



# **BARBARIANS RUGBY CLUB**

**SPONSORSHIP  
OPPORTUNITIES  
2020**







## ABOUT US

USC Rugby was founded in 1997, just one year after the opening of the University of the Sunshine Coast (then Sunshine Coast Community College). The USC Rugby Club plays in the Sunshine Coast Rugby Union competition, the local competition to the Sunshine Coast which is a part of the Queensland Country Rugby Union. Today USC Rugby boasts two Senior Grades, a Colts team (U19), Junior sides ranging from U6 to U17, Womens' Senior 12's & 7s and Girls 7's teams.

USC Rugby is fast becoming the club of choice on the Sunshine Coast due to its commitment to nurturing the running game, and it's strong club culture. Numerous programs have been put in place to host and nurture the development of individual players and officials, and of course the game of rugby union. USC Rugby has a very innovative philosophy for such a young club, believing that a club should not be segregated into teams but work as one united club. This is evident on and off the field with strong training sessions involving all players regardless of age or skill, and a social calendar that sees University as the envy of the district.

### COMPETITION

Since 1997 the USC Barbarians have wasted no time in competing within the Sunshine Coast Rugby Union (SCRU) competition. From humble beginnings, and the hard work of a few good people, it took only 10 years for the club to win its first A-Grade premiership. The club has now won 5 A-grade premierships, including 2007, 2008, 2009, 2011 and 2015. This has been achieved through the focus on a good and strong club culture, which is all about good attitude and being part of the team on and off the field.

### PLAYERS

USC Rugby now has around 300 players, including:

- 2 Men's Senior Grades
- 1 Women's Seniors Grade 12's team
- 1 Women's Senior Grade 7's team
- 1 Under 19 Colts Team
- 10 Junior teams  
Ranging from U6 to U 17's
- 3 Junior Girls 7's teams  
Ranging from U12 to U18's

### SOCIAL & FUNDRAISING

Over the past 23 years of its existence, the club has always been the hub of social rugby on the coast. The club runs 5 main social & fundraising events, including; Season Launch, Ladies' Day, Old Boy's Day, Sponsor's Day, Men's Night, themed bus trip and Presentation Day, each having 100+ attendees. Each year a unique jersey is created for Ladies' day raising over \$3,000 for a chosen charity.

### FUTURE PLANS

The club is also committed to the development of improved facilities for our members. In 2017 the club obtained over \$185,000 in Grants to improve lighting on field 2 & field 1 to provide more space for more players. The Club is also in the process of applying for more grants to improve our fields, change room facilities and medical equipment.

# EXPOSING YOUR BRAND!

[www.uscrugby.com.au](http://www.uscrugby.com.au)



This is the rugby clubs' very own newsletter, which gets sent out to past and present players, their family members and friends, club social members and our sponsors. This newsletter covers fixture results, brief reports of games played throughout the club, advertising any recent/future events, upcoming games, and sponsor advertising campaigns.



**YOUTUBE**

Our A-Grade games are regularly uploaded to Youtube through "Pattman Sports" who also conduct post-game interviews with both team coaches on the day. This could become a possible advertisement for any business (through caps/t-shirts etc). We also have our very own Youtube account, which has pre-game, post-game player interviews of Women, Reserves, A-Grade and Juniors along with video highlights of games. Before each video we plan to list sponsors to help promote their brand.



**FACEBOOK/INSTAGRAM**

Our rugby club is extremely active across our social media platforms. Using them as communication points to all players, parents and parties involved in the club. Being a part of our club will mean your business is exposed to all of our members and their extended audiences.



## WHY INVEST...

Sport offers loyalty, entertainment, passion, and reaches out to all demographics, creating an environment with no boundaries.

The creation of a relationship between sport and a corporate brand should be beneficial to both parties.

Aligning with a sporting team, such as USC Rugby, is an excellent method of increasing brand awareness. Associating your product or service with USC Rugby could have many benefits, including:

- In 2020 our senior competition covers a geographical region from Brisbane to Hervey Bay, giving coverage to your brand outside the Sunshine Coast area.
- A player and supporter base that is a ready database to target

- Continuous advertising opportunities
- Team players and supporters are loyal, and extend that loyalty to the team sponsors
- Players and supporters offer an extended network through friends and family
- Rugby is an international language, which has an active following. It's a celebration of the best of humanity
- Sponsor companies can also reinforce awareness among target markets by sponsoring additional events and/or rugby clinics
- The University of the Sunshine Coast (USC) has an enrolment of over 10,000 students. We attend various USC expos throughout the year to promote rugby and include promotion of current sponsors in this process.





## SPONSORSHIP PACKAGES

The club seeks to enter into a two year sponsorship arrangement with you and your business. Please find below an outline of our new sponsorship structure, which we hope will provide your with a suitable option.

SPONSORSHIP PACKAGE	AMOUNT (p.a)
<b>Foundation</b> - Senior Club - Junior Club	<b>\$10,000 + GST</b> <b>\$10,000 + GST</b>
<b>Associate</b> - Senior Club - Junior Club	<b>\$5,000 + GST</b> <b>\$5,000 + GST</b>
<b>Barbarians</b> - entire Club	<b>\$2,000 + GST</b>
<b>Team Jersey</b> - logo both sleeves	<b>\$1,000 + GST</b> juniors <b>\$2,500 + GST</b> seniors
<b>Club Shorts</b> - two locations available	<b>\$3,000 + GST</b> whole club, all new shorts (excluding shorts in stock)



# FOUNDATION PACKAGE

## PACKAGE INCLUSIONS:

- \$10,000 in Radio Advertising with Sea Fm and/or Mix Fm. Required to be used within the 2020 calendar year, at your discretion.
- Business logo displayed on the front of EITHER the senior player jerseys OR the junior player jerseys.
- Business Logo displayed on the back of all training shirts for all age groups and genders.
- Business logo and listing on USC Rugby's website, with link to your website.
- Business logo featured in USC Rugby's In-Season Newsletter (The Grubber).
- Featured Sponsor in The Grubber. Providing the opportunity to advertise any particular promotions, or create awareness about any particular topic you choose.
- Promotion and Brand Awareness Campaigns in USC Rugby's Instagram and Facebook Pages.
- Business Name Credits on Sea FM and Mix FM Radio Advertisements promoting around 10 USC home games per year.
- 2 Large Perimeter Bolster Signs, displayed on field at all Home Games.
- **Social Event Benefits:**
  - » 6 Tickets to USC Sponsors Day
  - » 6 Tickets to USC Season Launch
  - » 2 Tickets to Annual Men's Night
  - » 2 Tickets to Annual Ladies' Day
  - » 2 Tickets to Senior Presentation Dinner
- 2 USC Rugby Polo Shirts.
- 1 USC Rugby A Grade Jersey.
- Business logo on sign at entry to club.
- Signage at front of club for Sign-On day



# ASSOCIATE SPONSOR PACKAGE

## PACKAGE INCLUSIONS:

- Business logo displayed on the back of EITHER all senior player jerseys OR all junior player jerseys.
- Business logo displayed on the back of all training shirts for all age groups and genders.
- Business logo and listing on USC Rugby's website, with link to your website.
- Business logo featured in USC Rugby's In-Season Newsletter (The Grubber).
- Featured Sponsor in The Grubber. This provides you with the opportunity to advertise any particular promotions, or create awareness about any particular topic you choose.
- Promotion and Brand Awareness Campaigns in USC Rugby's Instagram and Facebook Pages.
- 1 Large Perimeter Bolster Sign, displayed on field at all Home Games.
- **Social Event Benefits:**
  - » 4 Tickets to USC Sponsors Day
  - » 4 Tickets to USC Season Launch
  - » 2 Tickets to Annual Men's Night
  - » 2 Tickets to Annual Ladies Day
  - » 2 Tickets to Senior Presentation Dinner
  - » 2 USC Rugby Polo Shirts
- 1 USC Rugby A Grade Jersey.
- Signage at front of club for Sign-On day





# BARBARIANS SPONSOR PACKAGE

## PACKAGE INCLUSIONS:

- Business Logo displayed on the back of all training shirts for all age groups and genders.
- Business Logo and listing on USC Rugby's website, with link to your website.
- Business Logo featured in USC Rugby's In-Season Newsletter (The Grubber).
- Featured Sponsor in The Grubber. This provides you with the opportunity to advertise any particular promotions, or create awareness about any particular topic you choose.
- Promotion and Brand Awareness Campaigns in USC Rugby's Instagram and Facebook Pages.
- 1 Small Perimeter Bolster Sign, displayed on field at all Home Games.
- Social Event Benefits:
  - » 2 Tickets to USC Sponsors Day
  - » 2 Tickets to USC Season Launch
  - » 2 Tickets to Senior Presentation Dinner
- 2 USC Rugby Polo Shirts.



# TEAM JERSEY SPONSOR PACKAGE

## PACKAGE INCLUSIONS:

### SENIOR JERSEY PACKAGE INCLUSIONS:

- Business Logo displayed on both sleeves of player jersey for particular team sponsored.
- Business Logo displayed on the back of all training shirts for all age groups and genders.
- Business Logo and listing on USC Rugby's website, with link to your website.
- Business Logo featured in USC Rugby's In-Season Newsletter (The Grubber).
- Promotion and Brand Awareness Campaigns in USC Rugby's Instagram and Facebook pages.

### JUNIOR TEAM JERSEY PACKAGE INCLUSIONS:

- Business Logo displayed on both sleeves of player jersey for particular team sponsored.
- Business Logo and listing on USC Rugby's website, with link to your website.
- Business Logo featured in USC Rugby's In-Season Newsletter (The Grubber).
- Promotion and Brand Awareness Campaigns in USC Rugby's Instagram and Facebook pages.

# SHORTS SPONSOR PACKAGE

## PACKAGE INCLUSIONS:

- Business Logo displayed on left or right back of all playing short for all age groups and genders.
- Business Logo displayed on the back of all training shirts for all age groups and genders.
- Business Logo and listing on USC Rugby's website, with link to your website.
- Business Logo featured in USC Rugby's In-Season Newsletter (The Grubber).
- Promotion and Brand Awareness Campaigns in USC Rugby's Instagram and Facebook pages.





## SPECIAL EVENTS SPONSOR

*There are various packages available under this category.*

### Auctioneer Sponsor

Includes, acknowledgement of business prior to and throughout auctions at particular fundraising events. Two VIP tickets to the particular event, and business logo on display at the event, through digital screens and business banner.



### Table Sponsor

Naming rights on each table centre piece, two VIP event tickets, and business logo on display at the event, through digital screens and business banner.



### Drinks Sponsor

Includes labelling on each bottle of wine for each table, two VIP event tickets, and business logo on display at the event, through digital screens and business banner.

### Band Sponsor

Includes business banner on main stage, two VIP event tickets, MC announcements, and business logo on display at the event, through digital screens and business banner.

## OTHER SPONSORSHIP

There are various packages available under this category.

### Match Day Sponsor

This offers you a low cost style of corporate entertaining with a difference. For all major home games, you could become a Match-day Sponsor. This entitles you to entertain up to 30 guests in a private room with your own bar and a choice of sit down or buffet lunch before the match, half-time and after match drinks.

### Player Sponsor \$500 + GST

The Player sponsorship is designed for individuals or businesses who wish to support a particular player. By sponsoring a player it will help the individual financially with their fees and give you advertising of your brand when that player is mentioned in the Grubber and on Instagram and Facebook. You will also receive a USC Polo shirt.





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