



THE RUGBY WINE CLUB

**Supporting Grass Roots Rugby**

# The Rugby Wine Club



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



# TRWC - Background



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- TRWC is a new idea being launched in May 2021 by Nearbuywines.com and England's World Cup winner Mike Tindall with the aim of supporting grass roots rugby clubs to raise funds in a new and enjoyable way.
- Through membership of the rugby wine club, your club's members can buy high quality, affordable organic wines (priced c£10-£13) that they have already tasted at your club and at the same time raise money for the club.
- Your members (and their family/friends!) simply switch from buying their wine in the supermarket or from a wine merchant to buying directly from TRWC and we will pass £0.50 of the profit from each bottle back to your club.
  - We are also bringing innovation to the experience with QR codes on the bottles that take you straight to short, fun video tasting notes from the winegrowers and Mike; and touchline tastings when we arrive with our Van du Vin to engage your members with free wine tastings.
- There is no investment required by your club and minimal administration with your members ordering directly from TRWC at events or on our website. We will host tasting events at your club to drive awareness and to introduce new wines.
  - Your members are not committing to buy any volume of wine at all.
- Your club has a "Club Champion" who works with us and oversees storage and collection of the wine from your clubhouse and helps us to market the wine on your website, in the clubhouse (posters), on your social media and with touchline tastings.

**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!**



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# TRWC - How it Works

- We host free introductory wine tastings at the club so that members can taste our wines and learn more about TRWC. We will also hold touchline tastings to attract members during matches/training/events that you think will work for your club.
  - We will hold a raffle at wine tastings to raise additional funds directly for the club.
- 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.
- We provide one of our bespoke rugby posts wine racks in your club colours for the clubhouse as a permanent reminder to your members (smaller home version are available to buy in club colours).
  - Your members register on our website, buy their wine from us at an event or online or can place a regular monthly order.
- The wine is delivered directly to your club on a monthly/bimonthly basis and your members simply pick it up when they next visit. You will need a secure storage area for the wine (which comes in sealed boxes of 6 bottles).
  - Friends of members that have ordered will pick it up in the same way and this will increase your footfall and bar income too.
- We keep the Club Champion updated, organise more events if necessary and twice a year we pass £0.50 per bottle 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 ask for our logo to be included on club shirts as a minor sponsor, for example on a sleeve.
  - As a thank you, your Club Champion is invited to meet the winemakers and enjoy a weekend in France at our expense!



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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 £0.50 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 100 cases of 6 bottles per month that is £300 per month for the club (£3,600 annually).
  - TRWC will donate one of its unique rugby posts wine racks to the club (RRP £399) in club colours for the clubhouse.
    - Launch evening/wine tastings at clubhouse – no cost to the club.
    - Fundraising at wine tasting events, eg raffles/auctions.
  - TRWC will provide a tasting weekend with accommodation in the Dordogne for the Club Champion.
    - TRWC can provide other auction/raffle prizes as requested by the club.
  - Initial wine list to include red, white, rose - fizz and more wines to follow shortly!

**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 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@nearbuywines.com](mailto:Jon@nearbuywines.com)  
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