

**Issue 5**  
**Summer 2016**

Tigers Tribune is the official newsletter of the Cheltenham Rugby Club



# Tigers Tribune

## President Dave leads troops in to battle

Armed with paint brushes, hammers, pickaxes and scythes, Dad's Army is on the march. With orders from above and a long list of Summer Jobs to be completed they did not panic!

Recruitment to the 1st Ground Platoon has been slow, but they are not yet 'doomed'.

Some soldiers have gone AWOL in the face of much work to be done.

Now is the time to be counted and step up to the mark to join the Special Facilities Corps and finish the job.

Thank you U13's and Dads and all the other regular squad, what a difference you are making.

Next roll call Saturday 30 July, be on parade at 9.30am for inspection.

Contact Recruiting Officer, Capt Dave Townsend 07909 623919 and let's finish all the jobs.



# Club receives RFU Accreditation at Annual General Meeting

Cheltenham Rugby Club was one of the first clubs in the country to receive the RFU Accreditation Award in August 2012, but due to changes in our Management set up, our Accreditation lapsed some two years ago. We have now regained the Award and David Evans, Club Administrator said 'the Club rightly holds the Accreditation, once again, thanks to many members of the Management Committee, who have spent many hours in bringing our records and systems back up to date, particularly James Critchley and his team'.

## Club Sponsorship

A new Sponsorship Brochure has recently been produced and will be distributed to all the major businesses in Cheltenham.

Sponsorship opportunities range from Gold, Silver and Bronze packages, starting at £10,000 and also include, Players sponsorship, Match Day/ Programme and Pitch Side sponsorship, starting at £50.

Our webmaster and former player Mike Crisp of 'Mike Crisp Multimedia' has designed the brochure with assistance from Chairman, Steve Ratcliffe and David Evans.

Page three of the sponsorship brochure

**Our Rugby Club**

We understand the financial strain on businesses and you may ask "Why would I bother sponsoring Cheltenham Rugby Club?" We would ask you not to look at it as sponsorship but more as an investment in the future. The Club recently celebrated 125 years of rugby, 40 years of Colts rugby, 40 years of Mini and Junior and 25 years of Ladies rugby. We are rightly proud of our achievements so far, having been a leading light in developing sport for all and with a proven track record.

We are also very proud of and are maintaining, very close links with the New Zealand All Blacks, which follows our match in 1905 v The Originals at the Athletic Ground. We maintain and improve an archive that both the RFU and the All Blacks are impressed with.

With this in mind we have compiled some genuine and understated statistics to help you gauge the amount of exposure you will receive from your sponsorship.

**WEBSITE**  
Updated regularly during the week throughout the year it receives over 300 visits every day reaching over 2000 on a Monday alone as people log in to look up results and match reports. Depending on your level of Sponsorship your logo / profile and link will be displayed to everyone who visits and engages in the site. Banner adverts can be included to promote upcoming events, product launches or special offers. Our analytics will be able to show you how successful your campaign has been.

**SOCIAL MEDIA**  
While you may not personally understand or embrace it, there is NO doubt that social media has a massive impact on the day to day lives of the younger generation.

We have Facebook pages for current and former players plus Ladies section with a global reach and the average Match report reaching well over 2000 people. Our Twitter account has nearly 1000 followers - increasing every day.

Being part of the Sponsorship package gives you access to these platforms to help spread your message and declare your association with Cheltenham Rugby Club.

**FOOTBALL & DRIVE-BY**  
Over the course of a year we have a footfall of more than 40,000 including 34,000 for sport and 5,000 social. This number is ever increasing as our profile increases throughout Cheltenham and the wider area.

Situated at one of the busiest crossroads in Cheltenham, the opportunities for your branding and support of Cheltenham Rugby Club are endless.

**TOP POST**  
Back in January 2016 a single video posted to Facebook reached over 7550 people for FREE

**TOP TWEET**  
In April 2016 a single tweet reached an audience of 4700 followers

## Club Membership/ Subscription forms

Rob Sallis, Membership Secretary, has worked tirelessly during the last twelve months designing new membership forms for all categories of membership, players and patrons.

Rob writes:

Cheltenham Tigers RFC, the 'Tiger Family', is grateful for the support you have given over the years and the support given by the growing numbers of new and/or returning members is testament to the 'feel good' factor that is running through the club.

This coming season as a thank you for your continued support or for taking out a new membership, if you take out a paid-up membership you will receive a new membership card that entitles you to 10% off all alcohol drinks purchased over the bar, plus the usual membership benefits.

President and Chairman, receiving new membership cards from Rob Sallis, Membership Secretary on Thursday 7 July.

### Why are they smiling?

They have just received their new membership card, which allows them a reduction of 10% on drinks at the bar, so a pint of lager/beer now costs £3 for a member, £3.30 for non member.

Ask Lesley for a card (having paid your sub), and start queuing now!



Cheers ...

# Season 2016 -2017

## New Club Marketing project

### 'Use our venue'

#### Pre season friendlies

##### 1st XV

Date 2016	Fixture	H/A
Aug 13	Bridgend Athletic	H
Aug 20	Evesham	A
Aug 25	Worcester Wanderers	H
(7.00pm KO)		

##### 2nd XV

Aug 20	Evesham 2nd XV	A
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#### 1st TEAM FIXTURES

Date 2016	Fixture	H/A
Sep 03	Stroud	A
Sep 10	Wells	H
Sep 17	Whitehall	A
Sep 24	Avon	H
Oct 01	Avon'th OB	A
Oct 08	Bristol Sar's	H
Oct 15	County Cup	
Oct 22	Cirencester	A
Oct 29	Chew Valley	A
Nov 05	Chosen Hill	H
Nov 19	Yatton	A
Nov 26	Coney Hill	H
Dec 03	Keynsham	A
Dec 10	Old Bristol's	H
Dec 17	Wells	A
<b>2017</b>		
Jan 07	Whitehall	H
Jan 14	Avon	A
Jan 21	Avon'th OB	H
Jan 28	Bristol Sar's	A
Feb 11	Cirencester	H
Feb 18	Chew Valley	H
Mar 04	Chosen Hill	A
Mar 11	Yatton	H
Mar 25	Coney Hill	A
Apr 01	Keynsham	H
Apr 08	Old Bristol's	A
Apr 22	Stroud	H
Apr 29	<b>Play Off</b>	

#### Cheltenham Ladies Fixtures 2nd XV Women's Championship South 1

Date 2016	Fixture	H/A
Sep 11	Trojan Ladies	A
Sep 18	Henley Ladies	A
Sep 25	Hove Ladies	H
Oct 09	Thurrock Ladies	A
Oct 6	Richmond Ladies 11	H
Oct 23	Saracens Ladies 11	A
Oct 30	Wasps Ladies 11	H
Nov 27	Henley Ladies	H
Dec 04	Hove Ladies	A
Dec 11	Thurrock Ladies	H

#### 2017

Jan 08	Richmond Ladies 11	A
Jan 15	Saracens Ladies 11	H
Jan 22	Wasps Ladies 11	A
Mar 03	Trojans Ladies	H

#### Cheltenham Ladies Fixtures 2nd XV Women's NC Midlands 2 South

Date	Fixture	H/A
Sep 11	Banbury Ladies	A
Sep 18	Chelt CS Ladies	H
Oct 02	Risborough Ladies	A
Oct 23	Greyhound Ladies	A
Oct 30	Hucclecote Ladies	H
Nov 13	Tewkesbury Ladies	A
Dec 04	Witney Ladies	H
Dec 11	Chelt CS Ladies	A
<b>2017</b>		
Jan 08	Risborough Ladies	H
Jan 15	Greyhounds Ladies	H
Jan 29	Hucclecote Ladies	A
Feb 12	Tewkesbury Ladies	H
Feb 26	Witney Ladies	A
Mar 19	Banbury Ladies	H

With the completion of the **Multi Use Games Area (MUGA)** later in the year, a number of new sports will be introduced to Newlands Park, including netball, basketball, five-a-side soccer and hockey.

The present **Skittle Alley** is being refurbished (thanks to Dad's Army and other volunteers). This room will be available to the Club and Community, for a number of sporting activities and in future will be known as **'The Sportsman's Bar'**.

We will be producing marketing material, which will highlight all the sports played at Newlands Park, with booking arrangements and facilities available.

## Summer Community Event @ Newlands Park

Gloucestershire 'Charity' Fun Day organised by:

**Midcounties Co-operative**

Sunday 21 August 11am - 7pm

130 attractions, 70 stalls, 155 volunteers

**Including:** Market Street, Two Star War Parades with sixty characters. Motor Zone, Inflatable Zone, Character Zone, Adrenaline Zone.

3000 programmes already sold.

**Hoping to raise:** £30,000

**Supporting:** Cotswold Riding for the Disabled, Longfield Hospice and Forest of Dean Opportunity Centre

**Newlands Park already booked for 20 August 2017, in preference to the Racecourse.**

## In Addition

Any comments, suggestions, copy for the next edition or anyone wanting to advertise in the Tigers Tribune please contact David Evans, Cheltenham Rugby Club, Club Administrator 07970 713585 [davidevans39@btinternet.com](mailto:davidevans39@btinternet.com)

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[www.grundon.com](http://www.grundon.com)

Long standing supporter of the Club through the Landfill Communities Fund



Established 1975

