

SPONSORSHIP PROSPECTUS 2012

Mid North Coast Junior Rugby Union



Unique Branding Opportunities

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Mid North Coast Junior Rugby Union (MNCJRU) needs sponsors for its representative player development program and its participation in the NSW Junior Country Championships.

Paramount to the success of any major program is sponsorship and a myriad of opportunities present for astute companies/corporations who wish to be associated with the MNCJRU development program and participation in the Country Championships programs that will attracts both local and regional exposure.

As part of your sponsorship investment, it will soon be evident that – as well as being a very cost effective medium to expose your brand – this sponsorship is a form of social investment in an important community program that brings compelling benefits to both the community and the participants. In addition your sponsorship investment will have a significant effect in underwriting the financial future of MNCJRU.

The benefits participating sponsors will enjoy include:

- involvement with their community;
- confidence that sponsorship makes a difference;
- · sponsorship that is tax effective; and
- sponsorship that delivers a real community benefit.

Benefits and exposure

The benefits and controlled exposure available to you as a sponsor/advertiser with MNCJRU - all of which are recoverable costs - could play a vital supporting role as you attempt to:

- maximize returns on investment;
- increase business growth;
- increase brand awareness; and
- continue to gain positive community recognition.

In turn, your investment will ensure that the MNCJRU continues to develop the potential of local junior rugby union players for decades to come.

Brand awareness

There are a number of opportunities for potential MNCJRU sponsors for the 2012 season.

MNCJRU provides a number of opportunities to promote your business to the wider market of the Mid North Coast through sponsorship packages. Each package offers a series of benefits in the market of competitive amateur sport.

If its brand awareness or simply promotional opportunities that you wish to create for your business then MNCJRU is the ideal location.



The opportunity

Rugby Union is a world game played in over 120 countries. Rugby Union has enjoyed a period of unprecedented growth and success in recent years.

The growth in Junior Rugby Union in the Mid North Coast Zone in 2010 can only be described as absolutely spectacular.

- The registered junior player numbers in the Coffs Harbour District increased by an extraordinary 43% in 2010.
- The registered junior player numbers in the Port Macquarie District increased by a huge 21% in 2010.
- The registered junior player numbers for the entire Mid North Coast Zone increased by whopping 31% in 2010.

The Coffs Harbour and Port Macquarie Junior Rugby Union Clubs are two of the biggest Junior Clubs in New South Wales.

The Rugby Union World Cup is the third largest sporting event in the world and was played in neighbouring New Zealand in 2011.

The profile of Rugby Union in Australia and the world should reach an all-time high during the 2011 Rugby Union World Cup tournament.

The 2012 season is shaping up as a year without precedent, the perfect time to promote your business and to generate brand awareness through sponsorship of Rugby Union.

Select an option now to drive your business

There are 3 levels of sponsorship on offer for the 2012 Season:

⊘ Gold \$1,000

Silver \$500

⊘ Bronze \$250



Customised Sponsorship

The 3 levels of sponsorship can be arranged to suit a variety of alternate advertising and exposure profiles for key sponsors.

You may wish to:

- provide banners for display at all games and zone functions;
- sponsor gear bags for players with printed Business name/logo;
- sponsor rugby shorts for a team or for all zone players with Business name/logo;
- sponsor polo shirts for all zone players with Business name/logo;
- sponsor a dress shirt for the representative team when on tour;
- sponsor the U17's playing jerseys. This is the first time MNC JRU have had a U17's team and they need a playing jersey;
- sponsor a shade shelter with your Business name/logo on it; or
- sponsor Water bottles for all zone players with your Business name/logo on them.

In addition to your business logos on the items of your choice:

- 1. Training shirts will be provided by the zone to all MNCJRU players and coaches and are an essential uniform requirement to be worn at all zone training sessions. Your business logo will be displayed, along with other sponsors, (potentially) on 140 training shirts.
- 2. Your company will appear on MNCJRU printed and electronic matter associated with the representative development program and participation in the NSW Junior Country Championships including:
 - your business logo, contact details and link to your website to be included on MNCJRU website;
 - your logo to be included on media and event press releases; and
 - your logo to be included on external event marketing and advertising.
- 3. We will provide you with a complimentary MNCJRU training shirt and other items sponsored as applicable
- 4. You will need to supply your business logos and artwork in JPEG format.



Enquiries

All enquiries regarding Mid North Coast Junior Rugby Union sponsorship packages should be directed to:

Contact	Position	Phone:	Email
Richard Jagger	President	0409 815 503	richard.Jagger@essentialenergy.com.au
Mariusz Werstak	Vice- President	0408 616 968	mauriusz.werstak@sdansw.asn.au
Rachel Fox	Treasurer	0427 121 318	fox1111@bigpond.com
Howard Pikett	Committee	0410 385 601	piketts@gmail.com
James Lancaster	Committee	02 6567 4559	
James De Berg	Committee	0416 111 543	
Laurie O'Shea	Committee	0428 482 897	
Brendan Hoy	Committee	0400 471 615	
Ken Potter	Committee	0417 223 482	

Terms and Conditions

- > Sponsorship commitments must be received in writing by letter or email.
- Sponsorship commitments need to be paid in full BEFORE the MNCJRU actions the sponsorship package.
- Invoices/receipts for Sponsorship commitments will be forwarded.
- Any Sponsorship commitments are binding once ANY sponsor benefit has been provided.

Contact MNCJRU Today

Call a Committee member as shown above to secure your place as a 2012 Sponsor!

