



West of Scotland FC Sponsorship Proposal

Season 2025/26

1. Introduction

West of Scotland Football Club is one of Scotland's oldest rugby clubs, founded in 1865 and a founding member of the Scottish Rugby Union (SRU). Our club is proud to have a strong tradition of competitive rugby, with our 1st XV competing in National League Division 3, our 2nd XV in the West Region Reserve League Division 1, and our Women's XV in West Region League Division 1.

We are also committed to the development of young talent, with a thriving youth section catering to teams from Minis through to U18, each supported by dedicated coaches. With over 3,500 followers across social media platforms and a reputation for community involvement, we offer excellent visibility and engagement for your brand.

2. Why Sponsor Us?

By becoming a sponsor of West of Scotland FC, you'll have the opportunity to:

- Gain exposure to a dedicated and loyal fanbase through our matchday shirts, social media platforms, website, and club events.
 - Engage with the community by supporting one of Scotland's oldest and most respected clubs, involved in rugby at every level.
 - Create a lasting partnership with a well-established club, boosting your brand's profile within the rugby and wider community.
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3. Sponsorship Packages

We offer a variety of sponsorship packages to meet the needs and budgets of businesses, from small local enterprises to larger brands looking for national exposure.

Platinum Sponsor – £6,000+ (ex VAT) per season

- Main front-of-shirt sponsor (1st XV, 2nd XV & Women's XV)
- Logo on warm-up tops
- Premium social media promotion (monthly posts, sponsor highlights)
- Website banner & dedicated sponsor feature
- Matchday banners at home games
- Hospitality at key fixtures



Gold Sponsor – £3,000 – £5,000 (Ex VAT) per season

- Upper or lower back-of-shirt sponsor
- Primary sleeve sponsor (right or left sleeve)
- Logo on Warm up kit
- Regular social media promotion
- Website sponsor listing
- Matchday banners at home games
- Hospitality for selected games

Silver Sponsor – £1,500 – £3,000 (Ex VAT) per season

- Sleeve or shorts sponsor (front or back)
- Matchday programme feature
- Regular social media mentions
- Website sponsor listing
- Hospitality for one game

Bronze Sponsor – £500 – £1,500 (Ex VAT) per season

- Matchday sponsor (one-off or multiple games)
- Website & social media mentions
- Option for smaller kit placements (e.g., Collar)

Community Sponsor – £250 – £500 (Ex VAT) per season

- Logo on club website & social media mentions
- Great for small businesses supporting grassroots rugby

For Main front of shirt sponsorship of other age groups, these start at the Gold Package, please contact us to discuss.



4. Our Reach & Engagement

With over 3,500 followers across social media platforms and a combined 97,000 with our partners Gilbert (On field equipment) and Akuma (Matchday & off field clothing), West of Scotland FC offers sponsors significant exposure. Our fanbase includes local rugby enthusiasts, families, and businesses, all of whom are engaged and invested in the success of the club. We regularly engage with our supporters through match highlights, interviews, and event promotion on social media.

5. How to Get Involved

If you would like to discuss any of these sponsorship opportunities or have any specific requests, please don't hesitate to get in touch. We're excited about the possibility of partnering with you to take West of Scotland FC to new heights!

Contact Information

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