



## 2020 SPONSORSHIP PROPOSAL

Thank you very much for allowing the Nambour Rugby Union Football Club Inc. to present this Sponsorship Proposal to you and your Company.

Please note that the details contained within this proposal are negotiable and we are more than happy to hear your ideas and work with you as much as possible to maximise the benefit to your Company and our Club.

### OUR CLUB

- Our home ground, 'Victory Park', is located at the end of Laidlaw Road, Woombye
- Our club colours are Predominantly Red, balanced usually with White.
- Senior playing roster of around 40 players each season.
- 2020 colts under 20s (Tadpoles) **NEW!**
- 2020 Under 14s & under 11s boys **NEW!**
- 2020 under 17s girls & under 15s girls **NEW!**
- Nambour toad's rugby is sending a girls' team to Orlando!
- Nambour rugby is aligned with ST JOHNS COLLEGE & NAMBOUR CHRISTAIN COLLAGE! **Ongoing!** (The nursery for the future of Hinterland rugby)
- Nambour Rugby in 2020 brings a fresh new family culture, strengthening our rugby community
- Nambour enters Noosa 7S competition!
- 2020 Nambour will host 7s competition!

- 2020 preseason training program! Also, seniors to train at schools with juniors **NEW!**
- At least 100 new players for 2020, exposure through families and schools throughout the hinterland community!
- 300+ people to home games!
- 2 x come and try rugby school days with the QLD Red's players!
- Website, Instagram, Facebook! **NEW!**

## **COMPETITION EXPOSURE**

- Our senior team plays 18 fixtures per season. (Excluding trial fixtures & 7s Competitions). Our senior team trains at the ground on Tuesday and Thursday nights each week, from January through to September.
- The other competitions teams are from Maroochydore, Noosa, Sunshine Coast University, Caloundra, Gympie, Maleny, Wynnum and Caboolture.
- Trial fixtures will commence from mid-January 2020, with the first round of competition fixtures starting February 22nd, 2020.
- The venue is also used all year round for boys and girls school competition rugby. The competition fixtures are played on Wednesday afternoons and evenings in Term 2 and Term 3.
- Up to six of these matches are played under lights. Once again school teams from all over the Sunshine Coast play in these matches.
- Noosa 7s comp!
- Nambour 7s comp!
- Toowoomba 10s comp!
- Girls team to Orlando USA!
- 30+ team home games with exposure to over 300 people on game days!
- Exposure to the wider community through our social media!
- 2 x come and try rugby school days with QLD Reds players!

There are a number of other representative, school and independent rugby programs who use our facilities weekly for training requirements.

- SCRU seniors and juniors
- SCRU schoolgirl's competition featuring over 200 female players, plus parents and families attending.

## PHYSICAL EXPOSURE

### Signage

- Subject to signage permitted to hang depends on the amount of the agreed sponsorship and the terms of the sponsorship.
- The sponsor needs to finance the preparation of the sign. The Club can assist you with a contact for a recommended sign writer.
- Any fence signage (1.2m x 2.4m) remains in place for the full year of any sponsorship agreement.
- As a guide (and subject to negotiation), to hang one sign at the ground is valued by the club at approximately \$600 of sponsorship per year.
- Smaller sponsors are able to elect to hang a sign as their sole sponsorship contribution – so sponsorship of \$600 per year plus signage costs.

If the sponsorship terms are for more than 1 year, a reduction for initial sign set-up could possibly be negotiated

### Presentation Opportunity

- All sponsors will be provided with the opportunity to speak to the playing group following a pre-arranged Thursday night training session.
- The playing group, following Thursday night training sessions, have a BBQ and drinks before leaving training.
- Guest speakers are always welcome to address the boys during the BBQ session.
- Tell us what you want from your sponsorship, we can make anything happen to suit your requirements and YOUR business!
- Using our social Medias to gain extra exposure.

### Playing Kit Sponsorship

There are opportunities to advertise on the following items of playing kit:

- Playing jerseys; **(recommended)**
- All playing shorts; and
- All training singlets

The size and positioning of your company logo on these items depends on the amount of sponsorship Negotiated.

In terms of the value of playing kit sponsorship, the amounts listed below are a guide as to how the Club Values logo positioning (*again, this is subject to the negotiation of particular sponsorship terms*)

#### **OPTION 1:**

- Advertising on **Playing Shorts and Training Singlets** – approximately \$600-\$1,000 per year (Including the opportunity to hang one oval sign.) Social media coverage AD 3 posts, logo on website, 2 VIP Tickets sponsors day (1k package only).

#### **OPTION 2:**

- Advertising on **Training Singlets and Senior Jersey Sleeve** - approximately 1000-\$2,000 (Including the Opportunity to hang one oval sign.) Social media coverage AD 6 posts, logo on website, 2 VIP tickets sponsors day.

#### **OPTION 3:**

- Advertising on **Training Singlets and Back of Jersey** - approximately \$2,500 (Including the Opportunity to hang one oval sign.) Social media coverage AD 6 posts, logo on website, 2 VIP tickets to Sponsors day.

#### **OPTION 4:**

- **Major Kit Sponsor - Whole Front of Jersey and Training Singlets** - \$3,000 -\$5000 (Including the Opportunity to hang one oval sign.) Social media coverage AD weekly posts, logo on website, plus 6 VIP tickets sponsors day.

#### **OPTION 5:**

- **\$250 social media coverage**, logo on website, logo on a junior or girls' team kit, 1 sponsors VIP ticket (chat to us about add no's here.)

#### **OPTION 6:**

- **Brewery option, \$1000** 2 team visits after the games plus social media coverage, add logo to kit \$500 (keg Donation and beer tent for sponsor's day.)

#### **OPTION 7:**

- **Talk to us about a tailor package** you may wish to sponsor girls, juniors or a certain team, or a package that suits your needs well build to your budget! Get in touch!

**\*\*\* PLEASE NOTE THAT ALL OPTIONS ABOVE DO NOT INCLUDE GST \*\*\***

**NOTE:**

- Playing Kit sponsors are also entitled to host a Corporate Day once per year at a senior home fixture. The Club can assist with setting up this day.
  - On this day you may hang as much additional signage or other Advertising as you wish. Run specials on the day.
  - The senior jerseys are replaced every year and become lower grade jerseys the following year. This then provides the added benefit of an additional year's advertising at no cost to the Sponsor.
  - Club sponsors day! To thank our valued sponsors, we will have a craft beer mini festival at one of our big home days.
  - Sponsors are ALL invited for food and drink VIP style, beauty and the beard eats (meat from local or sponsor) and a craft beer van (brewery to donate a keg for exposure) grab a burger and a craft beer and watch all grades at home!
  - All sponsors will be invited to join us at our tents on Finals Days!
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Thank you for taking the time to consider this proposal.

Should you have any further questions please don't hesitate to contact me

Kind Regards,

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**Facebook:** <https://www.facebook.com/nambourtoadsrugby/>

**OFFICE USE ONLY:**

I \_\_\_\_\_ from (Business Name Here) \_\_\_\_\_ would like to Offer sponsorship for the Nambour Toads 2020 season. (Payment terms are 30 days as we need to get playing kits ordered ASAP.)

I wish to sponsor the following Options: (Please Tick the one that applies)

- OPTION 1**      **Playing Shorts and Training Singlets**
- OPTION 2**      **Training Singlets and Senior Jersey Sleeve**
- OPTION 3**      **Training Singlets and Back of Jersey**
- OPTION 4**      **Major Kit Sponsor - Whole Front of Jersey and Training Singlets**
- OPTION 5**      **\$250 Special**
- OPTION 6**      **Brewery Option**
- OPTION 7**      **Tailored Package**

*\*\*\* I have understood and accept the conditions of this proposal \*\*\**

Signed: \_\_\_\_\_

Date: \_\_\_\_\_