

SOUTH WEST

FESTIVAL OF SPORT



SPONSORSHIP OPPORTUNITIES

2017

SOUTH WEST 7S



RETURNS FOR A THIRD YEAR...

Event Dates: 2nd - 4th June 2017

“Back by popular demand, Bristol’s largest multi-sport and music festival with Rugby 7s at its heart returns in 2017”

SW7s aims to provide a unique opportunity for national and local companies to engage with thousands of sporting enthusiasts, rugby loving families and keen festival goers from across the UK.

2017 will develop on the strengths of years one and two of the event...

Friday 2nd June - We will once again open our doors for the popular SW7s Schools Cup* tournament. In which we invite 10 local schools along to compete as well as their families to enjoy the festival action free of charge.

Saturday 10th June - Will play host to the main SW7s Cups, a jam packed day with hundreds of players in the Mens Elite, Open and Social Cups*, Women’s Open Cup plus mixed Touch Rugby and Dodgeball tournaments*

Sunday 11th June - The focus is on the youngsters in the SW7s Development Cup*, opening up to our growing family demographic of Rugby lovers, offering plenty of entertainment for all ages.

It’s not all rugby though... We have a plethora of sumptuous food traders, some of the best live music and DJs over two stages, onsite camping and of course the famous SW7s watering holes*.

...An exciting weekend for players and spectators alike with an array of teeth-clenching sport, live music, camping and a spectacular festival atmosphere for all involved!

**Sponsorship and branding opportunities available.*

THE FACTS



- **RUGBY 7S TIME IS NOW!...** The 2016 **RIO OLYMPICS** welcomed Rugby 7S for the first time generating a huge response. Team GB7s Men's team making their mark with a well deserved SILVER medal and the Women's team narrowly missing out on the bronze. Plus the growing numbers of local and semi professional UK teams battling it out in style throughout the summer.
Rugby 7s is making its mark in UK sport!
- Top Sevens Rugby Tournaments such as **Bournemouth 7s, Summer Social, Amsterdam 7s** and **Flanders 7s** are successfully attracting between 20,000 - 30,000 attendees to their events each year... With a quickly growing audience, **SW7s doubled its number of players and spectators in 2016 and successfully delivered a great range of tournaments.**
- **South West 7s** was chosen to form a part of the rapidly expanding **RFU 24/7s series** and our relationship with the RFU will continue throughout 2017, meaning additional funding to support the longevity of the event.
- Many big names in the rugby world such as Sir Clive Woodward have been quoted saying "Rugby 7s should play a bigger role in the development of English rugby, over the coming years we will see a much bigger focus on Rugby 7s in the UK"...
- **SW7s** intends to be at the forefront of this movement, focusing on the development players and working with the RFU and other officiations to advance the game.
- We have set the bar high over the past two years and have since become the leading 7s tournament in the South West area. **SW7s** boasts some of the very best facilities and pitches in the whole of Bristol making the move this year to Cleve RFC.

With an increase in available pitches we now have room to grow and make 2017 the biggest year yet for SW7s!

MEET THE TEAM



ABOUT US:

South West 7s has been curated through a love of sport and a passion for live music. The production team behind SW7s are highly experienced and skilled in their fields and are working alongside some superb branding and marketing professionals.

As a team, offering a strong history in the sevens rugby circuit and blazing careers in the music festival industry we have collectively joined forces to tune our focus into creating a brilliant summer sporting and music event since 2015...

But all of which would not be possible without the support of the following...

OUR INCREDIBLE SPONSORS, SPORTS TEAMS, MUSICIANS, TRADERS & FESTIVAL GOERS!



THEA WISE

Event Director & Marketing Manager



TOM WILSHIRE

Event Director & Operations Manager



CAT MANAEI

Event Manager



MAX LUECK

Teams Manager



KRIS BEACHAM

Teams Manager



PETE O'NEIL

Site Manager



BEN WRIGHT

H&S & Logistics Manager



JO MCNAB

Entertainment Manager



DOMI GREASLEY

Bars Manager

KEEN TO GET YOUR COMPANY OR BRAND NOTICED?



Whether you want to increase your brand exposure, launch new products, generate new business, advertise to your target audience or entertain clients, **South West 7s** is the perfect solution.

For more information, please contact one of our team on **07752610810**

Or send us an email at: info@southwest7s.co.uk

- WE LOOK FORWARD TO WORKING WITH YOU -





THE FACTS...

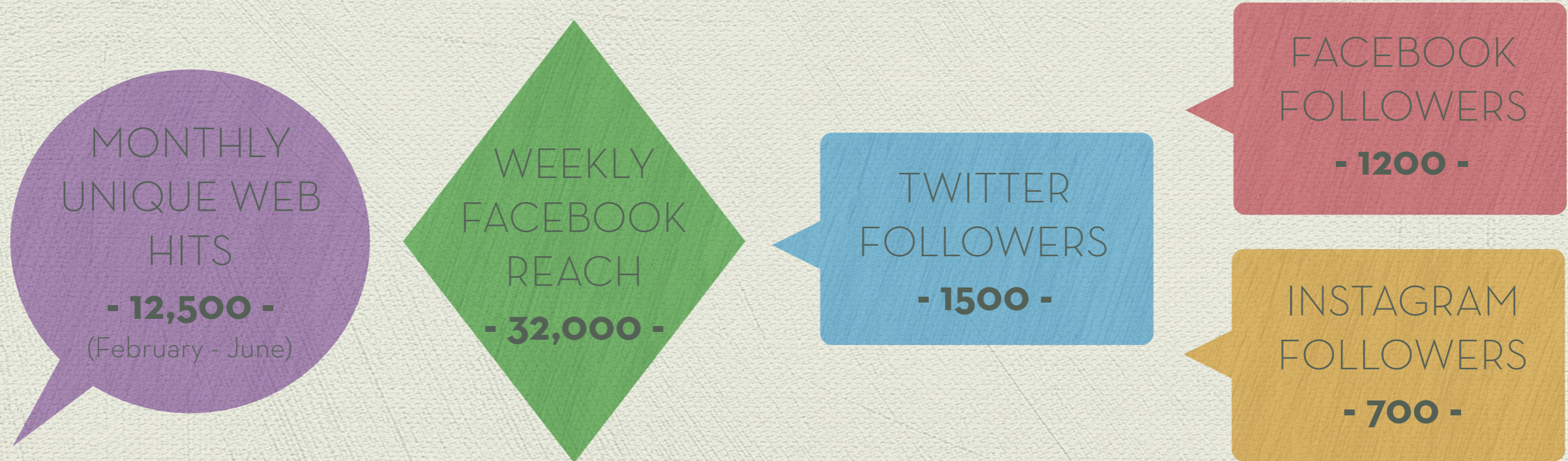
In **2015** we played host to 1,000 festival goers and 30 teams.

In **2016** this grew to 1,400 festival goers and 48 teams.

We look forward to welcoming a mixed demographic of sport, fitness aficionados, music lovers, university students and families.

In **2017** we hope to further increase our footfall and over the coming few years we hope to reach Cleve RFC's huge capacity potential.

WEBSITE AND SOCIAL INSIGHTS

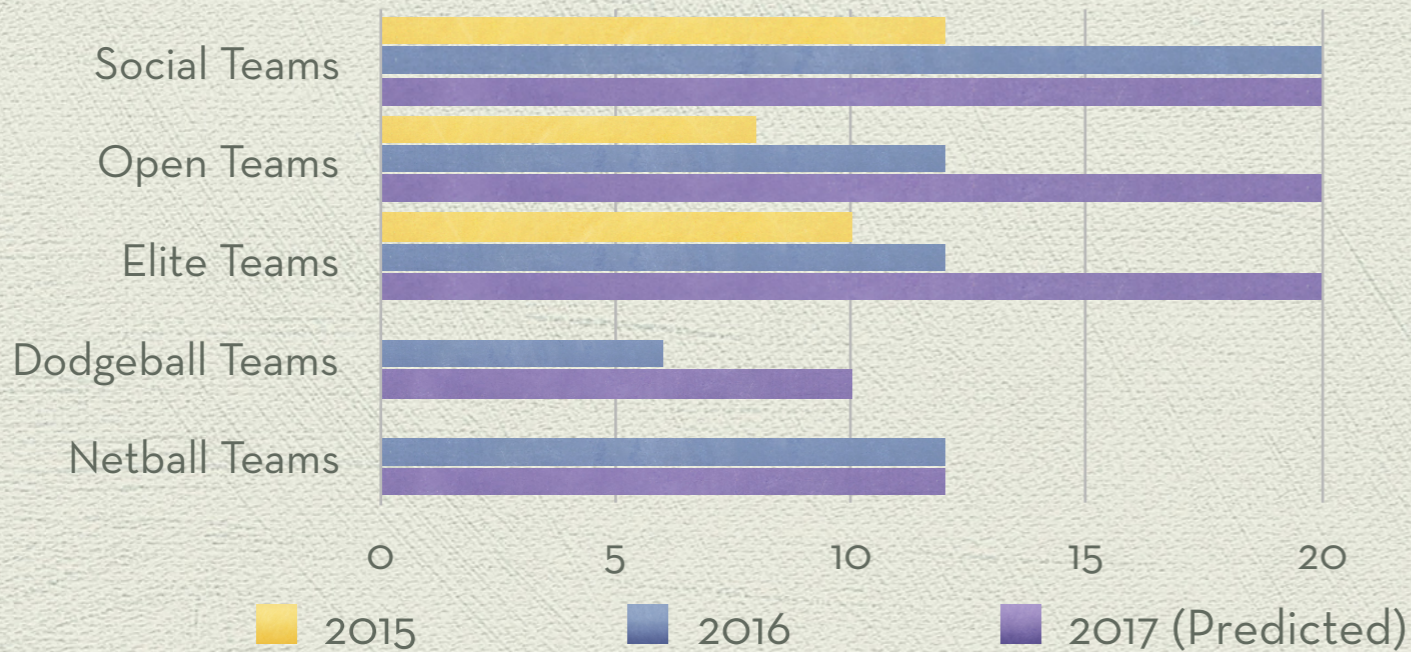


* Stats accurate as of January 2017

THE SW7S DEMOGRAPHIC



TEAMS BREAKDOWN 2015 - 2017



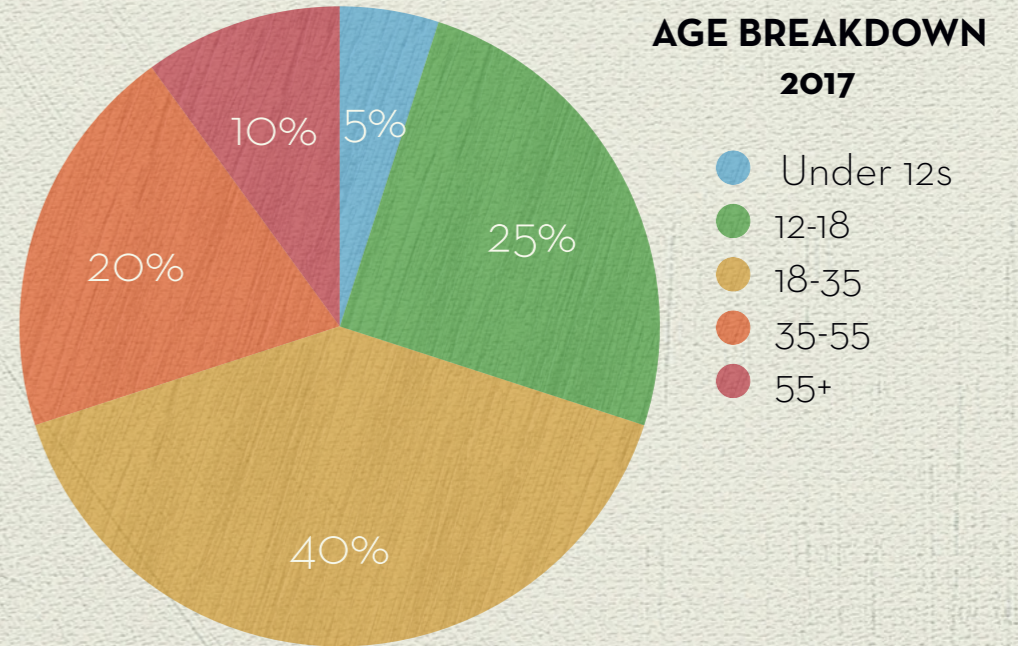
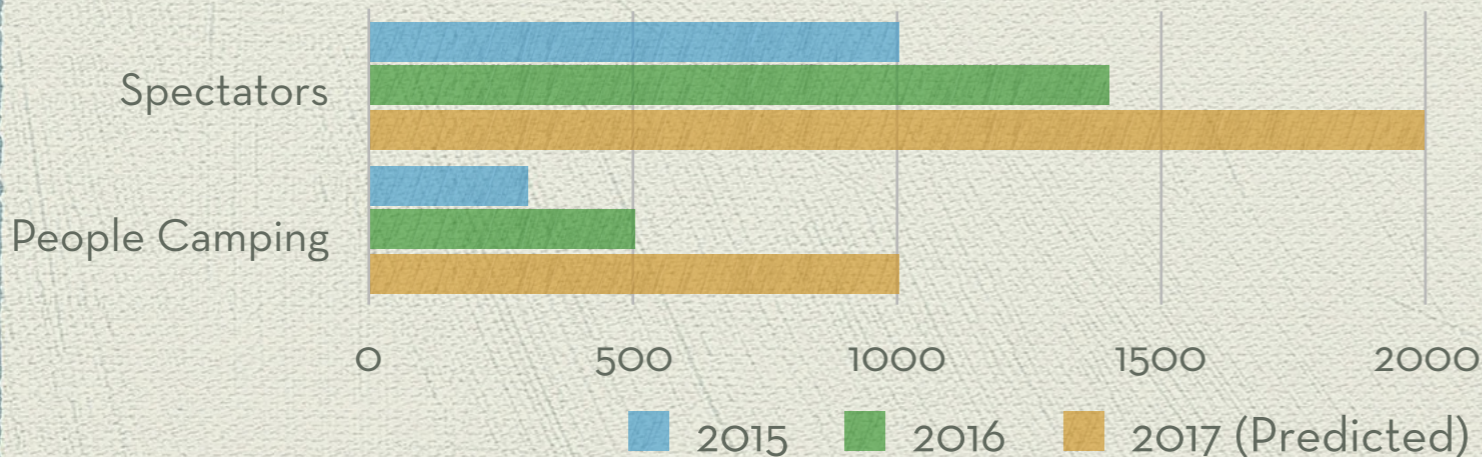
GENDER BREAKDOWN 2015
 70% - Males (aged 18-45)
 30% - Females (aged 18-35)

GENDER BREAKDOWN 2016
 60% - Males (aged 18-55)
 40% - Females (aged 18-38)

GENDER BREAKDOWN 2017
 60% - Males (aged 18-55)
 40% - Females (aged 18-38)

AUDIENCE PROFILE 2017
A - 10% **B** - 65%
C1 - 20% **C2** - 5%

SPECTATORS BREAKDOWN 2015- 2017



HOW SW7S CAN MAKE YOUR BRAND STAND OUT FROM THE CROWD...

ON SITE BRANDING:

- Banners around the main Elite Cup pitch.
- Custom branded flags and signage around the site.
- Entrance and Exit branding around the site.
- Advert in the festival program.
- Dodgeball court branding.

MEDIA COVERAGE:

- Press coverage from local magazines and radio stations.
- Featured in press releases across local and national media platforms.
- Your brand featured in the official promo video.
- The ability to be named on all marketing campaigns and competitions (including creating your own competitions and ticket give-aways).

CORPORATE HOSPITALITY:

- VIP area.
- Branded VIP viewing platform.
- Exclusive seating in stands.
- Exclusive branding of VIP marquees and bars.

EXPERIENTIAL MARKETING:

Our team of brand awareness and marketing experts, will offer the best solutions to connect your company with its current and prospective target market. Advancing relationships between your brand and the captive audience at SW7s, delivering on point brand promotion solutions, live data capture, retail activities, product activations and competitions.

WEB AND ONLINE COVERAGE:

- Logos and hyperlinks on SW7s website sponsors page.
- Branding and promotion on website homepage.
- Extensive social media coverage and cross promotion.
- Features across the South West 7s blog.
- Featured on email flyer sent out to our extensive database.

SAMPLING & RETAIL:

- Your logo featured on specific team kits.
- Access to direct sponsorship opportunities with best UK semi-professional teams.
- The opportunity to get your logo featured on the winners t-shirts and merchandise.



WHAT PEOPLE HAVE TO SAY ABOUT SW7s...

 **avid ewman** @shnuperman 1d
@SouthWest7s best rugby fest!
View

 **Mustangs** @Mustangs7s 1d
Thanks to all involved @SouthWest7s it's been a top weekend even had a bit of sun #sw7s #mustangout
Details

 **Mark Jeffreys** @JeffreysMj 2d
Great day all round for @UoGSport @SouthWest7s @UOGWRFC winners of the women's and @StPaulsPirates winning the men's pic.twitter.com/3rJNHux5kJ

Details

 **White Horse 7s** @whitehorse7s 1d
@SouthWest7s that's it for another year. Great weekend and boys already getting the oil ticket for next year. #sevans pic.twitter.com/vuU1XhTQYE

Details

 **Ry Forshaw** @RyForshaw 1d
Great Day with at @SouthWest7s The @7BamboosRugby @Dan_Norton4 dev session was almost as good as a well earned Cider pic.twitter.com/PmgutjjK80

Details

 **SMS INC.** @SMSInc_UK 7h
Love the idea of Sport and Music festivals being merged! #SportsEvents #SportsFestivals #SouthWest7s @SouthWest7s
Details

 **Rob Green** @RobGreenMusic 1d
THAT WAS AWESOME!! @SouthWest7s you Blew. My. Mind. - Ladies and Gents; #Bristol KNOWS how to PARTY! (and SANG!) 🙌❤️ pic.twitter.com/VVgM15UtN8

Details

 **Tim Thompson** @tjthompson15 1d
Class weekend with the @TakapunaTurtles winning @SouthWest7s. Top night to finish it off 🍷 big thanks to @andreasfordos for the hospitality
Details

 **Daniel Norton** @Dan_Norton4 1d
Well played @SouthWest7s #rugby #festival #bristol #7s #SummerSunshine pic.twitter.com/jyq4bosuNV

Details

 **Back2Sport** @Back2SportWilts 1d
@SouthWest7s donations going to @CLIC_Sargent! pic.twitter.com/BsAKtp9rFB

Details

 **Lloyd Yates** 17:01
Hey Sophia thanks for a great time we were treated like kings and we loved it. The quality of your festival from great food great ale down to all the little details.....We really appreciate the level of love and please don't hesitate to ask us back 😊

 **Bg rugby coaching** @bg_coaching 7h
@RAFPumas (now RAF JAGUARS), @SouthWest7s superb weekend well done and look forward to next year

Details

 **Rachel Leighton** @rachelkleighton 2m
It was close but we didn't miss the flight & have ALL made it home following an amazing @SouthWest7s! Next year?

Details

Another awesome tourney! Well done 🙌🙌
😊 x

 **Star Medical** @Back2SportWilts
Amazing weekend @SouthWest7s #greatevent
12/06/2016, 19:31

...BRING ON 2017!

INTERESTED?



Here is a guide to the current sponsorship opportunities that we are offering and what they include...

HEADLINE FESTIVAL SPONSOR

Guide - £1,500.00

(One Position Available)

- ❖ Named in the official title of the tournament with branding opportunities across the site.
- ❖ Your logo featured on all South West 7s branding and advertising.
- ❖ Full Social Media engagement campaign in the build up to the event.
- ❖ 10 x Pair ticket giveaways to advertise and distribute as you please.
- ❖ The chance to put forward your own team, free of charge.
- ❖ Full Festival passes for you and 10 guests across the weekend *PLUS* 10 x drinks vouchers.
- ❖ 6m x 6m display/trade area at no additional cost (includes power.)
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

ELITE CUP SPONSOR

Guide - £1000.00

(One Position Available)

- ❖ Headline sponsor for the Elite Cup on the main pitch at Cleve RFC.
- ❖ Branding opportunities on the Main pitch.
- ❖ Your logo featured on all South West 7s branding and advertising.
- ❖ Full Social Media engagement campaign in the build up to the event.
- ❖ Full Festival passes for you and 8 guests across the weekend *PLUS* 8 x drinks vouchers.
- ❖ 8 x Pair ticket giveaways to advertise and distribute as you please.
- ❖ The chance to put forward your own team, free of charge.
- ❖ 5m x 5m display/trade area at no additional cost (includes power.)
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

MENS or WOMEN'S OPEN CUP SPONSOR

Guide - £500.00 (Each Cup)

(One Position Available)

- ❖ Headline sponsor for the male or female Open tournaments.
- ❖ Branding opportunities on the Open Pitches.
- ❖ Your logo featured on all South West 7s branding and advertising.
- ❖ Full Social Media engagement campaign in the build up to the event.
- ❖ Full Festival passes for you and 6 guests across the weekend *PLUS* 6 x drinks vouchers.
- ❖ 4 x Pair ticket giveaways to advertise and distribute as you please.
- ❖ 3m x 3m display/trade area at no additional cost (includes power.)
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

OPPORTUNITIES CONTINUED...



SOCIAL CUP SPONSOR

Guide - £500.00

(One Position Available)

- ❖ Headline sponsor for the Social tournament.
- ❖ Branding opportunities on the Social Pitches.
- ❖ Your logo featured on all South West 7s branding and advertising.
- ❖ Full Social Media engagement campaign in the build up to the event.
- ❖ Full Festival passes for you and 6 guests across the weekend *PLUS* 6 x drinks vouchers.
- ❖ 4 x Pair ticket giveaways to advertise and distribute as you please.
- ❖ 3m x 3m display/trade area at no additional cost (includes power.)
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

MAIN STAGE SPONSOR

Guide - £500.00 (Each Cup)

(One Position Available)

- ❖ Headline sponsor for the Festival Main Stage.
- ❖ Branding opportunities on the stage and in festival arena.
- ❖ Your logo featured on all South West 7s branding and advertising.
- ❖ Full Social Media engagement campaign in the build up to the event.
- ❖ Full Festival passes for you and 4 guests across the weekend *PLUS* 4 x drinks vouchers.
- ❖ 4 x Pair ticket giveaways to advertise and distribute as you please.
- ❖ 3m x 3m display/trade area at no additional cost (includes power.)
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

DODGEBALL or NETBALL SPONSOR

Guide - £300.00 (Each Cup)

(One Position Available)

- ❖ Headline sponsor for the Dodgeball tournament.
- ❖ Branding opportunities on the Dodgeball Pitch.
- ❖ Your logo featured on all South West 7s branding and advertising.
- ❖ Full Social Media engagement campaign in the build up to the event.
- ❖ Full Festival passes for you and 4 guests across the weekend *PLUS* 4 x drinks vouchers.
- ❖ 2 x Pair ticket giveaways to advertise and distribute as you please.
- ❖ 3m x 3m display/trade area at no additional cost (includes power.)
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

OPPORTUNITIES CONTINUED...



GENERAL SPONSOR

Guide - £300.00

(One Position Available)

- ❖ General Sponsor to the event.
- ❖ Branding opportunities on across the site.
- ❖ Your logo featured on all South West 7s branding and advertising.
- ❖ Logo Featured on SW7s Website, and social media channels
- ❖ Full Social Media engagement campaign in the build up to the event.
- ❖ Full Festival passes for you and 4 guests across the weekend *PLUS* 4 x drinks vouchers.
- ❖ 2 x Pair ticket giveaways to advertise and distribute as you please.
- ❖ 3m x 3m display/trade area at no additional cost (includes power.)
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

TRADER

£150 - £250

(Limited Positions Available)

**price dependent on power requirements.*

- ❖ A pair of ticket giveaways to advertise and distribute as you please.
- ❖ 3m x 3m/6m x 6m display/trade area at no additional cost (includes power).
- ❖ No additional or hidden costs.
- ❖ Advertising across our website and social media channels.
- ❖ Full media coverage.

GENERAL ADVERTISING

£50 - £350

(Limited Positions Available)

- ❖ Feature your company, business, event or charity in the festival programme.
- ❖ Your advert exposed to over 1500 punters.
- ❖ Your logo featured on our website.
- ❖ Branding opportunities across the festival site.
- ❖ Area for popup activations providing engagement with our diverse demographic.

KICK START YOUR SUMMER 2017 WITH SW7S

For more information, please contact one of the team on 07752610810 or 07800517088

Or email info@southwest7s.co.uk



