



1873

- CLUB -



1873 CLUB... THE PLACE TO BE

Joining the 1873 club could be the best decision that you and your business will make in the next 134 years.



FROM THE CHAIRMAN...

“Our corporate partners have backed and supported this club for many years. I am sure the 1873 Club has everything to offer our client base. This club will really allow our members’ and their guests to feel the pride, honour, passion and history that is Gloucester Rugby.”

Tom Walkinshaw
Gloucester Rugby Chairman



FROM THE COACH...

“I have been involved in rugby for a long time but Gloucester and its supporter base is unique in the game for its intensity and passion and our corporate partners are just an extension of that. They have a deep-rooted love for the club and play an integral part in its success.”

Dean Ryan
Gloucester Rugby Head Coach



MEMBERS' LOUNGE & CARVERY

Enjoy Gloucester Rugby's traditional conviviality in our brand new first class facilities. Our Deluxe Carvery will be the ideal venue to wine and dine your friends and colleagues. The glass fronted restaurant will provide panoramic views of the pitch and a truly unique rugby experience. You and your guests can then meet and mingle with players and other members' post match as you allow the crowds to drift away.



VIP CAR PARKING

1873 Club members' can benefit from
a permanently allocated car space.

1873 CLUB JOINING FEES:



Four Year Membership: £500*

(Renewable every 4 years)

Monthly Packages:

Premier Plus £109 per month*

- Permanent padded seat in prime viewing location
- Tickets to all GR matches played at Kingsholm including Guinness Premiership, Heineken Cup, EDF Energy Cup and any friendlies
- First right of refusal and priority right to purchase your seats for any International matches played at Kingsholm
- Guaranteed access to the club facilities
- First Priority in the Star Suite Restaurant
- VIP entrance to the Stadium via the Members' Reception Area
- 1 car parking space per 2 seats
- Plus all other club benefits

Premier £69 per month*

- Permanent padded seat
- Tickets to all GR matches played at Kingsholm including Guinness Premiership, Heineken Cup, EDF Energy Cup and any friendlies
- First right of refusal and priority right to purchase your seats for any International matches played at Kingsholm
- Guaranteed access to the club facilities
- Priority access to the Star Suite Restaurant
- VIP entrance to the Stadium via the Members' Reception Area
- 1 car parking space per 4 seats
- Plus all other club benefits



Additional Exclusive Benefits & Privileges:

- Dedicated 1873 Club manager
- Automatic right to trade or sell-on membership
- Full transferability of membership on a match by match basis
- Guaranteed 'no monthly price increases' for 5 years
- Free matchday programmes
- Presentation of Man of the Match Award
- Nameplate on your seat
- Opportunity to meet and mingle with Gloucester Rugby 1st XV players
- Opportunity to purchase Priority tickets to away games
- Access to fast-track ticketing service for friends and family
- Access to Gloucester Rugby's presentations, dinners and networking functions
- Plus any additional benefits that may arise during the course of the membership

*All prices listed are excluding VAT.



BUSINESS WITH PLEASURE

Grow your business with other like minded business people in Kingsholm's wonderful match day environment that is tailor made to combine corporate networking with top rugby pleasure.

CENTRE SECTION & BALCONY SEATING PLAN: 1873 CLUB - "BEST SEATS IN THE HOUSE"

1873 Club Balcony Seats - In Front of the 1873 Lounge



CENTRE

	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
To Lounge Via Lift or One Flight of Stairs																							
GG	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
FF	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
EE	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
DD	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
CC	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
BB	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
AA	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
Z	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
Y	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
X	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
W	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
V	111	112	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130	131	132	
U										DIRECTORS 20 SEATS													
T	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130					
S	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130					
R	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130					
Q	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130					
P	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130					
N	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130					
M	113	114	115	116	117	118	119	120	121	122	123	124	125	126	127	128	129	130					

1873 Club Premier

1873 Club Premier Plus

Half Way Line

HOSPITALITY AT KINGSHOLM



Gloucester Rugby is unique. Not only is the supporter base one of the finest in the game but their corporate partners share the same loyalty, enthusiasm and dedication as regular season ticket holders.

The demand has been so great that Gloucester Rugby can now only satisfy the need of its commercial partners by further expansion. Within the new South Stand development there will be additional executive suites to compliment the well-established and hugely successful 20 that are already associated with the club.

Existing members are full of praise for the service provided:

"We took the decision eight years ago to take a hospitality suite at Kingsholm and have never regretted it," **Capio Winfield Hospital.**

"We have been privileged to have witnessed some fantastic matches in the past and have experienced the unique atmosphere only Kingsholm can create. The ability to mix with like-minded people is a price worth paying," **Brunsdon Group.**

Seasonal Executive Suites

Our seasonal executive suites offer the opportunity for companies to associate themselves with Gloucester Rugby and enjoy the very best in corporate hospitality.

From the exclusive vantage point of your private suite you can soak up the wonderful Kingsholm experience from your balcony overlooking some of the best action in Europe.



Packages for suites include:

- Executive suite for all home Guinness Premiership, European pool matches and one EDF Energy cup match
- Glass fronted executive suite overlooking the pitch with private seated balcony
- Each suite fully fitted with Sky TV, internet connection and mini bar
- Car parking
- Complimentary match day programmes
- Personal ordering and delivery of merchandise to your suite
- Advertisement board located in front of the balcony
- Company logo within match day programme and on club website
- Opportunity to meet Gloucester rugby players on match day during the season (subject to availability)
- Range of catering packages available
- Priority suite booking for additional games or events not included in the seasonal package

Food and beverages are invoiced on a match by match basis.

South Stand: 12 person suite: £20,000 + VAT
24 person suite: £35,000 + VAT

Dean's Walk Stand: 16 person suite: £17,500 + VAT
20 person suite: £20,000 + VAT

HOSPITALITY AT KINGSHOLM



Match Sponsorship

By sponsoring an individual match, the opportunity provides your company the perfect chance to advertise and promote your business whilst entertaining clients, colleagues or friends in the privacy of your own executive suite.

Package includes:

- Exclusive use of an executive suite for up to 20 people
- Private viewing balcony
- Company logo on front page of match day programme and feature article within
- PA acknowledgement of sponsorship prior to kick off and company logo on the Kingsholm TV channel
- Presentation of a signed commemorative gift by Gloucester players
- Freshly prepared hot fork buffet
- Car parking
- Complimentary match day programme allocation
- Fully licensed mini bar (at sponsor's own account)

This package ensures that you will receive the best service and guarantee that you will have a memorable day long after the final whistle.

Prices from: £2,500 + VAT



The Legends Lounge

Enjoy a special day out at Kingsholm and sit down for a superb four course meal in our new prestigious Legends Lounge located in the new South Stand development.

The Legends Lounge is a perfect location to entertain important clients or business associates in a relaxing, informal environment.

Package includes:

- Four course lunch
- Half-time tea and pastries
- Reserved Grandstand seats in the new South Stand
- Complimentary match day programmes
- Car parking
- Private bar facility (pay bar)
- Selection of fine wines available to purchase
- Suite fully equipped with Sky TV facilities
- Balcony viewing available for early bookings

We aim to deliver the highest standard of service and can guarantee that you will be well looked after from the time you arrive until the time you depart the stadium.

Places within this Legends Lounge are very limited and we would advise you to book early to guarantee a table.

Tables are available to be booked match by match or for the full season.

Match Day Prices from: £100 pp + VAT

SPONSORSHIP AT KINGSHOLM



Player Sponsorship

Gloucester Rugby offers the opportunity of associating your brand or company with its individual star players. It's a great way to advertise yourself to the rugby market and with such a variety of top names within the squad, there is the perfect player available to endorse your brand and send the right messages to your customers.

Whether it is one of our international stars, or one of the many young and emerging players that have taken the Premiership by storm, a player sponsorship is a great way to benefit your company.

Package to include:

- Your player's shirt personally signed at the end of the season
- Your company logo on the Gloucester Rugby website alongside your player's profile and a link to your own company website
- Your company logo in every match day programme alongside your player's profile
- A personal appearance by your player at either a hospitality event held at Kingsholm or a promotional event at your offices
- A photo of you with your sponsored player
- Priority invitation to all events.

International Player: £1200 + VAT

Club Player: £800 + VAT



Gloucester Rugby in the Community

The Community Programme forms an integral and important part of Gloucester Rugby.

Whether it is coaching programmes, match day activities, school visits, education programmes or supporting charitable causes the work undertaken is increasingly acknowledged.

Funding for the community programme is self-generated and is invested into the running of the programme. Through its work the community team aim to create a network of positive relationships and has worked directly with more than 25,000 young people and adults across Gloucestershire. In addition, our community programmes are represented at all Premiership, European and domestic cup fixtures offering coaching and other activities for young people before a sell out crowd.

To sustain and develop new initiatives we aim to work closely with local businesses, local authorities, schools, universities, colleges and clubs. Our goal is to develop the programme in the forthcoming seasons and we hope you will join us in its continued success.

For more information about our community team please contact 01452 300951.

ADVERTISING AT KINGSHOLM



Perimeter Board Advertising

Kingsholm is one of the top sporting attractions in the region and will boast crowds of up to 16,000 every fortnight next season.

Pitch side advertising makes your brand become visible to a captive and responsive audience and will only strengthen your association with Gloucester Rugby.

At Gloucester Rugby matches, your brand will not only be promoted to the attending supporters, but also by all forms of media covering the games at Kingsholm. TV cameras and photographers beam images of Gloucester Rugby to regional, national and international viewers, giving your brand the chance of even greater coverage.

Prices on enquiry.

Fixture Card Advertising

The credit card sized fixture card sits in the wallet of over 25,000 Gloucester Rugby supporters and features all of the first XV matches throughout the season. Sponsor the fixture card with an advert on the reverse and send a continuous message to Gloucester supporters throughout the year.

Package to include: Up to 500 fixture cards provided for your own use.

Price on enquiry.



Match Day Programme Advertising

Gloucester Rugby's award winning match day programme informs readers on all the latest rugby news and covers all the latest match action from Kingsholm.

The programme is read by over 25% of the crowd every match day and has an annual readership in excess of 250,000.

Opportunities exist from a quarter page through to a full page advert in the programme as well as sponsoring individual pages and promotional banner advertisements.

Package to include: One free copy of each match day programme posted to you

Prices on enquiry.

Website and Ezine Advertising

Brilliantly branded and instantly recognisable, www.gloucesterrugby.co.uk has everything to offer potential commercial partners.

The award winning website is visited by over 50,000 unique users every month and is one of the most popular in the Premiership. The Gloucester Rugby Ezine, which is sent out every week during the rugby season, contains all the latest information from Kingsholm and links to the Gloucester Rugby website. There are currently over 7,000 subscribers to the online newsletter.

Prices on enquiry.

A UNIQUE VENUE WITH THE PERSONAL TOUCH



Aim for the top – on and off the field.

At Gloucester Rugby, we don't just want to become one of the best teams in Europe – we want to be at the forefront of entertainment and facilities – open seven days a week, for corporate events and private functions.

The extensive newly built South Stand at Kingsholm will incorporate conference facilities and will be one of the most exciting venues in the south west, with easy transportation access.

From a small team meeting to large conference events, you are sure to find something at Kingsholm to suit your needs in one of the finest sporting rugby arenas in the country.

In our new South Stand development we can accommodate up to 200 delegates theatre style in our main conference room – the 1873 Club – with 16 individual executive suites that can accommodate either 12 or 25 people. The glass fronted suites provide wonderful panoramic views of the stadium for any event and will over-look the fabulous Kingsholm turf.

The light, airy surroundings will be laden with Gloucester history and memorabilia to provide an awe-inspiring setting for any event.

Not only is the standard of service exceptionally high from our dedicated



staff but the emphasis at Gloucester Rugby is on team-work and this is where we can help you maximise your event to guarantee a great result.

Gloucester Rugby will not only be in a position to host conferences and banqueting, but also private parties, themed events, exhibitions and weddings.

We pride ourselves in a flexible, friendly and personal approach – Kingsholm really is the perfect venue with the professional touch.

At Gloucester, we understand the importance and the time involved in planning any successful event, and therefore, offer a prompt and thorough service that will be the envy of the opposition.

If your requirements are a little more personalised, we offer a range of options that can be tailored to your exact needs.

We can provide a full selection of audio visual equipment, including wireless or wired internet access tailored to your requirements, LCD TV's and projector screens in order to provide conference and multi-media presentations.

These facilities will be available in November 2007 – so match up with the winning team.

GETTING TO KINGSHOLM



To Kingsholm by Road from the North, South or East

Leave the M5 at junction 11 and follow signs for Gloucester, A40. Follow the dual carriageway to roundabout, turn right following A40 signs to Gloucester / Ross-on-Wye. Follow the dual carriageway to the next roundabout (Longford Roundabout), and turn left following A38 signs to Gloucester City Centre. You come to another roundabout (Tewkesbury Road Roundabout), go straight across following signs to Gloucester City Centre; you are now on the Kingsholm Road. Kingsholm Stadium is approximately 800 yards on the right hand side of the road.

By Road from the West

Use the A48 or A40 into Gloucester. On approaching Gloucester use the A40 Gloucester Northern Bypass. You will then come to the Longford Roundabout and take directions as listed above.

By Rail

There is an excellent service from Gloucester with regular trains to the all parts of the country. The station is less than a 10 minute walk from Gloucester Rugby. Come out of the station, turn right and follow the road towards Kingsholm from where signposts will lead you to the ground.



Contact Details

Gloucester Rugby Ltd
Kingsholm Stadium
Kingsholm Road
Kingsholm
Gloucester
GL1 3AX

Phone: 01452 300951
Fax: 01452 383321