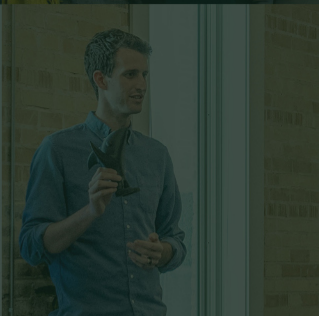
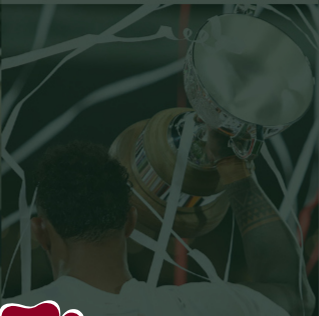




LIVE STAND UP COMEDY
24TH FEBRUAR



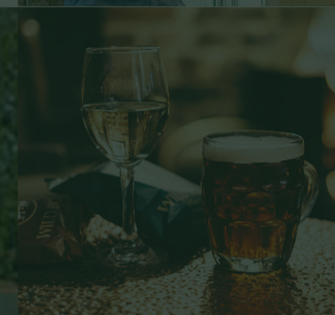
SPORTSMAN'S LUNCH
with Legendary Rugby Union Referee...
NIGEL OWENS
Friday 28th April 2023
Sponsored by Evolution Engineering

Three course sit down lunch
Standard tickets are £45, tables of 10 available.
12pm meet for 1pm start

For tickets please contact:



England Rugby



MAXIMISING THE POTENTIAL OF YOUR CLUB

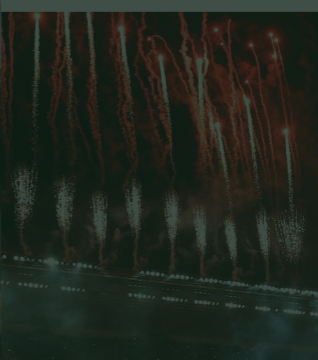
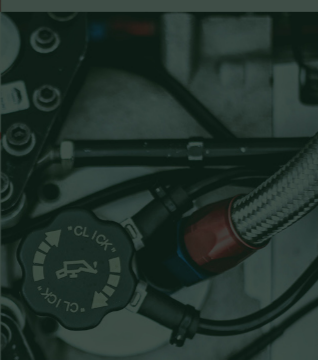
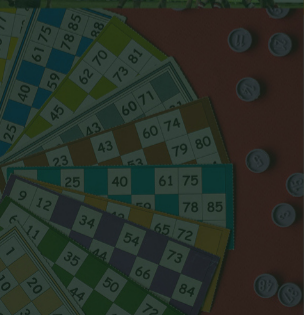
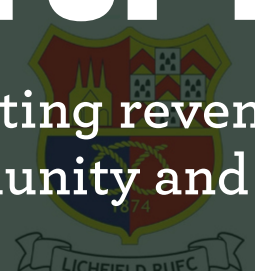
RFU Guide to generating revenue, brand awareness, engaging the community and attracting sponsors



8-9 JULY 2022
AT BUCKINGHAM RUGBY CLUB

BUCKINGHAM BEER AND MUSIC FESTIVAL

LOCAL BANDS ON THE BIG STAGE
STREET FOOD/BBQ/CHILDRENS ENTERTAINMENT
REAL ALES/CIDERS



LAUGH

WHY RUN AN ACTIVITY / EVENT?

Organising activities at rugby club facilities offer opportunities to generate revenue, enhance brand awareness, engage the local community, and potentially attract sponsorship.

EXPLORE HOW CLUBS HAVE GENERATED REVENUE IN THE FOLLOWING AREAS BY CLICKING ON THE TITLES BELOW:

01. [Festivals - music / food](#)
02. [Entertainment - event /performer](#)
03. [Raffles & Lotteries](#)
04. [Sponsorship & Collaboration - local community / sports teams](#)
05. [Facility Rental & Management - location base / events](#)
06. [Technology Integration - ticketing / digital signage](#)

GENERAL GUIDELINES FOR ALL ACTIVITIES

DEFINE THE ACTIVITY

- Confirm the activity's purpose and objectives: revenue generation, brand awareness, local community engagement, and potential sponsorship opportunities.
- Determine the activity's theme, ensuring it aligns with the values and target audience of your rugby club.
- Develop a unique selling proposition (USP) for the activity to differentiate it from other local events.
- Research other local events to avoid scheduling conflicts and to find unique aspects that could set your event apart.
- Facility Rental and Management – location base / events.
- Technology Integration – ticketing / digital signage.

VENUE AND FACILITIES

- Assess the available rugby club facilities, including pitches, clubhouse, changing rooms, grandstands, and parking areas.
- Plan the layout and designated areas for the activity based on whether it's indoors (Clubhouse, Changing Rooms), outdoors (Pitches, Car Parks, Grandstands) or a combination of both.

TARGET AUDIENCE AND PROMOTION

- Define your target audience, which may include club members, local businesses, local communities, and families from the surrounding area.
- Develop a comprehensive marketing and promotion plan to attract and engage the target audience.
- Use both traditional and digital channels, such as social media, local advertising, email newsletters, press releases, and community partnerships, to promote the activity.
- Implement ticketing platforms or online registration systems to facilitate ticket sales, capture attendee data, and simplify the promotion process.
- Consider offering early bird tickets to encourage early sales and using content from previous successful events for promotional purposes. Likewise, consider paid media to advertise your event on social media to non-club audiences.
- For big events, consider asking segments of the audience to turn up early to avoid queues throughout the venue.

LOCAL REGULATIONS AND PERMITS

- Research and comply with local regulations, permits, and licensing requirements for organising outdoor events, amplified music, food service, alcohol sales (if applicable), and other relevant factors.
- Liaise with local authorities and obtain necessary permits well in advance of the activity date, noting that they can sometimes provide additional support for your event.
- Develop a comprehensive risk management and emergency response plan if required, including crowd management, security measures, and first aid services.
- Inform emergency services about the event if it's expected to attract a large crowd, likewise, let the local neighbours know well in advance so they are aware.
- Ensure emergency service stations are well positioned and populated with trained people, keeping records of all incidents.

ACTIVITY OPERATIONS AND MANAGEMENT

- Research and comply with local regulations, permits, and licensing requirements for organising outdoor Establish a dedicated activity team responsible for various aspects, including event timings, logistics, vendor management, volunteer coordination, and operations. Make use of the team volunteers (i.e. U18s/U16s) wherever possible. Focus volunteers on a single task rather than lots, to ease the burden on them.
- Create a detailed timeline and checklist to ensure all necessary tasks and deadlines are met leading up to the activity. For activities on specific event days (i.e. New Year, Fireworks Night, etc) book any external suppliers well in advance to secure better pricing and availability.
- Recruit and train volunteers to assist with various activity operations, such as ticketing, information booths, crowd control, and waste management.
- Ensure that your event is covered under your RFU Insurance Policy and that you have completed risk assessments. Full information regarding coverage in your policy is available on Howden's website, with risk assessment templates also available.
- Develop a plan for stock management and waste collection, including assigning a team to continuously replenish stock and collect rubbish throughout the event.
- Assign a manager to look after the volunteers and rotate, check and supervise them throughout the day, they run your event for you and will respond in kind if you look after them!

TECHNOLOGY INTEGRATION

- Use technology to enhance the activity experience and streamline operations wherever possible.
- Explore options for digital signage, providing real-time updates, schedules, and directions throughout the grounds, these are potential sponsorship opportunities.
- Implement cashless payment systems and EPOS solutions to facilitate transactions and reduce reliance on cash.
- Leverage social media platforms and event apps to engage attendees, provide updates, and encourage user-generated content.
- Use data capture methods, such as email sign-ups or loyalty programs, to gather attendee information for future marketing efforts.
- Ensure reliable Wi-Fi access and consider providing charging stations for attendees' devices.

SPONSORSHIP OPPORTUNITIES

- Identify potential sponsors aligned with your rugby club's values and target audience.
- Develop sponsorship packages offering branding opportunities, on-site activations, and promotional exposure before, during, and after the activity.
- Cultivate relationships with local businesses, seeking mutually beneficial partnerships to enhance the activity experience and generate additional revenue.
- Consider attracting sponsors for specific parts of the activity, such as 'headline sponsors' or 'activity sponsors', to increase the value of the sponsorship packages you offer.

POST-EVENT EVALUATION AND FOLLOW-UP

- Conduct a comprehensive evaluation of the activity, analysing attendance figures, revenue generated, attendee feedback, and overall success against set objectives.
- Identify areas for improvement based on the post-event evaluation to continuously improve future activities.
- Thank sponsors, volunteers, vendors, and attendees for their support and participation.
- Leverage post-event communication channels, such as social media or email newsletters, to share highlights, photos, and upcoming events.
- Capture data from attendees for future marketing efforts and maintain an ongoing relationship with the local community.

USEFUL RESOURCES

Welcome to our resources page, with links to equip you with essential information for your activities/events.

Before commencing any activity or event, please use these resources to ensure you meet all safety, health, insurance, and relevant guidelines. Consider this your first stop, providing guidelines for seamless, safe, and compliant operations. Remember, these resources are here to aid in creating a well-organised business environment and help your activity/event be as successful as possible.

RECRUIT, DEVELOP & RECOGNISE VOLUNTEERS

www.englandrugby.com/participation/volunteers

DEVELOPING REVENUE

www.englandrugby.com/participation/running-your-club/funding/developing-revenue

SPONSORSHIP

www.englandrugby.com/participation/running-your-club/funding/sponsorship

MARKETING & SOCIAL MEDIA

www.englandrugby.com/participation/running-your-club/funding/developing-revenue/market-research-and-marketing

RESOURCES & PROFESSIONAL ASSETS

www.englandrugby.com/participation/running-your-club/resources

INSURANCE

www.howdengroup.com/uk-en/RFU-england-rugby-insurance-centre

LEGAL

www.englandrugby.com/participation/running-your-club/legal-and-administration
[RFU Legal Documents Portal | Irwin Mitchell](#)

HEALTH AND SAFETY

www.englandrugby.com/participation/running-your-club/legal-and-administration/health-and-safety

LICENSING

www.englandrugby.com/participation/running-your-club/legal-and-administration/licensing

TAX

www.englandrugby.com/participation/running-your-club/tax

ENERGY COSTS

www.englandrugby.com/participation/running-your-club/facilities

HELPLINES

Legal & Tax Helpline: 0333 0100337

Licensing Helpline: 0115 934 9177

RFU HELP CENTRE

<https://help.rfu.com/support/home?source=er-page-widget>