Beecroft Cherrybrook Junior Rugby Club
Sponsorship Proposal
2011/12

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Introduction

Our goal is to engage with sponsors long term (3-6 years). We believe this provides benefits to our sponsors through brand alignment and provides the club with some certainty to enable it to achieve its long term future and financial goals. However we understand that this is a large commitment for a new sponsor who is seeking good return on its investment with minimum risk. It is for this reason that we offer various levels of support.

Our goal is to offer the best return possible to our sponsors.

About BCJRFC

The Club has a proud history going back 50 years and has produced many fine rugby players over that time including a number of Wallabies and Super Rugby representatives. In more recent years our Wallaby Roster has included these has included Lachie Turner, Dean Mumm, Benn Robinson, Ben Alexander, Matt Dunning, Cameron Shepherd and Ben Darwin. The club is clearly a good breeding ground for some of Australia's future International Representatives and we have some very talented 20year old coming through the Grade ranks right now.

Currently, the club has 20 teams ranging from Under 6 through to Under 17, made up of just over 400 registered players entered in both the Saturday and Sunday Sydney Junior Rugby Union competitions. We are in the Top 10 largest Junior Clubs in Australia and growing each year.

The club draws players from Cheltenham, Beecroft, Pennant Hills, West Pennant Hills, Cherrybrook, Castle Hill, Thornleigh, Westleigh and from as far as North Rocks, Denistone and Dural. Games are played on both Saturdays and Sundays all over the Sydney area.

3 Year Sponsorship Packages

Club Packages

	Major Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Club or Team
Yearly Investment	**10,000**	**5,000**	**2,500**	**2,500**	**1,000**
Branding					
Front of Jerseys	√				
Back of Jerseys		√			
Sleeve of Jerseys			√		
Shorts				√	
Registration & Club Day	√	√			
Banners/Flags for club grounds*	√	√	√	√	
Sydney Junior March Past Banner	√				
Communication					
Player registration	√				
Club Reports	√	√			
Club Event Mention	√				
Website					
Home page logo	√				
Sponsor Page logo	√	√	√	√	
Sponsor Page write-up	√	√			
Sponsor Page Link	√	√	√	√	√
Club Emails	√				
Benefits					
Gala Dinner Tickets	4	2			
Club Discount Scheme	TBA	TBA			
Special Events					
Gala Dinner	**POA	POA	POA		
Tour	**POA	POA	POA		
Other	**POA	POA	POA		

****Banners to be provided by Sponsor**
****First right of Refusal**

Major Events Packages

Optional Rugby Tour

	Major Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Club Sponsor
Branding					
Front of Jerseys	√				
Back of Jerseys		√			
Sleeve of Jerseys			√		
Communication					
Tour Marketing	√				
Tour Communication	√	√			
Website					
Tour write-up	√				
Benefits7					

Optional Gala/Sportsman's Dinner

	Major Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Club Sponsor
Branding					
Banners	√				
Logo on Presentation/Slideshow		√			
Communication					
Event Marketing					
Event Communication	√				
Event Mention	√	√			
Invitation to present	√				
Website					
Gala/Sportsman's Dinner write-up	√				
Benefits					
Event Tickets	6	2			

Sponsorship Schedule

Sponsorship Rights – Sponsor Package

- Accept no sponsorship from a competitor to core sponsors
- Provide one framed jersey in Year 2 to the Gold & Silver sponsors (size to be nominated)
- Offer Sponsor ability to purchase additional jerseys at cost.

Marketing & Communications

- Enable Sponsor to permanently display a banner around the club grounds. (Banners to be supplied by sponsor)

Obligations of the Beecroft Cherrybrook Junior Rugby Club Incorporated

- Ensure that the club acts in the best interest of Sponsor
- Ensure that Sponsor is able to fully exercise the sponsorship rights afforded under this agreement

Obligations of the Sponsor

- Pre-Payment per season over 3 years

Gold Sublimated sponsors logo on back of jersey for all club jerseys
(a) 3 year Sponsorship Contract
(b) Includes 2 banners on the oval fence
(c) Includes 1 flag on display each game day

Silver Sublimated sponsors logo on sleeve of club jersey
(a) 3 year Sponsorship Contract
(b) Includes 1 banner on the oval fence
(c) Includes 1 flag on display each game day

Bronze Sublimated sponsors logo on shorts
(a) 3 year Sponsorship Contract
(b) Includes 1 banner on the oval fence
(c) Includes 1 flag on display each game day

Club Sponsor 1 year Sponsorship
(a) Display as club sponsor on Club Sponsors Listing at Canteen

****Banners/Flags at Sponsors cost**

Sponsorship Terms and Conditions

SPONSORSHIP PACKAGE:_____
DATED: _____
DURATION OF SPONSORSHIP: _____ TO _____

BETWEEN:
_____ (Sponsor)

and

Beecroft Cherrybrook Junior Rugby Club Incorporated (Club)

TERMS OF AGREEMENT:

1. The Beecroft Cherrybrook Junior Rugby Club Incorporated agrees to grant the Sponsor the following sponsorship rights:
2. It is agreed that at the time of renegotiation, the Beecroft Cherrybrook Junior Rugby Club Incorporated will automatically invite the Sponsor to renegotiate the agreement.
3. The sponsorship will be for the period of three years between 01/10/11 to 30/09/14.
4. Sponsor agrees to provide Beecroft Cherrybrook Junior Rugby Club Incorporated in the form as detailed in Attachment A.
5. The Beecroft Cherrybrook Junior Rugby Club Incorporated agrees to provide the Sponsor in the form as detailed in Attachment A.
6. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
7. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
8. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.
9. Equipment and marketing material purchased by the Sponsor will remain the property thereof.

Signed:

_____	_____
Sponsor	Beecroft Cherrybrook Junior Rugby Club Incorporated
_____	_____
Title	Title
_____	_____
Date	Date