



THE RUGBY WINE CLUB

**Propping Up GrassRoots Rugby Clubs
& Rugby Charities**

The Rugby Wine Club



THE RUGBY WINE CLUB

- Background & Purpose
- How it works
- Benefits for your rugby club
- Summary





THE RUGBY WINE CLUB

TRWC - Background

- TRWC is a new idea launched in 2021 by England's World Cup winner Mike Tindall
 - The aim is to support grass roots rugby clubs/charities to raise funds in a new and enjoyable way
- Through free membership of the rugby wine club, your club's members can buy high quality, affordable French organic wines that they may have already tasted at your club/event and at the same time raise money for your club/charity
- Your members or supporters (and their family/friends) simply switch some of their wine buying from the supermarket to buying directly from TRWC online and we will pass £6 of the profit from each case back to your club
- We are also bringing new ideas to wine tasting with QR codes on the bottles that take you straight to short, fun video tasting notes from the French winegrowers and Tins and touchline tastings where we come to your club with our Van du Vin to engage your members with free wine tastings that drive up awareness and sales
- There is no investment required by your club/charity and minimal administration with your members ordering directly from TRWC at events or on our website. We can host tasting events at your club to drive sales and to introduce new wines.
 - Your members are not committing to buy any volume of wine at all, but can subscribe if they want to
- Your club has a "Club Champion" who works with us and helps us to market TRWC on your website, in the clubhouse (posters), on your social media and with touchline tastings etc.

**Your members will see this as an easy opportunity to help their club
and also to try some new wines in an enjoyable, engaging and regular way!**

TRWC – Recent events



THE RUGBY WINE CLUB

Rosslyn Park FC



Westbury RFC



Twickenham RFC



Westbury RFC



Strictly Private & Confidential

Wooden Spoon Lions Dinner

TRWC - How it Works



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- We advertise on your website, social media and in the clubhouse to drive awareness amongst your members. We link our website to the club's site and vice-versa with some basic information on your club and club champion on our website.
- Your members buy their wine from us at an event and online or can place a regular monthly order (subscribe)
 - The wine is delivered directly to your members on a next day basis
- Friends of members (in fact anyone anywhere in the UK) can also order wine and nominate your club/charity and your club benefits
- We keep the Club Champion updated, organise events as agreed with the club and once a year we pass the funds raised to the club
- We ask for the opportunity to discuss the club's needs for wholesale wines for major club events such as lunches, annual dinners, summer balls etc. and will provide auction/raffle prizes to help with fundraising at these events
- We will supply a pitch side advertising board for display at the club if appropriate and materials for the clubhouse or scoreboards in order to drive awareness among your members.
 - We ask for a link from your website to our website and vice-versa



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TRWC – Benefits for your rugby club

- New, innovative and engaging way for members to raise funds for the club at relaxed wine tasting events hosted by us and we will also bring Mike along if possible to create more interest!
- Significant income opportunity at £1 per bottle sold to members and their friends in perpetuity with no investment required from the club and minimal administration
 - Friends of members drive up club income = higher income from beyond your traditional membership base
- **If members and their friends buy just 30 cases per month that is £180 per month for the club (£2,160 annually) and potentially significantly more than this if volumes increase**
 - Launch evening/wine tastings at clubhouse – no cost to the club
 - Fundraising at wine tasting events, eg raffles/auctions – more funds for the club
 - TRWC can provide other auction/raffle prizes as requested by the club

**With raffles/auctions and the contribution per bottle
this is a significant fundraising opportunity for your club**

TRWC – Benefits for your rugby club



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- Please contact TRWC with your initial thoughts/questions
- TRWC can visit/Zoom with your club to discuss ideas

***Please get in contact to start raising funds with TRWC!
Jason, Jon & Mike***

Contact: Jon@therugbywineclub.com or Jason@therugbywineclub.com

www.therugbywineclub.com