

COMMERCIAL BROCHURE

SEASON 2014-2015



**“Glasgow Hawks Stepping Up Our Challenge –
A Winning Culture!”**

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GLASGOW HAWKS RFC

President – Chas Afuakwah

Glasgow Hawks have maintained their position in the top tier of Scottish club rugby. After an exciting campaign that has seen the team consolidate their position with the 1st XV finishing 5th in the league and the 2nd XV winning theirs, it's been a great season for Hawks. The club runs an U18 team to enable the smooth transition from youth rugby to adult rugby. Our youth and midi sections run U15, U16, S1 and S2 teams. The club is also delighted to recently established links with Glasgow University.

Throughout the last few years there has been a concerted effort to reach out to local communities in Drumchapel and Knightswood, with our community rugby development programme working in close partnership with Glasgow Life and the Scottish Rugby Union. The challenges for the season ahead are to maintain the momentum

that has been generated and continue to forge links with the local community.

Sponsorship is at the heart of many of the initiatives that have been outlined above, it allows the club to build on the success of its highly regarded junior and youth sections whilst at the same time developing coaches, players and referees for the benefit of the senior XV's. The aim is to invest in the development of young people actively engaging in sport. I feel this is important as it would promote active healthy lifestyles. This will benefit the communities that they reside as well as the individual.

The club provides players with a variety of key skills necessary to develop as a rugby player. These are: strength and nutritional guidance; sport psychology; lifestyle support; and quality coaching all designed to develop the skills of the players.

The club really appreciate those that have sponsored us previously, and wish to ensure that existing sponsors as well as new sponsors join with us to allow the club to realise it's ambitions for next season and beyond.

Kind Regards,
Charles Afuakwah
President
Glasgow Hawks RFC



SEASON 2013-14: THE FLIGHT OF THE PHOENIX

Having proved the sceptics wrong in the previous season when they gained promotion as Champions of the National League, Glasgow Hawks set themselves the goal of consolidating their place in the top flight. They achieved this in style finishing in the top half of the league and securing a Cup Final appearance against Heriot's in April.

As coach Jamie Dempsey makes clear though, this is only the beginning for his young side. "During last season it was important for us to establish our place in the Premier Division. From our first match we were always competitive and even those matches we lost, we were very close picking up a number of losing bonuses. The goal this season is to convert those narrow losses into wins. This is a young side who can only get better as they are exposed to rugby at this level so watch this space."

Hawks also won the West Regional cup, prised the Bill McLaren Shield from Heriot's and contested the Cup Final at Broadwood. Jamie continued, "These trophies are important in our goal of taking Hawks back to the top of Scottish club rugby, they give this young squad a taste of what it's like to win. The defeat in the Cup is disappointing but the squad are desperate to get back in the mix not simply to challenge but to win."

Glasgow Hawks are now seeking to move from consolidation to challenging at the very top of the Scottish Club game. But to succeed we need your help. Our commercial team has put together a range of attractive corporate entertainment and branding propositions for you to consider and hope that you will find a package that will suit your needs. Whatever your requirements might be we are confident we

have something that will be of interest to you and your business.

Come and speak to us and see how an association with Glasgow's premier rugby club side can help raise your business profile both city-wide and nationally. We're an approachable bunch too and are more than happy to prepare an individually tailored package to accommodate your needs.



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PARTNERSHIP WITH US!

Glasgow Hawks – a club to be associated with!

Despite being the youngest club in the top flight of Scottish rugby, we're extremely proud of our successes both on and off the pitch.

Not only have we achieved many notable League and Cup wins, we've helped produce a host of leading players who've moved on to achieve both full and age grade international honours. No other Scottish club has produced more players who have succeeded in achieving professional contracts.



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Pro Contracts

Players	37
Coaches	2

Representative Honours

Full Internationals	9
Sevens Internationals	5
Scotland 'A'	1
Scotland Club	6
Scotland U21	25
Scotland U19	11

Club Honours

1997/98	Winners of Premier Division 2 and Scottish Cup
1998/99	3rd in Premier Division 1
1999/00	2nd in Premier Division 1 and Runner-up in Scottish Cup
2001/02	5th in Premier Division 1 and Runner-up in Scottish Cup
2002/03	3rd in Premier Division 1, Runner-up in Integrated Tournament
2003/04	Winners of Premier Division 1 and Scottish Cup
2004/05	Winners of Premier Division 1
2005/06	Winners of Premier Division 1 and Premiership Sevens
2006/07	5th in Premier Division 1 and winners of Scottish Cup
2010/11	4th Premier Division 1
2012/13	National League Champions – Runners up West Regional Cup
2013/14	5th Premier Div 1, Scottish Cup Finalists, Winners West Regional Cup, Holders of the Bill McLaren Shield, 2nd XV Scottish Reserve League Champions

TEAM OF THE YEAR: 1998 & 2004

MATCH DAY PACKAGES

Match Day Hospitality delivers an enjoyable, relaxed atmosphere whilst watching the very best of Scottish Club rugby. Opportunities to build new business relationships has been a proven success over the years, where we offer affordable packages at our unique events.

MATCH DAY PACKAGE

The match day experience includes a 2 course lunch, match entry and programme. Individual prices are £25+VAT and tables of 10 are available at £250+VAT.

MATCH BALL SPONSORSHIP

Match ball sponsorship packages are competitively priced from £260+VAT per match which include:

- Company PA announcement throughout day
- Logo branding on social media/website
- ‘Man of the Match’ presentation with photo opportunity



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For further details and to discuss your individual requirements, please contact our Commercial Manager:

Rona Gibson
ronagibson@glasgowhawks.com
07974753691



ADVERTISING AND BRANDING



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PITCH SIDE ADVERTISING

A variety of positions are available to showcase your brand both around the pitch, (including TV sight lines) and around our main stand. Hawks host a wide audience of supporters, business owners, and associates of the local private schools – which your company will gain wide exposure to.

Pitch Side Advertising Wedges:

£600+VAT for 4 meter wedge per season

Post Pad Advertising:

**£500+VAT per post
(2 pads per post)**

Scoreboard Advertising:

£1250+VAT per season

Player Tunnel Advertising:

**Part of main sponsor package
(available on request)**



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MATCH PROGRAMME ADVERTISING

Programme advertising is a great way to get your business really noticed not just by our core supporter base, but further afield when our opposition comes calling at Old Anniesland from all corners of the country. Our Match Day programme is an entertaining and topical read whereby we cascade thousands over the season.

Full page colour:

£595+VAT

Full page black & white:

£250+VAT

Half page colour:

£350+VAT

Half page black & white:

£190+VAT

KIT AND PLAYER SPONSORSHIP



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KIT SPONSORSHIP

If you're looking to build brand awareness through national and local press coupled with TV and web highlights, or simply promote your company to our receptive audience - a partnership with Hawks can really attract the clientele you desire.

KIT SPONSORSHIP – MAIN SPONSOR

Kit sponsorship branding is available on request as part of the main sponsor package. To discuss a bespoke package, please contact our Commercial Manager:

Rona Gibson
ronagibson@glasgowhawks.com
07974753691

SOCIAL MEDIA FOOTPRINT

With over 5000 followers of facebook alone, Hawks have a huge presence on social media producing notifications on a daily basis. Our website receives over 1000 hits per week. Google analytics on request.

Main sponsor packages include a mix of the following:

Logo on front of jersey

Pitch Side Advertising

Tunnel Advertising

Match Day hospitality package

Logo on front or back of shorts

Logo on front of warm up kit

Continual Social Media recognition

Company banner on top of website home page glasgowhawks.com



PLAYER SPONSORSHIP

Sponsorship of a Hawks player is one of the best and most affordable ways to help him reach his full potential. Funds contribute to kit, strength & conditioning and coaching.

In return for sponsoring a player you will receive the following:

Company PA announcement when player scores a try/conversion

Logo featured on Hawks website glasgowhawks.com

Social Media recognition

Player attendance at company events (subject to availability)

Price per player: £250+VAT



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LETS' TALK!

“Rugby supporters in Glasgow had a great season in 2013/14 and I think Hawks surprised everyone by how well they did in both league and Cup.

Lots of hard work went into getting Hawks back competing at the top level of club rugby and we like to think our sponsorship has played a small part too’

It’s always enjoyable being involved with a winning team.”

RUSSELL SIM
SIM PROPERTY GROUP

“I have been delighted to sponsor Glasgow Hawks “junior section” for the last four years. I have found it beneficial to Cairn as a business whilst I personally get great satisfaction in watching the kids benefit from the superb set up Anniesland offers from GHK through to the Hawks.

As a former player the training and commitment the kids put in now will form great friendships over the years and it’s good to give something back to the sport.”

DAVID ROWAND
CAIRN LETTING

The Cup Final –
A fabulous electric atmosphere – outstanding team spirit among both the players and the supporters!

The Ball –
An outstanding event to follow an outstanding season! Both team and supporters exuded the same supercharged enthusiasm for partying as they do for the Rugby matches on the pitch!

RHONDA ORMSHAW
CANNIESBURN CARE HOME



GET IN CONTACT

Our Commercial Manager, Rona Gibson is ready to create a bespoke package tailored to your requirements.

Contact Rona on:
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ronagibson@glasgowhawks.com

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 Glasgow Hawks

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