

DEBBIE FROM CUFF AND GOUGH LLP: WHAT IT MEANS TO BE A CLUB SPONSOR

As a long standing rugby fan and having watched my son go through the ranks at the rugby club over 10 years it really was an honour to be asked by the Junior Club Chairman to consider whether our firm would sponsor the fledgling girls team a couple of seasons back and it was without hesitation that my business partner, Jeremy Cuff, and I agreed.

As a local firm of solicitors (all our staff are local) we were looking to up our profile. We are very much involved in community projects in Banstead and the surrounding area it has been a sheer delight to watch the success of the girls team over the past 2 seasons.

We have hugely benefitted from the exposure of having our names emblazoned across the girl's team shirts especially given the Sky Sports News coverage of the girl's team last year when we had a full days TV coverage!!!

Our sponsorship at the club has enabled us to put our firm's name on the radar of thousands of local families many of whom are now our valued clients.

But it's also more than that... it's about being part of something worthwhile and providing the funds for the kit for the girls team certainly seemed worthwhile – not only do they look great but they have been extremely successful and in our small way it feels good to be associated with them.

As a thank you for our support the girls team attended our stall at the Banstead May Fayre last year dressed in shirts bearing our name and handing out summer camp leaflets which we had also sponsored – it certainly felt like our name was everywhere in Banstead that day. What better way of putting our firm's names on the lips of the families we would like to act for whether they are moving house, need to write a will or any of the other services we offer.

We hope our sponsorship with the rugby club will continue for many successful seasons to come. For more information about our services, have a look at our website:

cuffandgough.com