



HACKNEY RFC

SPONSORSHIP OPPORTUNITIES 2026/27

BE A GAME CHANGER

Support rugby at one of the UK's most inclusive clubs. Join the Hackney RFC Sponsors Community to achieve your business goals and make a real difference in London

www.hackneyrfc.co.uk

Registered Charity No. 1131238





JOIN HACKNEY RFC IN RUGBY'S GROWTH STORY

Align your brand with a sport that stands for inclusion, resilience and community

£500m

RFU INVESTMENT
BY 2030 ¹

81,885

WORLD-RECORD
ATTENDANCE AT WOMEN'S
WORLD CUP FINAL ²

750

SCHOOLS PARTICIPATED IN
THE RFU ALL SCHOOL
PROGRAMME ³

Hackney RFC is 60 years old, 1,000 members strong and has teams for everyone from 5-year-old toddlers to 70-year-old veterans. With an award-winning community team working in schools in areas of high deprivation, and a successful bursary scheme, we make sure everyone gets the chance to play. This is your chance to make a difference and put your brand at the heart of London

**"Rugby is getting bigger.
Be part of that success."**

¹ Source: RFU Strategic Plan, 2025

² Source: RFU, 2025

³ Source: RFU's All Schools programme, Parliamentary submission 2025



ACHIEVE YOUR BUSINESS GOALS

Achieve high impact and a clear return on investment with a tailored sponsorship package that puts your business goals first



**DEMONSTRATE
CSR IMPACT**



**ENGAGE WITH
OUR MEMBERS**



**ACCESS 300+
FAMILIES
(JUNIORS)**



**PROMOTE
PRODUCTS &
SERVICES**



**SUPPORT
GRASSROOTS
RUGBY**



**ENGAGE LOCAL
COMMUNITIES**



**ENCOURAGE
HEALTH &
WELLBEING**



**ACCESS
INTERNATIONAL
RUGBY TICKETS**



**NETWORK
ACROSS OUR
COMMUNITIES**





JOIN LONDON'S MOST INCLUSIVE RUGBY CLUB

Our History & Values

Founded in 1965 on a powerful principle: *Fellowship is Life*. Sixty years on, that spirit is recognised nationally — our Community Team Lead Mary Impey was named 2025 Volunteer of the Year from over 2,000 nominations



60 years

Founded by the community

A Club For Everyone

From Under 6s to Veterans — men, women, girls, boys and beyond. All shapes, sizes, abilities and backgrounds welcome. Bursaries open up rugby to all. In 2025 we launched the London Kelpies, East London's first trans and non-binary rugby team



60% female

The adults' section is 90 women strong

Community First

We operate in one of London's most deprived and diverse boroughs — over 100 languages spoken, high SEN needs, significant social challenge. Rugby is our tool for combating isolation, building confidence and creating pathways for the next generation



60 schools

Our Hackney Community Coaching Team has worked with around 60 schools in Hackney and the surrounding boroughs

Inclusive by Design

Hackney RFC doesn't just talk about inclusion — we built our entire club around it. Every team, every programme, every bursary exists to remove barriers. Sponsoring us demonstrates your commitment to diversity in a way that is authentic, measurable and visible



1,000+ members

Across juniors, parents and seniors, current and former players



CHANGING LIVES TOGETHER THROUGH RUGBY

Your sponsorship directly funds four community programs, delivering lasting change in Hackney

COMMUNITY COACHING TEAM

Coaching 1,000's of children the game and the values of rugby; teamwork, respect, enjoyment and discipline. All self-funded by Hackney RFC

CLUBHOUSE UPGRADE

A new social space and outdoor decking area for players, parents, guests and the wider Hackney community — open to all

GREEN PROJECTS FUND

Sustainability and environmental projects rooted in the local community — because a great club also looks after its patch of London

PLAYER FUNDING BURSARIES

Membership, kit and tour funding so that no player young or old — regardless of background or income — is ever priced out of rugby



“ Mary is phenomenal. Countless children have had the chance to develop skills, build confidence, and enjoy the game. Her impact goes far beyond sport — she changes lives. ”

— Margaret Boateng, Headteacher, Holmleigh Primary School

“ Mary has been a driving force in expanding access to rugby in East London. She introduced non-contact rugby to schools in underserved areas, secured funding for community tag rugby programmes, and built a network of charities to promote the sport. ”

— The 2025 Honda Volunteer of the Year Award winners announced



DELIVERING YOUR SPONSORSHIP BENEFITS

Kit Branding

Your logo on match shirts worn by men's, women's, junior and coaching teams at every game and training session

Social Media

Regular promotion across our channels to 1,000+ engaged members and our social media followers

Business Networking

Exclusive access to sponsor events — connect with like-minded local companies and community leaders

Hospitality

Priority access to prestigious England international tickets at face value — entertain and impress your clients

Brand Visibility

Logo on our website, members app, weekly teamsheets, newsletters, promotional materials, coaching tops and all club events

CSR Alignment

Support a registered charity — demonstrate your commitment to diversity, inclusion and community



A PACKAGE FOR EVERY BUSINESS

Starting from £500 or just £42 per month, we will tailor a package to match your objectives, to suit every budget. Let's grow together!

Event Sponsorship

From £500

Logo on website, social media posts, clubhouse sponsors board and club events

Team Sponsorship

From £2,000

Logo on coaching tops and promotional material for a specific team for the season.

Contributor

£10,000

Naming rights and logo on all shirts and materials for senior Men's or Women's teams, full season.

Legacy Partner

£20,000

Naming rights across all club shirts — community coaches, juniors, men, women and vets — full season.

Game Changer

£50,000

Complete club naming rights across all shirts and materials for three full seasons.





YOU'RE IN GOOD COMPANY

We're proud to partner with forward-thinking organisations who share our values. Your brand joins a family of sponsors making a real difference in Hackney.

CLINIQUE

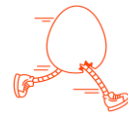
Edwards Duthie Shamash
Solicitors

 SOCIETE
GENERALE
UK FOUNDATION

To discuss the free valuation, contact Hugh Easton@struttandparker.com
**STRUTT
& PARKER**
BNP PARIBAS GROUP 

CORE

YOUR LOGO

 DALSTON
EGG SHOP

 LARDER

square
one

 DELTA ARCHITECTS

attic
self storage





HACKNEY RFC

BE A GAME CHANGER

- ✓ Email us today to discuss your sponsorship opportunities
- ✓ Be part of rugby's growth
- ✓ Invest in the future – we have over 300 families in our community
- ✓ Develop a partnership delivering your business goals

Email Steve at fundraising@hackneyrfc.co.uk

Donations



If you prefer to make a private donation, scan the QR code. Individual donations often qualify for Gift Aid, adding 25p per £1 donated
<https://www.hackneyrfc.co.uk/donate>