

GHK RFC

SPONSORSHIP OPPORTUNITIES

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WHO WE ARE

GHK IS ONE OF SCOTLAND'S LEADING AMATEUR RUGBY CLUBS, IT IS AT THE VERY HEART OF LIFE IN THE WEST END OF GLASGOW.

The club, which was named after two founding associate schools, The High School of Glasgow and Kelvinside Academy, was founded more than a century ago and continues to play a key role in both Scottish Rugby, and the local community.

GHK's 1st XV currently plays in National League Division Two, the third tier of club rugby in Scotland. It also runs a 2nd XV and a GHK Students XV, a joint venture with its partners the University of Glasgow.

The club has a thriving mini rugby section with well over a hundred members. Just this season, GHK launched a successful midi rugby section.

GHK is home to former pupils of the founder schools, students, professionals, families and members of the local community. It has toured everywhere from Boulder to Belfast, exhibiting its unique brand of free-flowing, rugby across the globe.





REACH

685 pupils attend The High School of Glasgow senior school. The school scoreboard is one of the most appealing advertising assets in the market.

This means signage is highly visible to an extensive number of parents dropping off from Bearsden, Milngavie, the West End and beyond providing exceptional exposure to High School and visiting school parents, families and friends through the year.

292,964 vehicles pass the grounds every week. Not only is the frontage seen by the members of the school community, team members and spectators, it is also visible by thousands of passing motorists every day on the adjacent Crow Road.

3000+ social followers

230+ rugby players

5000+ supporters

130+ games played a year

1500+ website visitors

MEDIA EXAMPLES

IMPRESSIVE PERFORMANCES ON AND OFF THE PITCH HAS CAUSED GHK TO GENERATE A GREAT DEAL OF EXPOSURE IN THE MEDIA.



CHARITY

IN THE LAST THREE YEARS GHK HAS RAISED OVER £60,000 FOR CHARITY.

This is all thanks to the effort put in by everyone in the club participating in events such as the naked calendar, race nights, charity dinners, auctions, raffles, collections, fire walks, marathons and Kiltwalk.



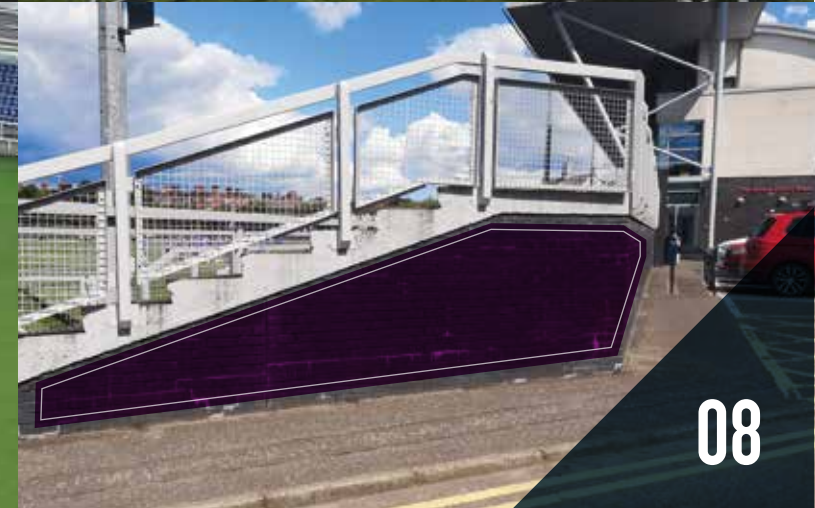


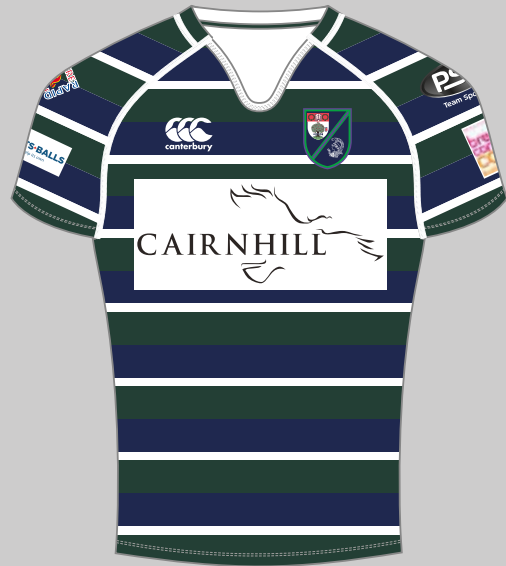
SPONSORSHIP OPPORTUNITIES

GHK IS A DIVERSE, ENTREPRENEURIAL AND FORWARD-THINKING RUGBY CLUB WITH A WIDE RANGE OF POWERFUL ADVERTISING PLATFORMS AND PARTNERSHIP OPPORTUNITIES AVAILABLE TO HELP YOU ACHIEVE YOUR MARKETING OBJECTIVES.

- PITCH-SIDE ADVERTISING AT THE GOAL LINES OF THE MAIN PITCH
- EXTERNAL (CROW ROAD) EAST FACING SIDE OF THE 'TRACTOR SHED'
- SOUTH-EAST FACING ELEVATION OF THE PAVILION
- DISPLAY BANNERS ON FLOODLIGHT STANCHIONS
- REAR OF SCOREBOARD
- WEBSITE SPONSORSHIP
- INDIVIDUAL PLAYER SPONSORSHIP ON GHK WEBSITE
- SOCIAL MEDIA SPONSORSHIP
- ROADSIDE HOARDINGS
- FLAGS
- BACK OF PARKING FACING ADVERTISING

Facilities within the War Memorial Pavilion include a recently refurbished and well-stocked bar with modern audio visual equipment and 'Bean to Cup' coffee machine; versatile function rooms with accommodation available for meetings/gatherings from 2 - 120 people; and on-site kitchen and separate bar for the major function room.





EXISTING SPONSORSHIP OPPORTUNITIES

- GHK JERSEY, SHORTS OR SOCKS
- GHK TRACK SUITS AND OFF-FIELD KIT
- SCOREBOARD
- PITCH-SIDE BILLBOARDS
- PROGRAMME ADVERTS
- INDIVIDUAL PLAYER SPONSORSHIP IN MATCHDAY PROGRAMME

WE HAVE SOME LONG-STANDING SPONSORS WHO HAVE BEEN SUPERB SUPPORTERS OF GHK FOR MANY YEARS

CAIRNHILL

Cairnhill's involvement at Old Anniesland has been crucial in supporting the club's success in the past few seasons and we have enjoyed a mutually beneficial relationship with the company.

"GHK is a fantastic resource for the community and the team has always played an exciting brand of rugby. They are to be congratulated on the work they have done in continuing to promote rugby and we at Cairnhill are delighted with the family philosophy and community feeling that underpins the ethos of the club.

It is a partnership that stretches back many years and we look forward to growing it in the exciting seasons that lie ahead."

Neil Watson, Cairnhill group managing director

EUSEBI'S

Local Italian deli Eusebi's is a long-standing friend and supporter of GHK. The West End restaurant recently won the prestigious accolade of Scotland's best deli at the Scottish Italian awards and is a firm favorite of players and supporters alike.

"We have enjoyed a successful switch from our old base in Shettleston in the East End of Glasgow to the West End and we see this is an ideal opportunity to give something back to a community that opened its arms to welcome us. We have a lot of support from local residents and a lot of support from GHK and this is an ideal chance for us to show our appreciation. We are proud to fuel them with pizzas before a tough Saturday game and always enjoy sharing a laugh with the boys over a cappuccino when they come to visit."

Giovanna Eusebi, owner of Eusebi's deli

COACH'S COMMENTS

FORMER SCOTLAND AND BRITISH AND IRISH LIONS PROP PETER WRIGHT IS GHK'S HEAD COACH

The vastly experienced coach has held positions at Glasgow Hawks, Selkirk, Boroughmuir, and Scotland U20s.

"I'm really looking forward to this challenge. It's an incredible opportunity for me.

"My aim is to help the players compete and improve whilst enjoying their rugby. GHK has an amazing history and exciting future. This is an extremely ambitious rugby club and I truly believe I can help it to reach its full potential.

"I am here on a mission to make GHK the most thriving amateur rugby club in Scotland. I know with the players we have, the community's continued support and the backing of the founder schools and businesses, we will reach that goal."



GHK RFC

To discuss the sponsorship opportunities at GHK please contact:

Ewan Cameron
07747 843 477
enquiries@ghkrfc.com

ghkrfc.com

The Pavillion, Old Anniesland, 689 Crow Road, Glasgow, G13 1LQ.