



SPONSORSHIP PROSPECTUS.



RUGBY'S MENTAL HEALTH CHARITY.

OUR STORY

Like most good rugby stories, LooseHeadz started as a conversation at the end of a rugby club bar.

It wasn't a conversation just about rugby; it was about the people we'd met through life who'd had a 'life wobble' and we never really knew how to support.

We couldn't ignore the problem that was staring us in the face. We needed to help - and not just our mates, but the whole rugby community.

That's when LooseHeadz was born. Rugby's mental health charity. A movement. A community.

LooseHeadz uses the power of rugby to start conversations, tackle the stigma, and save lives.

With your help, we want to make this a conversation at the end of every rugby club bar in the world.

WE'RE ON A MISSION TO SAVE LIVES

We're doing this by placing a **mental health champion** in every rugby club around the world.

We provide clubs with a kit bag of free resources to help support the wellbeing of players, coaches & fans.



A NEW APPROACH TO 'CHARITY'

Community-led and commercially-driven, we fund grassroots mental health support through clothing and partnerships - creating sustainable impact, not dependency on donations.

Together, we're building a global community of local rugby people, united to #TackleTheStigma that surrounds mental health.

1,345

Clubs in 36 countries covering 500k players

106K

Social Followers

30K

Email Subscribers

WE ARE ALREADY WORLD RECORD BREAKERS.

Last summer, in the run up to the **British and Irish Lions** tour to Australia, LooseHeadz and Wooden Spoon joined forces to set the Guinness World Record for 'the longest marathon playing rugby'.

The challenge, held over **18-19th June 2025 at Mullingar RFC** in Ireland, saw four teams push the boundaries of endurance: the women's squad completed an astonishing 26 hrs 33 mins & the men's squad reached 34 hours 48 minutes.

Over £120,000 was raised, and we raised a huge amount of awareness for both charities.



"What an experience... over 26 hours of rugby, just wow! Playing contact rugby in 4 and 5 hour stints on a half an hour sleep was so physically and mentally demanding. But it was a proper team effort, and for two great causes!

Tamara Taylor, 115 England Appearances,
& Longest Game Player



... AND WE ARE ABOUT TO DO IT ALL OVER AGAIN.

THIS JULY, WE'RE MAKING HISTORY...AGAIN.

LooseHeadz is attempting another World Record for the Longest Games of Rugby 7's.

Two simultaneous games of Rugby 7's, played for just over 24 hours straight (the current record stands at 24 hours)

One men's match.

One women's match.

Non-stop.

The 24/7's Challenge takes place at Sandbach RFC, and it's going to be one hell of a party - landing on our 9th anniversary!

But this is about more than a world record. Every hour played, every pound raised goes towards our mission to save lives.

We want to smash a record, celebrate nine years of impact, and send a loud and clear message to support the mental health of the rugby community.



HOW YOU CAN GET INVOLVED.

£15,000 : HEADLINE SPONSOR - Own the event. Your brand front and centre - on kit, banners, social media and all communications throughout the event.

£3,000 - 5,000 : KIT SPONSOR - See your logo on every player taking part in the men's or women's match.

£2,000 : PLAYER SPONSOR - Sponsor an individual player's place in the challenge.

Every sponsor will have an opportunity to attend, activate, and come along to our sponsors brunch on-site.

FINANCIAL DONATIONS - Every pound goes directly toward LooseHeadz mental health training and support in rugby clubs.

IN-KIND DONATIONS - Got something we can use? We need tape, nutrition, energy drinks, recovery products, and more. If it keeps players on the pitch, we want it.

VOLUNTEERING - Send your team to us. We need people to referee, marshal, support players and help run the event across a full 24-hour period - a ready-made team away day with real purpose.

At LooseHeadz, we believe partnerships should work for everyone.

Here's what every sponsor and partner can expect in return:

- **BRAND VISIBILITY** - Traditional and social media exposure before, during and after the event. Your brand seen by the rugby community and beyond.
- **ON-SITE PRESENCE** - Access to the exclusive sponsors lunch during the event.
- **COMMUNITY GOODWILL** - Rugby communities are tight-knit and loyal. Your support puts you in front of passionate, engaged people who remember who showed up.
- **REACH & IMPACT REPORT** - After the event, we'll share a full breakdown of reach, impressions and funds raised - so you can see exactly what your support achieved.
- **CONTENT & COVERAGE** - Access to event photography and footage for your own marketing and communications use.

THE EVENT ITSELF.

TIMINGS:

START - Friday 24th July 12pm

END - Saturday 25th July 3pm

SPONSOR BRUNCH - Friday 24th July (11am - 3pm)

LOCATION

Sandbach RFC, 124 Bradwall Rd, Sandbach, Cheshire, CW11 1RA

EVENT FORMAT

We will have 1 men's match and 1 x women's match, with a total of 48 players.

Each team will feature 12 players, with 7 on the field and 5 substitutes, following the official 7's laws and reflecting the format of a real 7's match.

STAR POWER

We have already secured some ex-professionals and content creators, with further celebrity involvement and endorsement to be built into the event as it approaches.

SANDBACH RFC



GEORGE
KRUIS

OUR REACH AND EXPOSURE LAST TIME.

And we didn't just make noise on the pitch - it grabbed attention far beyond it too.

From social media buzz and supporter-generated content, to broadcast coverage, radio features and wider media interest, the monstrous challenge gave us a powerful platform to spread the message. It helped us reach new audiences, spark more conversations, and shine a bigger spotlight on mental health in rugby.

SOCIAL MEDIA EXPOSURE

1.7 m views

across social media platforms throughout the event.



TRADITIONAL MEDIA EXPOSURE

sky sports news

BBC RADIO 5 LIVE



RTÉ

SPORTS JOE

Irishmirror.ie
Mirror

OFF THE BALL

OUR WHY.



**EVERY 40
SECONDS**

someone **dies** by
suicide.



1

people are affected by
mental health challenges
around the world.



14.3%

of deaths worldwide
are attributed to
mental illness.



92%

of our followers believe
rugby helps their
mental health.

Only 54% think their
clubs do enough.

HOW WE MAKE A DIFFERENCE.

Our version of a 'Theory of Change'



WE ARE CHANGING AND SAVING LIVES.



BETH'S
STORY

“ LOOSEHEADZ BASICALLY SAVED MY LIFE ”

Watch the full video [here](#)

STEVE'S
STORY



“ THANK YOU SO SO MUCH TO LOOSEHEADZ AND ALL THE OTHERS THAT HAVE PICKED ME UP, PUT ME BACK TOGETHER AND GOT ME TO WHERE I AM TODAY. I'M THE MOST MENTALLY STRONG I'VE EVER BEEN. ”

