

Presented By:
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ROCHDALE GOLF CLUB
●●●



TEE SPONSORSHIP 2024

OVER 135 YEARS AS A PREMIUM GOLF VENUE AND HEART OF THE
COMMUNITY!



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Rochdale Golf Club
Tee Sponsorship

ELEVATING YOUR BRAND, PROMOTING YOUR BUSINESS AND TAPPING INTO THE RGC COMMUNITY NETWORK.

Let's discuss what areas of your business/brand could be enhanced by partnering with RGC, its hundreds of local members and thousands of visitors.





ROCHDALE GOLF CLUB



MORE THAN JUST
GOLF



Formed in **1888**, Rochdale Golf Club is a visiting golfer's delight, with rolling fairways and superb views.

The present 18 hole course was constructed on Bagslate Moor just over **135 years** ago and is now rated a top venue for county golf.

Having risen from the ashes following a devastating fire to the old clubhouse in **2003**, the new clubhouse boasts fantastic facilities for both our members and guests.

At Rochdale Golf Club we can cater for any event whether it is for Family Celebrations, Weddings, Conferences, Training days and Funerals.

Visitors and Golf societies are warmly welcomed at Rochdale Golf Club with various packages available.

Our Pro Shop is run by PGA Professional Andrew Laverty and his knowledgeable staff. Lessons are available to anyone at any age and the Shop also benefits from a state of the art indoor golf simulator.

RGC WEBSITE

[CLICK HERE](#)



THE CLUB



The club is now run by a volunteer board of directors, each director with set responsibilities and supported by multiple volunteers and sub-committees.

The board is looking to move the club forward and engage with its local businesses and community. The club already has strong ties with Rochdale Football Club, SpringHill Hospice, Rochdale Man & Women of the year, Rotary and many more.

One of the main ways we are looking to connect with the community is to give local businesses the opportunity to engage with RGC's membership and visitors via **sponsorship packages**.

The club is one of the most supported and visited clubs in the north west.



Membership & Guest Value

With 90% of the membership living within a 3 mile radius of the club.

RGC is the epitome of a "local" club at the heart of the community.

Most recently we have hosted events such as:

- Man Of Rochdale (*Full Clubhouse sold out*)
- Lady Of Rochdale (*Full Clubhouse sold out*)
- Springhill Hospice Day
- RGC Pro-Am Tournament
- Strawberry Sparkles (*Full Clubhouse sold out*)
- Rochdale Rotary Club (Weekly)
- Rochdale Women's Luncheon
- Rochdale Health Alliance

(To name but a few)



EVERY MONTH ROCHDALE GOLF CLUB PLAYS HOST TO A VARIETY OF GOLF CLUBS, SOCIAL EVENTS, PUBLIC DINNERS, LOCAL ORGANISATIONS AND MORE...

The club can hold between 150 - 220+ Across 3 different self contained rooms that open up across the building for special events.

THE MEMBERS



Insights

- 800+ Members
- Key Demographic age range 40- 63
- Age range from Jr's in their teens to Snr's in 90's
- Currently a 2+ Year waiting list highlighting the clubs popularity and success
- Many members waiting to become a member will join the club as a social member to enjoy the facilities

Members Thoughts

- In a recent survey the 3 phrases used to describe the club by the members were "**High-Quality - Modern - unrivalled social**"
- **92%** of members surveyed said they would not wish to leave the club any time soon
- The majority of the members actively promote the club and its partners. Referrals for everything from memberships through to functions spaces are a regular occurrence
- The club has a very active communication network and jobs, services, advice and support are shared between the members



EMAIL, SOCIAL & WEB REACH

Reaching Members & The Community



Over 900 Email Recipients
Over 200,000 emails sent per year



Most viewed post 2023:
18,700 views



18,000 views in the past 3 months
and we have not started to utilise
the sites full potential



EMAIL

- Average RGC Open Rate: **75-80%**
- Standard Open Rate UK **17-28%**
- The average email open rate for a private club is **26% – 32%**
- Brand new Email Delivery and Tracking system



SOCIAL

- Facebook: **106,800** Instagram: **2000** - Reach In 2023
- 30,000+ Reach in 2024 already (Jan-March)
- 2000k Social Followers
- 6000 to 15,000 post reach per month
- 7.3k post engagements in 2023
- Instagram Re-Launched 2023



WEBSITE

- 17,000 unique visits in Jan-March 2024 alone!
- 46,000 interactions with the site Jan-March 2024
- Brand New Website
- SEO projects pushing club site to the top of Google.
- Links to Sponsors websites via web and socials.

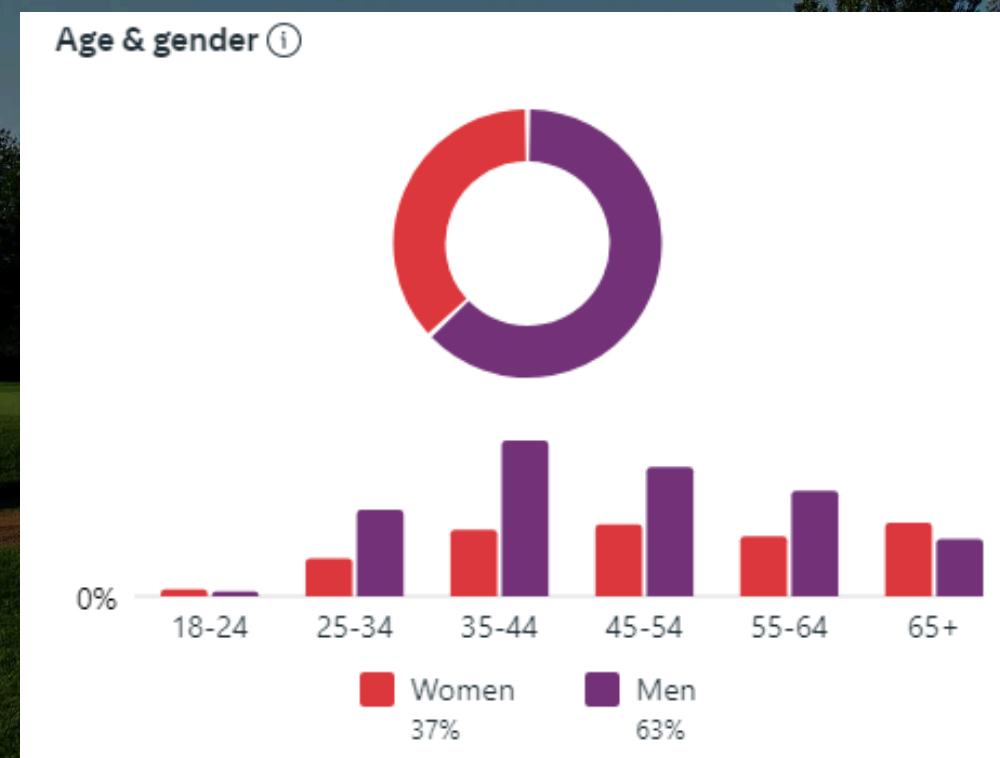
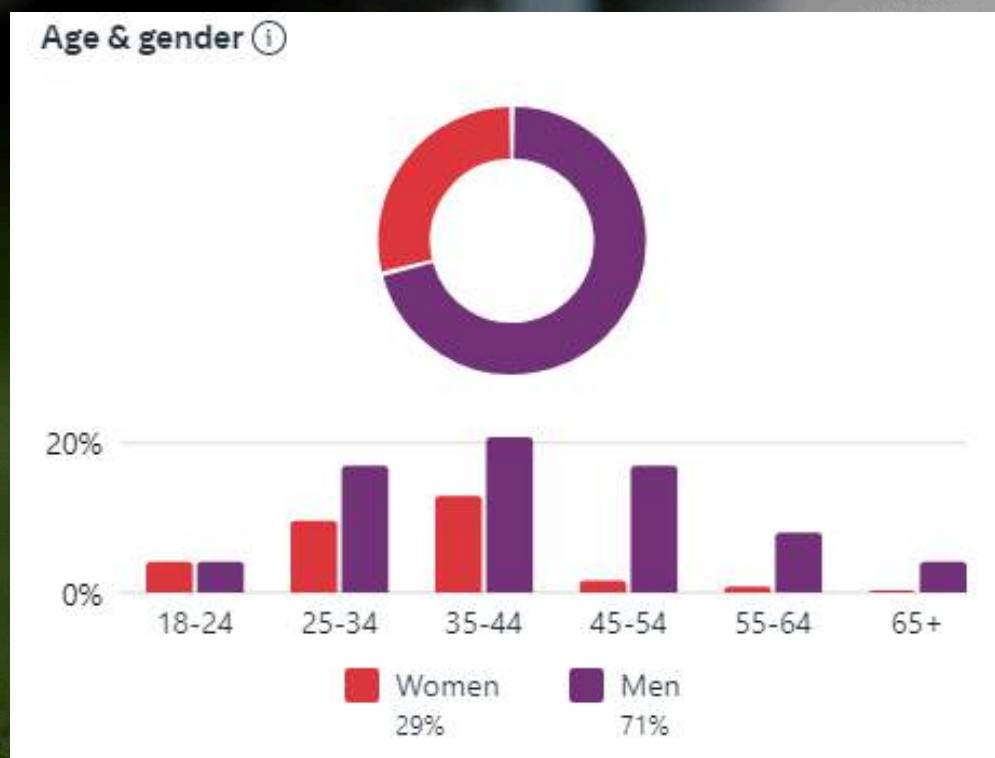


AUDIENCE

- 90% of the clubs members live within **3km** of the club
- Most members play at least once a week with a large number playing 2+ times
- Large number of families have multiple generations as members, highlighting the sense of community and togetherness the club encourages.

Socials

Email & Web





UTILISING RGC FOR YOUR BUSINESS

RGC Tee and Club Sponsorship 2024

The club has had tee sponsors across all holes for a number of years, however this year we are **upgrading** these signs and substantially **increasing** the benefit to any sponsors.

OUR VISION

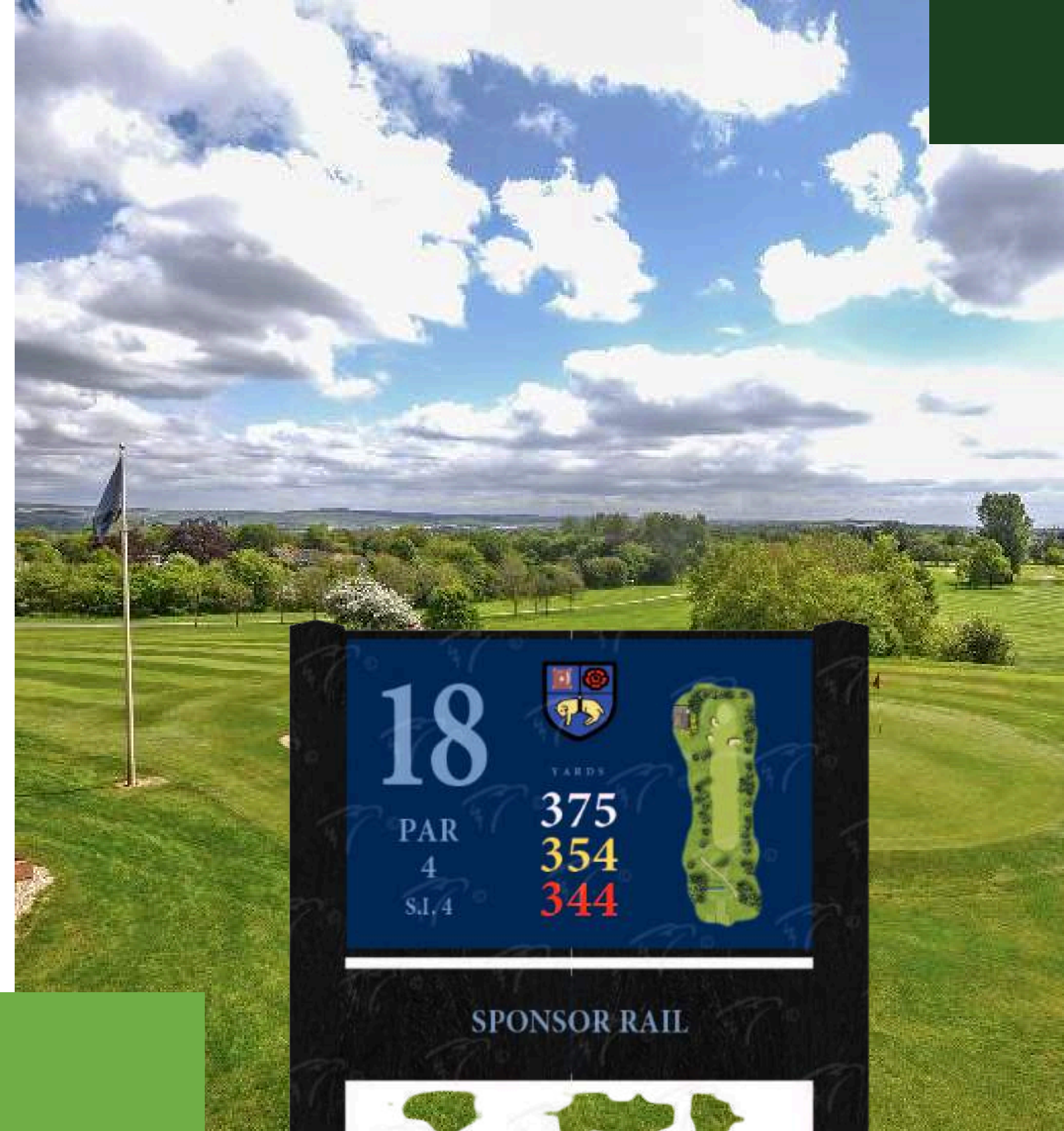


To support local Rochdale business and bring them to the forefront of members and visitors minds

OUR MISSION



Provide ROI for any local sponsor and help these brands grow their presence and popularity



18



PAR
4
S.I.4

YARDS
375
354
344



SPONSOR RAIL





TEE / HOLE MARKERS



Details

- 670 x 445mm Aluminium Panel
- EaglePlex Twin Post
- Rail for interchangeable Sponsor plates
- 670 x 150mm Panel - 1150 x 80/80mm Posts
- Hole Diagrams
- Hole Information

- QR Code to scan and view course fly over
- Course flyover to include hole sponsors advert (Included on club website)
- Positioned on the hole for maximum coverage for all three tees (Red, Yellow and White)
- Some holes will also get public audience with public pathways and bridleways
- Personalised message / imagery on your panel
- Logo/Message also on each Tee Yardage Marker (Red, Yellow, White)

ANTI- VANDLE / WEATHERPROOF



UNTAPPED MARKETING OPPORTUNITY

Position your brand in front of **thousands** of golfers every year!

ADDED COMMERCIAL VALUE

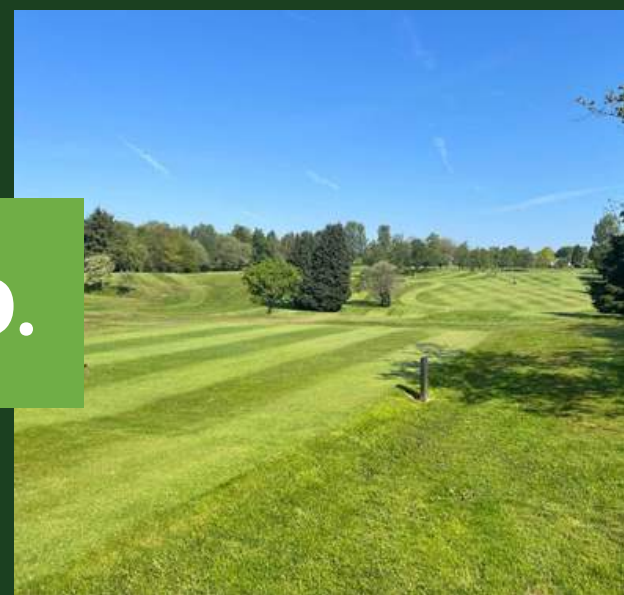
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Website - The website will have a course guide section showing each hole flyover and your brand advert will be shown here. Also a “Sponsor Page” will showcase all the logos and a link to your own website for quick navigation.



Sponsor Rail- Work with us and our teams to design and promote your brand using every part of the sponsor rail available. Include contact numbers etc.



Vouchers/Discount- Some sponsorship packages/values also include a free 4ball(s) voucher for you to use at Rochdale *
• This round will be for selected times and dates to fit the club competitions.



Communications- All sponsors will be given advanced notice of events such as the club's ProAm and similar golf days that are prime business golf days. Once a month a “Thank You Sponsors” post will go out via our social media channels with links/tags.



Social Discount- All sponsorship packages over £500 will receive a free social membership for one individual. This grants access to the clubhouse facilities, social events and bar discount.

THE 1ST TEE

The first tee is a **prime advertising** space with all golfers spending more time around this tee than any other.

We are looking to install sponsorship boards at the back of the main competition tee.

Due to high interest this tee will be going up for auction each year - highest sealed bid will win

The hole will also have a new hole marker with hole image just like the other 17 tees

This marker is valued at around £1200+ sponsorship per year as a starting point.

- **The first tee is where players and the club regularly take group photos**
- **The first tee can be seen from the car park, bar and balcony**
- **The first tee is opposite the ProShop which has multiple visitors daily for purchases, lessons and club fittings.**
- **The first tee will also come with a flyover and the ability to add an advert to the video.**



5M x 8M Foamex Board- Full Colour!

Foamex is Water Repellent / weatherproof and does not ingress moisture so it is ideal for external applications. It is warranted against UV fading for up to 7 years outdoors and 10 years indoors

... YOUR INVESTMENT

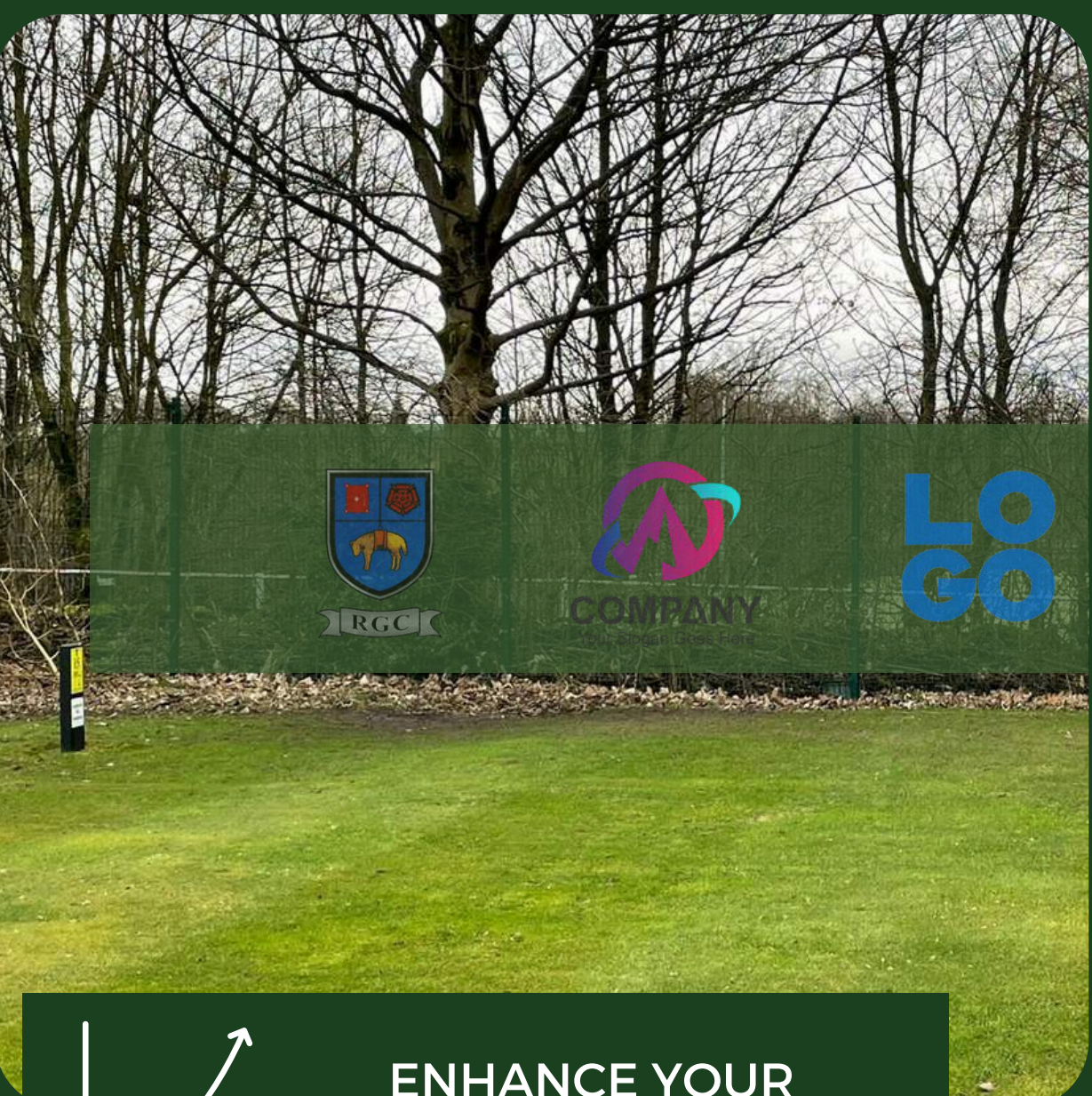
After **extensive research** across other golf and sports clubs in the north west, RGC made sure anyone sponsoring the club would be getting **value for money**.



- There is a **discount** applied for confirming multiple years sponsorship.
- Some of the holes where the hole/tee markers will gain more visibility the sponsorship value has been increased.
- Sponsors of any Par 3 hole will also have the option to provide a prize for anyone who gets a hole in one on the hole in a club competition. This will come with additional social and digital coverage.
- Some Tees or Holes may have availability for additional fence or wall signage - These will be discussed separately and will be an additional charge

Tee Sponsorship	1 Year	2 Years	3 Years
2nd	£500	£900	£1,300
3rd	£700	£1,120	£1,680
4th	£500	£900	£1,300
5th	£500	£900	£1,300
6th	£500	£900	£1,300
7th	£500	£900	£1,300
8th	£500	£900	£1,300
9th	£700	£1,120	£1,680
10th	£500	£900	£1,300
11th	£500	£900	£1,300
12th	£700	£1,120	£1,680
13th	£500	£900	£1,300
14th	£500	£900	£1,300
15th	£500	£900	£1,300
16th	£500	£900	£1,300
17th	£500	£900	£1,300
18th	£700	£1,120	£1,680





 ENHANCE YOUR SPONSORSHIP


**Estimated Additional Sponsorship Value:
starting at £300 (Per Year) for design,
print, install and maintenance**

We are considering allowing some sponsors to utilise the fences behind their competition tees



These mesh fence sponsorship fences will be discussed at the discretion of the club. We want to ensure these are in keeping with the course and do not cheapen the look of any area. The current tees we think might be suitable are **7th, 15th & 17th**



FULL CUP SPONSORS

ONLY £800
PER YEAR



Sponsor **All 18** Cups around the course



Includes putting and chipping holes



Changed 2 to 3 times a year to keep **fresh**



Some **flexibility** in design and message



Seen by **thousands** of players at least 18 times a visit- every day - all year round.





OTHER SPONSORSHIP OPPORTUNITIES



YOUR CAPTAINS ... STEVE LORD & SUE HALPIN
INVITE YOU ALL TO AN UNFORGETTABLE YEAR...

FEB 10	VALENTINES EVEN
MAR 23	CAPTAINS PRE NIGHT AND
APRIL 4/6	OPENING DAY (LADIES AN
MAY 05	FAMILY F
JUNE 01	RGC'S GO
JUL 20	ROCK THE M
AUG 25/27	THE CAPT WEEK
SEPT 7	PRESIDENT EVE
OCT 26	CLUB CLOSIN
DEC	NIVE EXTER

The club is open to any ideas and offers in regard to sponsorship and partnership opportunities.

We have multiple league-winning teams, a very strong junior section, and Sunday lunches with hundreds of monthly diners.

Events like our Captains Final Weekend see over 500 people come and go over the course and the clubhouse with a wide range of demographics in attendance.

Balcony Shades
Hole In 1 / Par 3 Sponsor
Team Kits
Golf Comp Cards
Junior Gift
Sponsor a social event
Sponsor a board prize
Sponsor a buggy

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ROCHDALE GOLF CLUB



THANKYOU

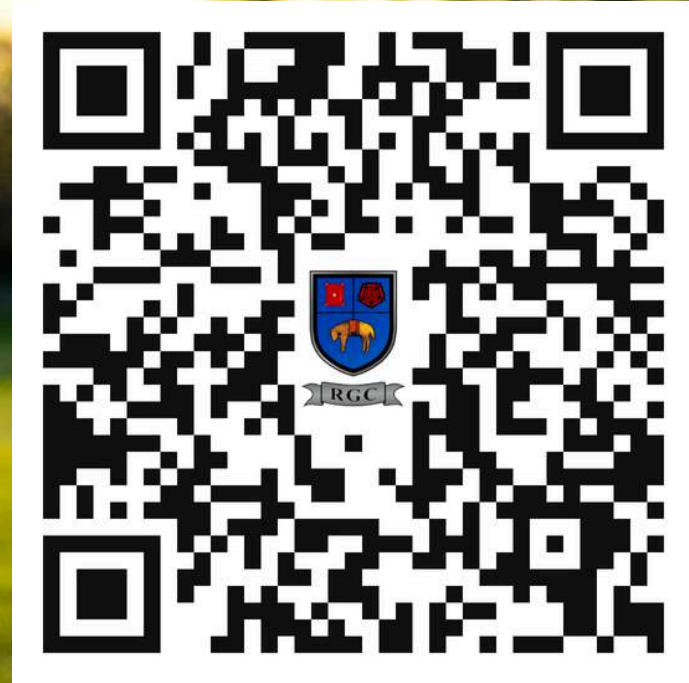
FOR ALL YOUR ATTENTION



WE LOOK FORWARD TO INTRODUCING YOU TO ALL OUR
MEMBERS, THEIR **FAMILIES** AND THEIR **FRIENDS**.



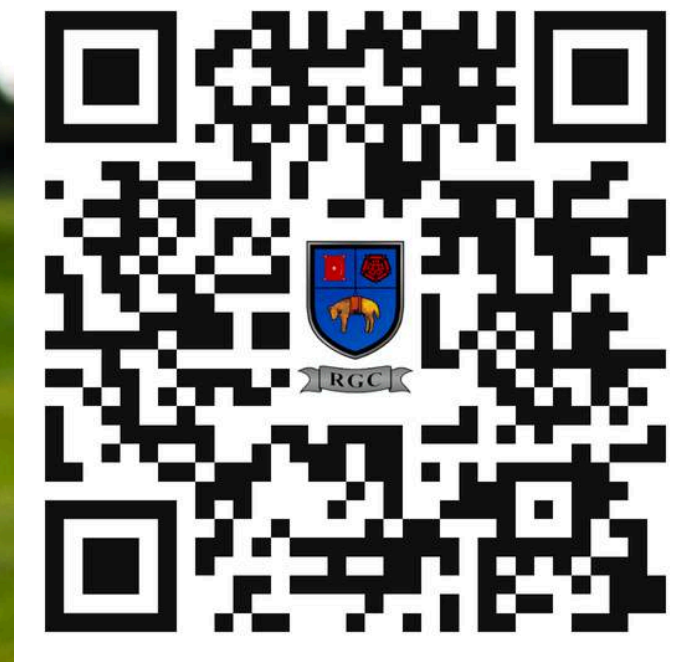
SCAN ME



To View
Sponsorship Form



SCAN ME



To View Online
Sponsor Page

