

Uniting sport, business and the public sector to transform the future of our communities



Introducing the Lancashire RFU Community Partners programme



- Join the rugby community of more than 60,000 influential people on our journey to create significant social and economic value for the county
- Our aim is to unite sport, business and the public sector to make a huge difference to peoples' lives



Make Lancashire a bellwether for change



- Improved mental wellbeing and physical health
- Greater social inclusion and mobility
- Greater equality and diversity, particularly for those from hard-to-reach and disadvantaged backgrounds
- Increased skills attainment and career signposting for young people



How do we deliver change?



- We have access to a number of existing inspirational sport based social engagement programmes.
- We will invite county clubs to bid for funding to capacity-build more local initiatives
- We will connect businesses with these social and economic development opportunities



How does this help business?



Greater social value leads directly to greater economic value.

The more people who are included in our society the more money is generated to fuel business and public sector investment, leading to a healthier and wealthier society.



Can it help the public sector too?



Most certainly!

Sport in the community is one of the most powerful social cohesion tools available to us.

From helping the police too cut crime and anti social behaviour to aiding the NHS to reduce childhood obesity to inspiring young people to make the best career and life choices, sport can reach people and places like nothing else.



Return on investment (ROI) for large businesses



Most corporate organisations and larger businesses are faced with the concept of ESG (environmental, social, governance) issues daily and the focus on the **purpose** of business, beyond making profits, has never been greater.

It is not easy to satisfy ESG commitments whilst delivering a return to shareholders, but we can help, especially with the “S” of ESG.



Return on investment (ROI) for large businesses



Business has a much bigger role to play in the post pandemic society than previously but there are tangible benefits which can come with this, including:

- Increased business awareness
- Improved brand reputation
- Widened access to influential networks and contacts
- Using sport to become part of the county narrative
- Significant content for social media and PR channels
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- Staff engagement
- Customer loyalty and engagement
- Access to a new potential employee cohort
- Access to new customers
- Contribution to the wider purpose of the business

ROI for small and medium enterprises (SMEs)



Small and medium enterprises make up more than 90% of the county business community and we are very conscious that they need to see economic returns from supporting community sport.

Investing into projects that change people's lives for the better is a great way to ensure your business becomes widely recognised throughout the county and acknowledged as a force for good.



ROI for small and medium enterprises (SMEs)



Specifically, we can:

- Design and implement promotions which help you to **engage** with the rugby community
- Offer our media channels for you to **promote** products and services
- Offer you access to interesting content for you to **share** with your own stakeholders
- Use the rugby community for **market research** purposes
- Use county RFU events and activities to create **brand awareness** amongst our community
- Offer different ways for your business to **fundraise** and engage your own customers



Summary



Our Community Partner sponsor category starts at £5,000 pa but we also plan to launch a Business Directory and a Business Club so that organisations of all sizes and budgets can participate and benefit.

To find out how becoming a Community Partner can boost your brand and raise your profile please contact Roger McKerlie, founder of our commercial partners Club Champions on roger@clubchampions.net or 07703 344139