



**SERGE
BETSEN**
RUGBY

A COACHING PROGRAMME FOR ALL

A WORD FROM OUR FOUNDER

“ Both intellect and sport should be valued, though it is not what people usually believe in. I dream of a school system where all your achievements can be acknowledged.

As an ex-professional rugby player, I drew from the English pragmatism and the French creativity to develop this unique coaching programme.

”

SERGE BETSEN RUGBY: DRIVEN BY EXPERIENCE AND PASSION

In 2014, Serge Betsen, ex France national rugby union player, created the Serge Betsen Rugby programme. When he realised the lack of sports in the French school system and its underestimation, he decided to bring his experience of the Anglo-Saxon system where sports is included in a wider context of the definition of success.

Serge Betsen Rugby is also about a legacy. More than just a game, rugby has given Serge Betsen the tools both on and off the pitch. And this is the governing principle of all our programmes.

Our programmes are designed for girls and boys and aim to deliver high-quality coaching through innovative techniques. Our objective? Instilling a unique and lifelong passion for sports and putting a rugby ball in everybody's hands.



MATCHING YOUR EXPECTATIONS

By positionning ourselves as a unique sports provider, we adapt our expertise to your specific needs. We build on-demand activities for young people of all ages and levels within educational structures.

OUR ACTIVITIES

- In-school programmes, to grow stronger
- After-school programmes, to go further
- Holiday camps, to excel to the next level
- Tournaments, to test limits
- Birthday parties, to share a passion

TO GO ONE STEP FURTHER...

Facilities management, training and monitoring of supervisors, School Team management, on-demand projects,...





WORK WITH US



CHOOSE YOUR ADVENTURE

Rugby, multisport, gymnastics, handball...



PICK YOUR TIME SLOT

During school time, after school, weekends...



YOUR DEDICATED COACH

for your full time with us (on a 1 for 15 ratio)



BILINGUAL ENVIRONMENT

thanks to our English / French coaches



SPECIFIC EQUIPMENT

all included! (Balls, bibs, cones...)



OUR ENGAGEMENT TO QUALITY

A TAILORED PEDAGOGICAL PROGRAMME

BECAUSE A BALANCE BETWEEN CREATIVITY
AND RULES IS THE KEY TO SUCCESS.

Programmes developed according to ages,
levels, languages, sporting disciplines.

From the acquisition of skills to matches and tournaments, Serge Betsen Rugby develops a wide range of skills. We also improve levels of social and personal interaction, co-operation and communication.

HIGH END COACHING SERVICE

BECAUSE WE BELIEVE IN PROGRESS AND EXCELLENCE

Selecting qualified and experienced Level 1/2 rugby coaches who share our philosophy and passion.

Training & monitoring our coaches through the year, with seminars and personal guidance.

Building specific tools to provide meaningful solutions

FIGURES WE ARE PROUD OF...

12
SCHOLARSHIP
STUDENTS

15
PARTNERS

1000
CHILDREN

7+
SPORTS

330
PARTICIPANTS IN OUR
BIGGEST TOURNAMENT

23
COACHES

6
SPONSORS OF OUR
DECEMBER TOURNAMENT

830
FACEBOOK FANS

4
TOURNAMENTS





THEY ARE TRUSTING US

Building a relationship of trust is crucial to progress to the highest level. This is why for the last two years, we have built an extraordinary network of partners.

A HUGE THANK TO...

FECT

Which supports our community events, give access to our programmes to scholarship students and help us coaching teams for worldwide tournaments.

LONDON MACADAM, LE PETIT JOURNAL LONDRES,
BE RUGBY, AND L'ECHO MAGAZINE

Our Media partners

ROYAL PARKS IN LONDON, ARK ACADEMY

Our site partners that give us the opportunity to use their facilities.





WHAT'S THE NEXT STEP? YOU'RE AN EDUCATIONAL STRUCTURE

1

GIVE US A
CALL!

Get on board with us!
+44(0)207 7607 565

2

BUILD YOUR
PROGRAMME

Assessment of your needs,
your facilities, means and
pedagogical project

3

START THE SBR
EXPERIENCE

Creation of your sessions,
empowerment of your
students through the year

YOU'RE A SPONSOR

1

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CALL!

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2

WITNESS OUR
KNOW HOW

Assist to one of our events,
get a glimpse of our expertise

3

START A LONG TERM
PARTNERSHIP

Support a meaningful
educational project, consistent
to your brand's values

DISCOVER OUR PROGRAMMES FOR ADULTS

WE ALSO LOOK AFTER YOU!



CORPORATE TOURNAMENTS

For a company or an institution

RUGBY FITNESS
On Saturday mornings in Hyde Park
(09:30-11:00am)

TEAM BUILDING SEMINARS
When Serge shares his best practices as a professional rugby player

BECOME OUR SPONSOR

BRONZE PACKAGE (£15,000)

- Visibility (through our network and our digital and printed materials)

SILVER PACKAGE (£45,000)

- Visibility
- Commercial rights

GOLD PACKAGE (£75,000)

- Visibility
- Commercial rights
- Holiday camps for 75 children (worth £15K)
- Conference by Serge Betsen



SUPPLIER PARTNERSHIP (£65,000)

- Visibility
- Exclusivity for distribution
- Commercial rights
- Conference by Serge Betsen

EVENT SPONSORSHIP (£5,000)

Visibility through our punctual events
(annual tournaments, ...)

MEDIA PARTNERSHIP

Visibility on our digital and printed materials, during our events, ...





Hope we gave you a flavor of what
we do at Serge Betsen Rugby.
Now, get into it, join rugby, join us!

Serge BETSEN

CONTACT US

contact@sergebetsenrugby.com

+44(0)207 7607 565

www.sergebetsenrugby.com



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A huge thank you to @lolographic for his pictures