



BARBARIANS RUGBY CLUB

**SPONSORSHIP
OPPORTUNITIES
2017**



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 10'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.

The club has now become the only club within the area to have a full time Director of Rugby. This position ensures the club keeps moving forward in a positive direction, with this position looking after marketing, sponsorship, relationships with local schools and the University, overseeing Grant applications, arranging School camps and training events, and coaching & player development among many other tasks.

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.

SOCIAL & FUNDRAISING

Over the past 21 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, Men's Night, Fraser Coast Trip and Presentation Day, each having 100+ attendees. This season saw the first time in the clubs history where a unique jersey was created for Ladies' day raising over \$3,000 for a chosen charity. The club are pursuing more fundraising events such as; Golf Day, Final Home Game and Old Boys Day for 2018 and future years.

PLAYERS

USC Rugby now has around 350 players, including:

- 2 Men's Senior Grades
- 1 Women's Seniors Grade 10'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

FUTURE PLANS

The 2017 off season marks the first year of the club hosting VIVA 7's. This is a new interactive non-contact social game, similar to the Oztag and TRL concepts but with different rules based more closely to rugby union. The club is also committed to the development of improved facilities for our members. In 2017 the club has obtained over \$185,000 in Grants to improve lighting on field 2 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



This is the rugby clubs' very own newsletter, which gets sent out weekly 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 conducts 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 have also just launched our very own Youtube account, which will become active soon with pre-game, post-game player interviews of all 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:

- Continuous advertising opportunities
- A fan base that is a ready database to target
- Team fans are loyal, and extend that loyalty to the team sponsors
- Fans 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



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)
Foundation	\$10,000 + GST
Associate	\$5,000 + GST
Barbarians	\$2,000 + GST



FOUNDATION PACKAGE

PACKAGE INCLUSIONS:

- \$10,000 in Radio Advertising with Sea Fm and/or Mix Fm. Required to be used within the 2018 calendar year, at your discretion.
- Business logo displayed on the top back (above number) of all player jerseys from u6s to seniors including boys, girls, women and men.
- Business Logo displayed in priority position on the top back of all training shirts for all age groups, including boys, girls, women and men.
- Business Logo and listing on USC Rugby's website, with link to your website.
- Business Logo featured in USC Rugby's weekly In-Season Newsletter (The Grubber).
- Featured Sponsor of the week, for 6 weeks of the Season, 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 for 10 posts 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.
- 1 Pull Up Banner Displayed in Club House at all Home Games.
- 3 Tear Drop Banners Displayed on entry to Club Car Park at all Home Games.
- **Social Event Benefits:**
 - » 6 Tickets to USC Sponsors Day
 - » 6 Tickets to USC Season Launch
 - » 2 Tickets to our 2018 Men's Night
 - » 2 Tickets to our 2018 Ladies' Day
 - » 2 Tickets to Senior Presentation Dinner
- 4 USC Rugby Polo Shirts.
- 4 USC Sponsor Key Tags, giving you access to member pricing at the bar, plus 2 free drinks at each home game.
- 1 USC Rugby A Grade Jersey.



ASSOCIATE SPONSOR PACKAGE

PACKAGE INCLUSIONS:

- \$5,000 in Radio Advertising with Sea Fm and/or Mix Fm. Required to be used within the 2018 calendar year, at your discretion.
- Business logo displayed on one sleeve of all player jerseys from u6s to seniors including boys, girls, women and men.
- 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 weekly In-Season Newsletter (The Grubber).
- Featured Sponsor of the week in The Grubber, for 4 weeks of the Season. 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 for 5 posts in USC Rugby's Instagram and Facebook Pages.
- 1 Large Perimeter Bolster Sign, displayed on field at all Home Games.
- 1 Pull Up Banner Displayed in Club House at all Home Games.
- 2 Tear Drop Banners Displayed on entry to Club Car Park 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
- 2 USC Sponsor Key Tags, giving you access to member pricing at the bar, plus 2 free drinks at each home game.
- 1 USC Rugby A Grade Jersey.

Missing Polo Shirt numbers



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 weekly In-Season Newsletter (The Grubber).
- Featured Sponsor of the week in The Grubber, for 2 weeks of the Season. 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 for 2 posts 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.
- 2 USC 2018 Sponsor Key Tags, giving you access to member pricing at the bar, plus 2 free drinks at each home game.



SPECIAL EVENTS SPONSOR

There are various packages available under this category. Please contact our Director of Rugby at rugbydevelopment@uscrugby.com.au for more details.

Auctioneer Sponsor

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

Table Sponsor

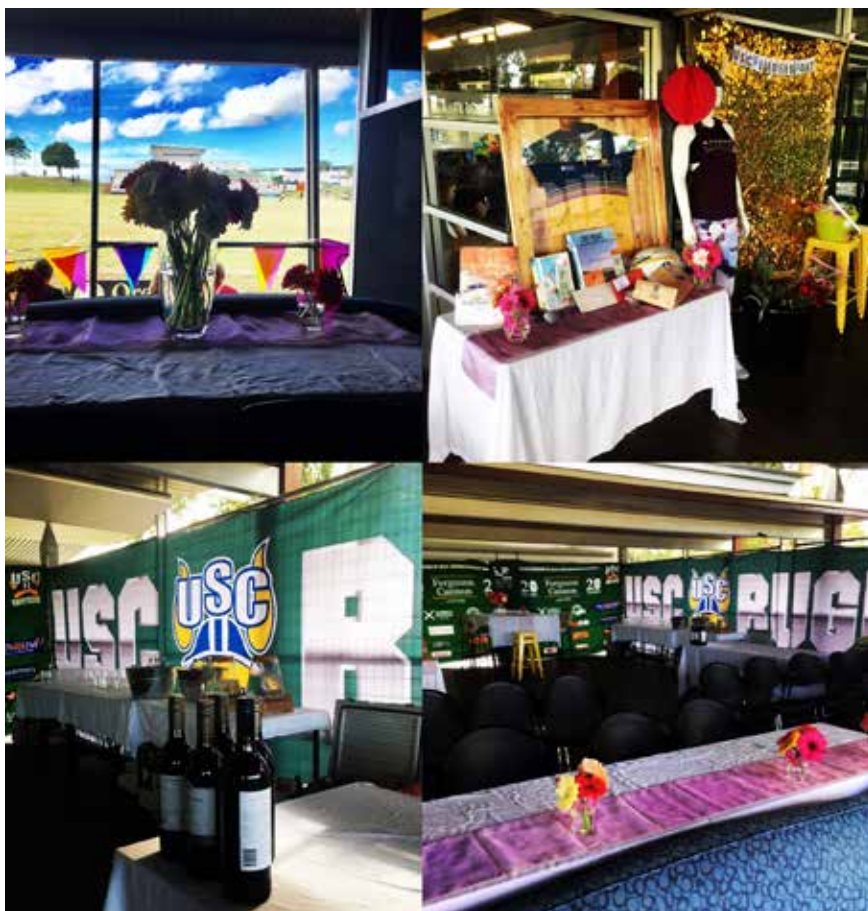
Naming rights on each table centre piece, two VIP event tickets, and business logo on display at the event, through digital screens and business banner.

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. Please contact our Director of Rugby at rugbydevelopment@uscrugby.com.au for more details.

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. Your sponsorship is announced over the PA system and there is room available for half-time and after match drinks.

Player Sponsor

The Player sponsorship is designed for individuals or businesses who wish to support a particular player. The website and program player profiles will include details of individual sponsors. By sponsoring a player it will allow the player to play for free, and give you advertising of your brand every time that player is mentioned on our PA system, in the Grubber and on Instagram and Facebook. You will also receive a USC Polo shirt and 1 Sponsor Key tag, giving you access to member pricing at the bar, plus 2 free drinks at each home game.



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