



NEWFOUNDLAND AND LABRADOR
RUGBY UNION



Sponsorship Proposal



Overview

Rugby has never been more popular. Since the inaugural Rugby World Cup in 1987, rugby has seen massive growth. The last Rugby World Cup, held in Australia, generated audiences rivaling both the Olympics and the World Cup of Soccer which, until now, had bragging rites for global viewing figures. It is no wonder that Rugby has also seen a significant increase in participation, both regionally and nationally.

The Newfoundland and Labrador Rugby Union (NLRU) was founded in 1971 and caters for men and women of all ages. Currently the NRU has a strong base in St. Johns, Mt. Pearl and CBS. The long-term aim of the Union is to create opportunities to experience rugby outside these areas. In addition the NLRU has a high school program with 10-11 high schools, playing at both boys and girls levels.

Although we have low numbers of registered players compared to other provinces in Canada the Rock has been very successful, including three trips to the Senior Men's Rugby Canada Super League final, culminating in a Gold medal in 2005.

One of the reasons for our winning ways is the close knit society in which we live and breathe the great sport of rugby. The ability to train frequently, even in poor conditions, has instilled an unflinching Newfoundland toughness, which is revered across Canada, and encapsulated in the hard work and dedication of players and coaches, and most importantly the support of the community. Our community includes clubs, referees, coaches, athletic trainers, families, schools, volunteers, general public, media, corporate sponsors, municipalities, colleges and universities.

Working with Sport Newfoundland, the provincial government and City of St John's the NLRU wishes to develop the Swilers Rugby Complex into a Centre of Excellence for athletes of any sport, so that facilities are available for hosting national and regional events and training elite athletes in any sport. We hope to build one of the best athletic centers in Canada. In 2006 we shall host a Rugby World Cup Qualifying match, and hope that 5000 people will cheer for Canada against the USA in a million dollar, winner takes all, Rugby World Cup Qualifier. The National Men's team chose Newfoundland as the place they would most like to play, due to the passionate support that rugby has generated in the province against CFA's... especially Americans.

The Rock

In February 1998, Rugby Canada announced the Rugby Canada Super League (RCSL). The Rock was one of the founding members. The Rock and the RCSL are of great significance to the development of Elite across Newfoundland and Canada. It has encouraged and emerged that:

- Rugby continues to grow at the grass roots
- The game has developed across all levels from U14 upward, including men and women.
- Numbers of players, supporters, volunteers and resources has increased.
- Clubs have become stronger

Players from the 'The Rock' and other teams of the RCSL are the national players of tomorrow. They will represent Canada in the World Cup 2007 in France, and many more international rugby events. 75% of players on Canada's Men's National Team are either members of the RCSL program or graduates. However it all starts in our local communities, we need support and encouragement to ensure that 'The Rock' have the success that makes us proud and sets an example to others.

The Opportunity

We offer firms and individuals the opportunity to partner with Newfoundland Rugby in the way that puts your company into the center of the action in with one of the best amateur sporting organizations in Canada. When major objectives include the growth of amateur sports, the development international quality facilities in St John's and the production of Newfoundland teams that win.

The Benefits associated with a partnership with the Newfoundland Rugby are:

- Positive impact on the community in which you work and live.
- Exposure to consumers with healthy life styles and love of their community
- Strong corporate image by associating with amateur sport
- Access to high profile players, coaches and events for promotion and media opportunities

Please take time to view our various packages which can include:

Sponsorship of 'The Rock'

Sponsorship of Major International Event's e.g. Canada Vs USA

Signage and Collateral for centre to be viewed by thousands of athletes and spectators.

Unique Client Entertainment Opportunities

Point of Sale Promotions

Samplings of Product Display

Advertising of your company in sporting programs, NRU communications, and the local media

Facts and Information on Rugby and the NLRU

The Rugby Community in Canada – A Demographic Profile

“Young, upwardly mobile, well educated with expendable income”

- Size of rugby community in Canada: 250,000 (including regular spectators, followers of the game, supporters, etc.)
- Total active participation base in Canada: 42,000 (athlete competitors, coaches, officials)
- 62 % male, 38 % female
- 42 % married
- Average age 34 years
- 82 % with University/College degrees
- \$ 65,000 average annual household income
- 60 % own stocks, bonds and/or mutual funds
- 52 % own their own home
- 52 % own a home-based computer

Breakdown of Spectators and attendance associated with the Newfoundland and Labrador Rugby Union.

The rugby season in Newfoundland runs from May to end of October. During the 6 Month period, rugby is played five days a week. Generally there are 100 to 200 people at the Swilers Rugby Ground each of these three days. The Club is often rented to other sports/community groups. 25,000 to 35,000 spectators are expected to enjoy sport at the Swilers Rugby Ground this coming year 2006.

2006 Fixtures

International

- Canada Vs USA Approx: 5000 – 8000

2007 World Cup Qualifier, Million dollars to the winner.

National Tournament

- Super League games:
 - Nova Scotia Keltics. Approx. 1000 – 2000
June 17th
 - Toronto Extreme Approx. 2000 – 3000
July 15th
 - Niagara Thunder Approx. 2000 – 3000
July 30th
- Super League Final if the Rock win Approx. 4000 – 5000
The Eastern Conference August 5th

Regional Tournaments

- Eastern Canadian Championship Approx. 500 – 1000
(Every 4th Year)
Atlantic Premier
- Aliant League Games Approx. 200 – 500
3 Games in September /October

Provincial Tournament

- Goodyear Cup Final Approx. 200 – 500
October 28th
- 7's Tournament Approx. 200 – 300

Provincial Development

- Youth Camps Approx. 100 – 200
- Youth Clinics Approx. 50 – 100
- Referee Clinics/Courses Approx. 10 – 20

- Coaching Clinics/Courses

Approx. 10 – 20

Current Sponsors

1. Marco
2. Goodland O'Flaherty
3. Modern Business
4. Aliant
5. Molson Canada

Sponsorship Packages

Major Sponsors \$5000 & above

- *Company logo on jerseys or shorts.*
- *Verbal recognition during all events and activities.*
- *Other initiatives as agreed to by sponsor and organizing committee with consideration to title sponsor privileges*
- *Match day sponsor available*
- *Competitors of Major Sponsors will not be involved in other sponsorship*
- *Company logo on letterheads*
- *Company logo promoted in all newspaper ads and name promoted in selected radio ads*
- *One page Advertisement in programs*
- *Use of the Rock Logo/Name to promote your company*
- *Exclusive product on site*
- *Company logo displayed on banners and posters placed throughout the city.*
- *Negotiated Number of tickets to games and events with an admission charge*
- *VIP Status at all functions and events.*
- *Company banners on site (Exact location given prior to event)*
- *Company Logo in all programs and magazines distributed.*
- *A certificate of appreciation (print or plaque) and invitation to events and functions.*
- *One (1) The Rock Super League Team Recognition Plaque*
- *Ten (10) Free tickets to all Home Super League fixtures*
- *Ten (10) If we should make the final in Newfoundland*
- *Ten (10) Free tickets to pre-game lunch*

PLATINUM LEVEL SPONSOR \$1000 - \$4000

- *As a 1 page Advertisement in all Newfoundland Rugby programs.*
- *Acknowledgement in the Newfoundland Rugby website*
- *Match day sponsor available*
- *Advertising banner on site available*
- *One (1) The Rock Super League Team Recognition Plaque*
- *Ten (10) Free tickets to all Home Super League fixtures*
- *Five (5) If we should make the final in Newfoundland*
- *Five (5) Tickets to pre-game lunch*

GOLD LEVEL SPONSOR \$500

- A 1/2 PAGE AD in all Super League game programs.
- Acknowledgement in the Newfoundland Rugby website.
- *One (1) The Rock Super League Team Golf Shirt*
- *Five (5) Free tickets to all Home Super League fixtures*
- *Two (2) If we should make the final in Newfoundland*
- *Two (2) free tickets to pre-game lunch*

SILVER LEVEL SPONSOR \$250.00

- *A 1/4 PAGE AD in all Newfoundland Rugby programs.*
- *Acknowledgement in the Newfoundland Rugby website.*
- *Two (2) Free tickets to all Home Super League fixtures*
- *One (1) If we should make the final in Newfoundland*

BRONZE LEVEL SPONSOR Less than \$125.00

- *A 1/8 PAGE AD in Newfoundland Rugby programs.*
- *Acknowledgement in the Newfoundland Rugby website.*



Becoming a Sponsor:

To participate as a proud sponsor of Rugby contact:

Dean Blanks 782-0136 deanblanks@hotmail.com

Or fill in the following form and return to the above email address or post to:

9A Anquille Avenue, Paradise, NL, A1L 3X2.

Newfoundland Rugby Sponsorship Contract/Ad Order

Business Name:	Address:	Contact Person:
Phone:	Email:	Fax:
Sponsorship Level: (please indicate)	Amount of Donation:	Solicited By: (if known)
Wording/Layout for Ad: (feel free to attach your own copy)		<p>Agreement:</p> <p>I agree to pay NLRU the above amount as a sponsor of the rugby program, in return for all that is detailed in the relevant 'Sponsorship Packages' as stated earlier in this document.</p> <p>Name: (please print)</p> <p>_____</p> <p>Signature:</p> <p>_____</p>

NOTE 1: Any level of support will be greatly appreciated by all the athletes. All sponsors must furnish, along with their cheque, their contact information and print ready material or banners as related to the ad specifications. Rugby Canada cannot guarantee any publicity unless this material is provided.

NOTE 2: Please ensure that all support cheques are made payable to Newfoundland Rugby. (Business Donation)

NOTE 3: Please ensure that all tax-deductible donations are made payable to Rugby Canada. (Personal Donation)