS

8. 3 TABLES OF 10 - PRE-MATCH LUNCHEON PACKAGE INCLUDED
9. 1x STAND ALONE FOCUS ARTICLE PER SEASON
10. 1x PLAYER PR ENGAGEMENT CONFIRMATION
11. 1x JERSEY SPONSORSHIP FOR DURATION OF SPONSORSHIP TENURE (RRP- £1,000)
12. FREE ATTENDANCE TO ALL PAID CLUB PARTNER EVENTS: PADEL, GOLF, SHOOTING ETC.
13. A5 MATCH DAY PROGRAMME ADVERTISEMENT - M1 & W1
14. MATCH DAY TANOY ANNOUNCEMENTS - (3) X 13
15. 1x ARTICLE FOR USAGE ON OWN WEBSITE
16. 1x FOCUS VIDEO



## SILVER SPONSORSHIP

£10,000 +

1. MONTHLY MENTION ON SOCIAL MEDIA
2. PREMIUM SPONSOR EMAIL SIGNATURE
3. 26 FREE ENTRIES PER SEASON
4. MATCHDAY TELEVISION PROMOTION
5. MATCH DAY PROGRAMME INCLUSION
6. WEBSITE PRESENCE, HYPERLINK AND BLURB IN PREMIUM SPONSOR SECTION
7. MEN'S 1ST XV WARM UP JERSEY INCLUSION (BACK TOP) - FIRST AVAILABLE KIT DATE

### PLUS

8. 1 TABLE OF 10 - PRE-MATCH LUNCHEON PACKAGE INCLUDED
9. 1x STAND ALONE FOCUS ARTICLE PER SEASON ACROSS ALL CHANNELS +
10. 1x PLAYER PR ENGAGEMENT CONFIRMATION
11. A5 MATCH DAY PROGRAMME ADVERTISEMENT - M1 & W1
12. MATCH DAY TANOY ANNOUNCEMENTS - (3) x13
15. 1x ARTICLE FOR USAGE ON OWN WEBSITE





## PREMIUM SPONSORS

£5,000 +

1. MONTHLY MENTION ON SOCIAL MEDIA
2. PREMIUM SPONSOR EMAIL SIGNATURE
3. 13 FREE ENTRIES PER SEASON
4. MATCHDAY TELEVISION PROMOTION
5. MATCH DAY PROGRAMME INCLUSION
6. WEBSITE PRESENCE, HYPERLINK AND BLURB IN PREMIUM SPONSOR SECTION
7. MEN'S 1ST XV WARM UP JERSEY INCLUSION (BACK) - FIRST AVAILABLE KIT DATE



## PRIMARY PARTNERS

£3,500

Once again 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.



## CLUB SPONSORS

£0 +

At Bury Rugby Club, we believe every sponsor deserves to feel valued, regardless of the size of their investment. Whether you're supporting us with a small contribution or a major partnership, you'll receive the same warm welcome and recognition as part of the #buryrugbyfamily.

We'll make you feel like you're on the front of a Man Utd jersey - because it's the least we can do.

Our sponsors and partners are the lifeblood of the club, and we're committed to building relationships that deliver genuine value. That's why every sponsor receives a core package of benefits designed to maximise exposure, create networking opportunities, and help your business grow.

As you move up through our sponsorship packages, additional benefits and exclusive opportunities are unlocked. We hope this creates a clear pathway for your partnership to grow alongside the club, fostering long-term relationships and delivering increasing value season after season.

When you join the #buryrugbyfamily, you unlock the following benefits:

1. INVITATIONS TO ALL CLUB EVENTS, INCLUDING THE MONTHLY PARTNER EVENT
2. OPPORTUNITY TO PROMOTE YOUR BUSINESS TO 5,000 MEMBERS
3. ACCESS TO AND INTRODUCTIONS ACROSS OUR NETWORK OF 380+ PARTNERS
4. EXCLUSIVE SPONSOR OFFERS, DISCOUNTS AND RECIPROCAL BENEFITS
5. SPEAKING AND NETWORKING OPPORTUNITIES
6. CHARITY PARTNERSHIP OPPORTUNITIES
7. OFFICIAL CLUB AFFILIATION LOGO FOR USE ON MARKETING MATERIALS AND EMAIL SIGNATURES





## ADVERTISING BOARDS

Our advertising boards can go anywhere around The Haberden 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 Haberden attendees.

**8X4FT PITCHSIDE £750 | 16X4FT PITCHSIDE £1500**

### CAR PARK

Enjoy visibility from all Haberden 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**





## JERSEY SPONSORSHIP

**NEW - 2026**

This season, we are re-introducing Jersey Sponsorship across our Men's and Women's 1st XV's and our Men's 2nd XV.

This opportunity allows businesses, community groups, and individuals to have their name associated with a specific jersey within our teams. In return, you will benefit from exceptional visibility through our flagship teams, with your support showcased when The Haberdern comes to life on a match day - and beyond.

### MEN'S 1ST XV

**JERSEY SPONSORSHIP - £1000**

1. INCLUSION ON BOARD IN CLUBHOUSE
2. INVITATION TO PLAYER SPONSORSHIP LUNCHEON
3. INCLUSION ON ALL TEAM SHEETS
4. 3x SOCIAL MEDIA POSTS PER ANNUM
5. LOGO / NAME INCLUSION ON JERSEY
6. LOGO / NAME IN PROGRAMME AND ON CLUB WEBSITE.

### MEN'S 2ND XV

**JERSEY SPONSORSHIP - £500**

1. INCLUSION ON BOARD IN CLUBHOUSE
2. INVITATION TO PLAYER SPONSORSHIP LUNCHEON
3. INCLUSION ON ALL TEAM SHEETS
4. 3x SOCIAL MEDIA POSTS PER ANNUM
5. LOGO / NAME INCLUSION ON JERSEY
6. LOGO / NAME IN PROGRAMME AND ON CLUB WEBSITE.

### WOMEN'S 1ST XV

**JERSEY SPONSORSHIP - £500**

1. INCLUSION ON BOARD IN CLUBHOUSE
2. INVITATION TO PLAYER SPONSORSHIP LUNCHEON
3. INCLUSION ON ALL TEAM SHEETS
4. 3x SOCIAL MEDIA POSTS PER ANNUM
5. LOGO / NAME INCLUSION ON JERSEY
6. LOGO / NAME IN PROGRAMME AND ON CLUB WEBSITE.

## ASSETS

We always have multiple assets for sale, in line with the requirements of the various sections across the club.

Rugby balls, tackle pads, volunteer jackets, water bottles, beer glasses, scrum machines... the list goes on and all provide you with an opportunity to receive exceptional exposure and tangibly support your rugby club whilst doing so. Contact Commercial Director, Will Affleck for a list of all currently available assets.

## KIT [2027 - 2029]

In line with our kit renewal cycle and Technical Kit Partnership with STC Teamwear, our next two-year kit sponsorship packages will be available to purchase in Q1 2027, with the new kit in usage from September 2027.

Every section of Bury St Edmunds Rugby Club wears the same jersey, shorts and socks, reinforcing a single club identity. Each section also provides sponsorship opportunities for up to 16 brands to gain prominent visibility while demonstrating their support for the club.

Each section offers its own unique benefits and appeal, influenced by factors such as participation numbers, visibility, audience demographics, geographical reach and league profile. Within our flagship sponsorship opportunity, there's something to suit every partner and we look forward to discussing how this would work best for you.

Costs range from £300 - £2,500 and will be confirmed in Q1 of 2027. To register your interest for kit sponsorship and for a no-obligations chat around options, please contact Will Affleck.

## 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.



## DIGITAL

### PROGRAMME ADVERTISING PROGRAMME ADVERTISEMENTS START AT £500 FOR THE WHOLE SEASON

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. Last season we enjoyed the following statistics through our Match Day Programmes.

**8594**  
VIEWS

**8285**  
UNIQUE  
VISITORS

**4298**  
CLICKS



**FOR ALL COMMERCIAL  
ENQUIRIES CONTACT  
COMMERCIAL DIRECTOR**

**WILL AFFLECK**



**WILL@BSERUFC.CO.UK**



# HABERDEN HOSPITALITY

This season, we've refined, streamlined 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, Ellen Affleck and Head Chef, Jodie Sedgwick, are ready to ensure that your Avant Haberdern Match Day Hospitality is better than ever.

To ensure consistency and the highest standards of service, all hospitality packages are provided as listed and cannot be modified.





**AVANT**<sup>®</sup>  
**HABERDEN MATCH DAY**  
**HOSPITALITY**

## FROM THE HOSPITALITY MANAGER

**I am delighted to take on the role of Hospitality and Events Manager at The Haberden and to be part of what promises to be an incredibly exciting chapter for Bury St Edmunds Rugby Club.**

The club enters the new season with a great deal of momentum. With the promotion of both the 1st XV and the Wolfhounds, together with the continued success and growth of our Women's 1st XV, there is a genuine sense of optimism and ambition across the entire club. As standards continue to rise on the pitch, it is only right that our hospitality offering evolves alongside them, ensuring that every visitor to The Haberden enjoys an experience worthy of the rugby being played.

Hospitality has always been an important part of the Bury St Edmunds Rugby Club experience. Whether welcoming sponsors, entertaining minis, celebrating with friends and family, or simply enjoying a matchday in great company, the clubhouse has long been a place where lasting memories are made. As a hospitality team, we understand that outstanding food, a warm welcome, and excellent service are deeply ingrained in the DNA of this club and form a vital part of what makes matchdays at The Haberden so special.

Over the off-season, we have worked hard to review and enhance every aspect of our hospitality offering. Working closer than ever with Greene King, we have developed an improved matchday experience that combines high-quality food and drink with the welcoming atmosphere that our members, supporters, and guests have come to expect.

We have also listened carefully to feedback from our members, sponsors, and regular hospitality guests. As a result, we have streamlined our hospitality packages and refreshed our range of add-ons, making it easier than ever to personalise your day. Whether you are hosting valued clients, celebrating a special occasion, rewarding colleagues, or bringing together friends and family, we want to ensure that every event feels unique and tailored to your needs.



Beyond matchdays, The Haberden continues to be a fantastic venue for a wide range of events throughout the year. From corporate functions and networking events to private celebrations, dinners, presentations, and community gatherings, we are committed to delivering memorable experiences supported by professional service and flexible hospitality options.

The season ahead promises to be one of the most exciting in recent memory, and I am proud to be leading a hospitality team that shares the club's ambition and commitment to excellence. We look forward to welcoming familiar faces back to The Haberden, introducing new guests to all that the club has to offer, and playing our part in creating an atmosphere that makes every visit special.

Thank you for your continued support of Bury St Edmunds Rugby Club. I look forward to welcoming you to the club throughout the season and helping you enjoy everything that The Haberden hospitality experience has to offer.

**Ellen Affleck**

✉ [event@bserufc.co.uk](mailto:event@bserufc.co.uk)

## AVANT HABERDEN MATCH DAY LUNCHEONS

£37.50PP

Enjoy a superb three-course dining experience before settling in to watch the high-octane action on the pitch.

Discounted wine is available for the duration of the luncheon.

Whether you're entertaining clients, celebrating with family, or catching up with friends and colleagues, make match day something special with one of the finest hospitality experiences in the National Leagues.

This season, we are providing you with what you want. Plenty of hearty food, changed seasonally will stand you in stead for the excitement of National 1 rugby.

Our outstanding team will ensure you and your guests are looked after from start to finish, delivering exceptional food and service throughout the day.

Book your place today via the club website, or the QR code and enjoy the perfect blend of great food, great company, and great rugby at the Haberden this season.



**FOLLOWING THE RELEASE OF OUR MEN'S 1ST XV  
FIXTURES, BOOKINGS FOR OUR AVANT HABERDEN  
MATCH DAY PRE-MATCH LUNCHEONS ARE NOW OPEN.**





## MATCH DAY SPONSORSHIP PACKAGE

£1000

We're proud to introduce our enhanced Match Day Sponsorship Package.

Over the past six months, we've undertaken an extensive review of our existing offering, gathering feedback from sponsors and guests to create an even better experience.

The result is a package that delivers greater value, the full clubhouse luncheon experience, and a more immersive match day – while retaining all the exclusive benefits and hospitality you've come to expect in the Atkins Dellow Sponsors Lounge.

Whether you're looking to showcase your business, reward your team, entertain clients, or celebrate a special occasion, this is your opportunity to place your brand at the heart of a Haberdern match day - with what is widely considered the best view in the house. Full details and costs can be found below.

To book your Match Day Sponsor Package, please contact [will@bserufc.co.uk](mailto:will@bserufc.co.uk). Please note that availability is on a first come, first served basis.

# atkinsdellow

## ATKINS DELLOW SPONSORS LOUNGE

1. 2x TABLES OF 10 - CLUBHOUSE
2. PLAYER OF THE MATCH SPONSOR - PRESENTATION
3. MATCH BALL SPONSOR - PRESENTATION (DURING LUNCHEON)
4. EXCLUSIVE USE OF THE ATKINS DELLOW SPONSORS LOUNGE
5. WELCOME DRINK
6. 5 JUGS AND 5 BOTTLES OF WINE
7. PLAYER TO JOIN FOR DURATION OF FIXTURE (IF AVAILABLE)
8. PRESENTATION OF POTM IN ATKINS DELLOW SUITE & INTERVIEW
9. PRE-MATCH / POST MATCH AND TEAMSHEET WEBSITE / SOCIAL MEDIA EXPOSURE
10. MATCH DAY TANOY ANNOUNCEMENTS (3)
11. HALF TIME TEA AND COFFEE
12. FREE ENTRY FOR ALL GUESTS





## THE MATCHDAY BUSINESS CLUB

£4,000 PER ANNUM

**Bury St Edmunds Rugby Club** is proud to present the **Matchday Business Club** – an exclusive hospitality and networking experience designed for ambitious businesses and valued sponsors.

Our vision is simple: **to create the finest matchday hospitality offering in the National Leagues.**

By combining the excitement of matchday rugby with one of the region's most active and influential business communities, we have created a unique environment where relationships, opportunities and memorable experiences come together.

Membership provides **season-long access** to a premium hospitality and networking programme, bringing together business leaders, sponsors and guests to enjoy exceptional rugby, first-class hospitality and meaningful commercial connections – all while experiencing the very best of a **Haberden** matchday.

**The Matchday Business Club** offers a premium hospitality experience that extends far beyond the eighty minutes on the pitch. Created for businesses that value both relationships and reputation, membership provides an exclusive setting to entertain clients, reward colleagues and connect with fellow sponsors throughout the season.

From reserved hospitality in the **1974 Suite** and outstanding catering to hosted networking opportunities and exclusive matchday privileges, every detail has been designed to deliver an exceptional experience. The Matchday Business Club provides the perfect platform to strengthen commercial relationships in a totally unique environment.

The full range of membership benefits is outlined opposite, demonstrating the outstanding value included within your annual investment.

To register your brand for The Matchday Business Club, contact Commercial Director Will Affleck. 📧 [will@bserufc.co.uk](mailto:will@bserufc.co.uk)





## FWDACCOUNTS

1. 4x TICKETS TO EVERY MEN'S 1ST XV FIXTURE
2. EXCLUSIVE USAGE OF THE 1974 SUITE SPONSORED BY FWD ACCOUNTS LTD
3. 3x JUGS PER FIXTURE
4. 1 BOTTLE OF WINE PER FIXTURE
5. RESERVED PARKING - 2 VEHICLES
6. EXCEPTIONAL FOOD OFFERING COURTESY OF A PROFESSIONAL CATERER
7. TEA AND COFFEE AT HALF TIME // FULL TIME
8. TRANSFERABLE - TICKETS TO CLIENTS
9. HOSTED
10. 1 BBQ VOUCHER
11. FREE ENTRY FOR ALL GUESTS
12. 1x FRAMED JERSEY PER SEASON (END OF SEASON)



# 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, group, class, lecture or meeting - we have you covered.

We are proud to host Mum & Baby groups, several industry events, wakes, wedding receptions, charity events - and more - each week. If it's a first class venue at cost-effective price you need - look no further than The Greene King IPA Haberden.





## LETS KEEP THIS SIMPLE

All facility hire provides the room only as standard. If you require food and beverage, you can choose from our Bronze, Silver, Gold, Bespoke Packages - to meet the requirements of your event. These can be viewed.

If you would rather take care of food and beverage yourself, that's fine too. However, there will be a further charge of £150. Our food and drink add ons can be found on page 44. Room dressing is also available at an additional cost, dependent on your requirements.

## THE CLUBHOUSE

**150 STANDING / 100 SEATED £35PH**

1. 3 MOUNTED SMART TELEVISIONS
2. A FULLY STOCKED BAR
3. A FULLY EQUIPPED KITCHEN
4. COAT / WARDROBE STORAGE
5. A FOYER
6. 8 CHANGING ROOM FACILITIES WITH SHOWERS
7. A GYMNASIUM
8. AN ACCESSIBLE LIFT
9. FULL SOUND SYSTEM
10. 10+ FOLDING ROUND TABLES
11. CHAIRS
12. ROOM DIVIDER
13. TOILETS
14. WIFI



## THE PITCHES

We offer four full-size rugby pitches, professionally maintained by Parkers Pitches, that are available for hire throughout the year. Each pitch is fully equipped with the required safety and regulatory equipment, while also providing the flexibility to accommodate a wide range of sporting and recreational activities.

Throughout the season, we are proud to host numerous school fixtures on a neutral venue basis and regularly welcome businesses for corporate events, including summer fun days, team-building activities and fitness boot camps. Three of our pitches are floodlit, enabling evening training sessions and events to take place in a high-quality environment.

## THE 4G PITCH

Our high-quality 4G artificial pitch offers a flexible space for football, training sessions and a variety of community or corporate events. The facility can be configured as one large pitch or divided into two half-size pitches, allowing two games to be played simultaneously. Modern changing rooms, shower facilities and toilets are available to hire alongside the pitch, providing a convenient and professional experience for teams, participants and event organisers. For long term bookings, please contact Club Secretary, Simon Lord

✉ [secretary@bserufc.co.uk](mailto:secretary@bserufc.co.uk)



**TO BOOK OUR 4G PITCH,  
PLEASE FOLLOW  
THIS QR CODE**

## ATKINS DELLOW SPONSORS LOUNGE

**CAPACITY: 50 - 70 | HIRE COST: £35PH**

Our premium Atkins Dellow Sponsors Lounge is our newest hospitality space, designed to deliver an exceptional experience on matchdays while offering year-round versatility for business and community use.

Purpose-built as a flexible, multi-functional venue, the lounge provides the ideal setting for corporate events, conferences, meetings, training sessions, networking functions, classes, community groups and private hire. Combining modern facilities with a welcoming atmosphere, it offers a professional space that can be tailored to a wide range of occasions.

1. TABLES
2. AMPLE CARPETED FLOOR SPACE
3. ATTACHED BAR  
*(AVAILABLE AT EXTRA COST)*
4. ATTACHED TOILETS
5. WI-FI
6. CHAIRS
7. CUTLERY, GLASSES AND CATERING ESSENTIALS
8. FULLY EQUIPPED KITCHEN
9. BALCONY OVERLOOKING THE 1ST XV PITCH FROM THE HALFWAY LINE
11. 1x SMART TELEVISION
12. HEATING AND AIR CONDITIONING





## THE 1974 SUITE - SPONSORED BY FWD ACCOUNTS

**CAPACITY: 20 SEATED / 40-50 STANDING | HIRE COST: £35PH**

The 1974 Suite is a stylish and versatile hospitality venue at The Haberdens, offering an exceptional setting for the brand new Match Day Business Club and year-round private hire. Named in recognition of the most significant year in the club's history, the suite combines modern facilities with a professional and welcoming atmosphere.

Featuring an elevated end-on view of the 1st XV pitch, along with both indoor and outdoor spaces, the 1974 Suite is ideally suited to business meetings, conferences, presentations, training sessions, lectures and corporate hospitality events. Its flexible layout and premium surroundings make it an excellent choice for organisations seeking a distinctive venue for formal gatherings and special occasions.

1. A LONG BOARDROOM STYLE TABLE
2. FREE WI-FI
3. 1x SMART TELEVISION & HDMI
4. CHAIRS FOR 20 PEOPLE
5. FOOD AND DRINK STORAGE AND PREPARATION SPACE
6. FRIDGE FREEZER
7. TEA, COFFEE AND HOT WATER FACILITIES INCLUDING - COFFEE MACHINE
8. FULL-HEIGHT WINDOWS AND DOUBLE DOORS
9. VIEWING BALCONY
10. OUTDOOR TABLES AND CHAIRS WITH PARASOLS
11. HEATING AND AIR CONDITIONING



# FOOD & BEVERAGE

## ADD ONS

### FINGER BUFFET (COLD) £11

A selection of traditional cold buffet items suitable for a variety of tastes and occasions. Think beige buffet with a splash of veggie colour.

### KNIFE AND FORK BUFFET (HOT) £15

A choice of hot grub served buffet-style, offering a more warming dining option for guests.

### PREMIUM £20

More choice, more flavour, and a few extra touches; our premium buffet package has something for everyone.

### BESPOKE POA

A tailored catering package designed around your specific requirements, preferences, and event needs.

### AFTERNOON TEA £12

A traditional afternoon tea selection featuring a variety of sweet and savoury refreshments. Drinks add on available upon request.

### CHILDREN'S BUFFET £6.50

A buffet selection designed with younger guests in mind, offering a range of child-friendly options.

All prices are per person.

Please note, menus are seasonal and are subject to change throughout the year.

The Bespoke Package is not available on senior match days.



**FOR ALL FACILITY HIRE ENQUIRIES,  
CONTACT EVENTS AND HOSPITALITY MANAGER  
ELLEN AFFLECK  [EVENT@BSERUFC.CO.UK](mailto:EVENT@BSERUFC.CO.UK)**





# FIXTURES



## MEN'S 1ST XV FIXTURES

### SEPTEMBER 2026

5TH Bury St Edmunds vs London Scottish [H]

19TH Bury St Edmunds vs Sale FC [H]

### OCTOBER 2026

3RD Bury St Edmunds vs Bishops Stortford [H]

17TH Bury St Edmunds vs Birmingham Moseley [H]

31ST Bury St Edmunds vs Rosslyn Park [H]

### NOVEMBER 2026

14TH Bury St Edmunds vs Leeds Tykes [H]

### DECEMBER 2026

5TH Bury St Edmunds vs Camborne [H]

19TH Bury St Edmunds vs Cambridge [H]

### JANUARY 2027

16TH Bury St Edmunds vs Dings Crusaders [H]

### FEBRUARY 2027

6TH Bury St Edmunds vs Rams [H]

### MARCH 2026

6TH Bury St Edmunds vs Tonbridge Juddians [H]

20TH Bury St Edmunds vs Plymouth Albion [H]

### APRIL 2027

10TH Bury St Edmunds vs Sheffield [H]

## MEN'S 2ND XV FIXTURES

### SEPTEMBER 2026

5TH Braintree vs Bury St Edmunds [A]

19TH Bury St Edmunds vs Wymondham [H]

26TH Rochford Hundred vs Bury St Edmunds [A]

### OCTOBER 2026

3RD Bury St Edmunds vs Harlow [H]

17TH Chestnut vs Bury St Edmunds [A]

24TH Bury St Edmunds vs Thurrock [H]

31ST Brentwood vs Bury St Edmunds [A]

### NOVEMBER 2026

14TH Chelmsford vs Bury St Edmunds [A]

21ST Bury St Edmunds vs Finchley [H]

### DECEMBER 2026

5TH Wanstead vs Bury St Edmunds [A]

12TH Bury St Edmunds vs Woodford [H]

19TH Wymondham vs Bury St Edmunds [A]

### JANUARY 2027

9TH Bury St Edmunds vs Rochford Hundred [H]

16TH Harlow vs Bury St Edmunds [A]

30TH Bury St Edmunds vs Chestnut [H]

### FEBRUARY 2027

6TH Thurrock vs Bury St Edmunds [A]

13TH Bury St Edmunds vs Brentwood [H]

27TH Bury St Edmunds vs Chelmsford [H]

### MARCH 2026

6TH Finchley vs Bury St Edmunds [A]

20TH Bury St Edmunds vs Wanstead [H]

### APRIL 2027

3RD Woodford vs Bury St Edmunds [A]

22ND Bury St Edmunds vs Braintree [H]

## WOMEN'S 1ST XV FIXTURES

TBC

# FINAL MESSAGE





Our club has always been built on the incredible commitment of its volunteers, the strength of its community, and the outstanding generosity of our sponsors and partners. Without their unwavering support, we simply would not be where we are today – and, quite simply, we would not be here at all.

Our club has so much to offer players, members, supporters and commercial partners alike, and I would welcome the opportunity to share our vision and the exciting work taking place across every part of the club. Whatever your ambitions or objectives, there is a place for you within this remarkable community.

Join the #buryrugbyjourney, celebrate our rich heritage, and be part of the next chapter in our story.

I look forward to giving you a true Haberden welcome in person soon. In the meantime, please feel free to connect with me on LinkedIn or email [will@bserufc.co.uk](mailto:will@bserufc.co.uk) to find out more.

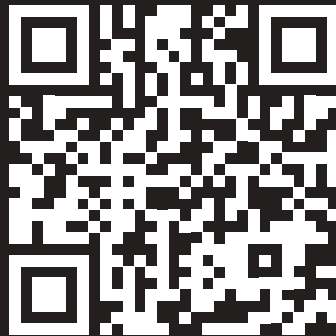


# whitewater

Graphic Design, Photography & Branding

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[www.whitewater.co.uk](http://www.whitewater.co.uk)



## Trusted By Leading Brands

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**PROFESSIONNEL**

**PUNCH** **BURY ST EDMUNDS GUILDHALL** *Kiehl's* **BSE RUGBY** **restore.**  
SINCE 1851 Women's Aid. Supporting Survivors. Restoring Lives.